

Cookiecutter: the spontaneous Holstein ad venture that became a phenomenal success



Phil (left), Kyle (right) and Denise with their popular Halo.

It began in July 2004. Kyle Getty, Holstein enthusiast in the state of New York, wants to purchase a Champion calf at a sale. The student is concerned that he does not have enough money and asks Denise Dickinson for help. The calf is bought, but when she needs to be flushed further resources would be handy. This time Phil Wilson is asked. That rounds out the start of Cookiecutter: three friends and one heifer. Now, eight years later, this family is tremendously popular: With a bull in the TPI top-30, a young sire among the world's highest DNA-tested transmitters, and top prices at sales. Read all about the fascinating Cookiecutter adventure.

JAN BIERMA HAN HOPMAN

A boy's dream that was far, far surpassed in reality: That is the Cookiecutter story. When we meet the three friends, Denise Dickinson, Phil Wilson and Kyle Getty at their home base, Ideal Farms in the American state of New York, they can hardly believe the story they tell. Together on a sunny Monday morning, they are washing their star, Cookiecutter MOM Halo. The beautiful Man-O-Man daughter, who already scored VG-87 at a young age, is busy working on a record of 2.0 147d 15,514lb. (7,052kg) 4.7% 3.3%, displays a high gTPI of 2393 – which makes her America's Nr.4 – and is very popular with AIs and breeders world-wide. In the meantime she has already provided a very special son: Cookiecutter Petrone Halogen. With his 2690 gTPI he is one of the world's very highest young bulls. He is a son of Welcome Petrone (Super x Baxter) and was purchased by Select Sires. And with that he is certainly not the first Cookiecutter to leave for AI: 25 herd mates

preceded him already! By the way, it is no wonder that the Cookiecutter bulls are so popular; the very first to leave for AI, Hadrain, immediately joined the top-30 in the US with 2079 TPI!

MODERN FOUNDATION COW

We return to the beginning of the Cookiecutter adventure. It is July 2004: the Bacon-Hill Bonanza Sale is being held in the US. Student Kyle Getty has cast his eye on the Champion heifer MS Kings-Rnsm Haley. Today he tells us why: 'My eye fell on her. She was not too tall, but did have style. And an outstanding pedigree, of course! At the time, the Dellias were extra attractive because of Durham's success. But anyway, I did not have a lot of money, so I asked Denise if she would chip in.' Denise saw the potential of the plan and the agreement was that she would bid up to \$4000. But ... Haley kept getting more and more expensive. 'To me, it simply felt like a grand adventure. And

so I kept on bidding, until we had her for \$4700,' says Denise. Today there is every reason to be happy with this spontaneous decision. Because even though Haley originates from the Dellia line, she will now go down in history as a modern, independent foundation cow from the Dellia dynasty. 'When she was just over a year old, we wanted to flush Haley. At the time, it seemed like the right thing to ask Phil Wilson to participate. He is the herd manager at our Ideal Farms where Haley is housed, and he is responsible for all of the ET work. Phil agreed and our team was complete,' says Denise. Phil did a super job because Haley's first flush to Goldwyn resulted in no less than 18 first-class embryos. Of them, 5 Goldwyns would end up in production. The best known is Cookiecutter Holler VG-88, one of the first homebred Cookiecutter breeding products with a milky second lactation of 4.0 365d 43,694lb. (19,861kg) 3.7% 3.1%. By the way, in the meantime, three

full sisters of Holler classified excellent, while Holler's life came to an end due to misfortune.

LAUNCH OF GENOMICS

Fortunately, due to ET, there were already numerous descendants of Holler; eight of her sons left for AI (including Hefty with 2386 gTPI, for Semex) and she has various daughters. One of them, the Shottle daughter Hazel, went to Gordon Cook and scored EX-90 there. Her full sister, ShtHollerwood, scored VG-88 in their herd and experienced a special breakthrough. 'When genomics arrived, ShtHollerwood was one of the first that we tested. She immediately emerged really high, standing at the top of the list. Then we knew that the family, in addition to lots of type and production, also had high genomics,' explains Denise. From that moment, the family was really "launched" in the top regions of Holstein breeding. And just like foundation dam Haley, ShtHollerwood flushed tremendously well: She already has 25 daughters, and 11 sons have gone to AI. Of them, the Man-O-Man son Cookiecutter Hunter at CRV is the oldest; he scores no less than 2409 gTPI. A full sister of Hunter, Cookiecutter MOM Hue, sold in a private deal to Lookout & Pesce (Quebec) and out of her, an Epic daughter with 2555 gTPI sold for \$130,000 at the recent World Classic Sale.

SALE TOPPERS

Of these two Man-O-Mans, Hunter and Hue, we move on to the earlier mentioned Man-O-Man daughter Cookiecutter MOM Halo. Attention: she is not out of ShtHollerwood (like Hunter and Hue), but out of ShtHollerwood's dam Holler.

Halo is working hard at the home front, Ideal Farms, where the entire Cookiecutter team can be found. She is one of America's highest indexing milking animals. And is, just like the dams in her pedigree, a busy donor cow, so that from this two-year-old (who just turned two this past April) there are already 14 daughters. Of course, the friends cannot keep all of them. And at sales, the demand turns out to be enormous. Halo's Epic daughter Hadele, for example, was the highest priced with \$76,000 at the National Convention Sale this past summer. And at the recent World Classic Sale, her Mogul and Shamrock daughters brought \$120,000 and \$92,000 respectively. And things continue full steam ahead, because there are already 25 new pregnancies from Halo on the way ...

REAL GENETICS

With the high speed succession of new generations, we could almost forget the very first Cookiecutter transmitter: Hadrain, son of foundation dam Haley. Now solidly daughter-tested with 194 daughters, he is good for 2079 gTPI. Unfortunately he died in the waiting period. Nevertheless, he is the first progeny-sampled proof of the high genomics that adorn the family. And so Cookiecutter is no longer a "genomic adventure". Denise talks about this: 'Of course, genomics means a lot for us. But when I think genomics, then I always think about the adage of sire analyst Rick Verbeek: 'Genomics have allowed the good cow families to return to the party.' Because that is the way it is: genomics help us to find the real genetics,' concludes Denise. In the meantime,

- ♀ **Snow-N Denises Dellia..**
(Walkway Chief Mark)
- ▼
- ♀ **Regancrest Elton Disrael VG-88**
(Emprise Bell Elton)
- ▼
- ♀ **Long-Haven Rudolph Dee EX-90**
(Startmore Rudolph)
- ▼
- ♀ **Regancrest-JDV Hanna EX-90**
(Lexvold Luke Hershel)
- ▼
- ♀ **Ms Kngs-Rnsm Champ Haley EX-90**
(Calbrett-I H H Champion)
- ▼
- ♀ **Cookiecutter Gld Holler VG-88**
(Braedale Goldwyn)
- ▼
- ♀ **Cookiecutter MOM Halo VG-87**
(Long-Langs Man-O-Man)

the entire world seems to agree that the Haley line at Cookiecutter has this – so overwhelming is the interest: An interest that the three friends can hardly fathom. And all because of that first calf, who at the time was \$700 "too expensive" ... ●

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Cookiecutter MOM Halo VG-87 is the great genetic attraction at the moment, good for one of America's highest indexing bulls: Halogen, with 2690 gTPI. In the background is Ideal Farms from John and Denise Dickinson, where the Cookiecutter collection finds their home.

