

HOLSTEIN WORLD AND CRAZYCOW TEAM UP

It is game on for the December issues of *CrazyCow* and *Holstein World* when these world-class publications bring out a joint issue, setting an international print precedent.

This edition, due out mid-December, will be distributed to nearly 15,000 subscribers, in addition to U.S. state conventions, meetings and January 2010's International Dairy Week in Australia.

Holstein World editor Karen Knutsen first suggested the idea as she and *CrazyCow*'s editor, Dianna Malcolm, were working ringside at World Dairy Expo at Madison in the U.S. The throwaway line hung briefly in the air, before they both grabbed it.

"Well, I think we (*Holstein World* and *CrazyCow*) both realise the dairy industry is definitely becoming more of a global industry and while it's good to have magazines that specifically target our respective countries, it's also good to expose our readers to the bigger picture of merchandising registered cattle on a worldwide scale," Karen said.

"But really, as two separate magazines, we have established similar philosophies regarding promotion of cow families, good breeders, good merchandisers ... really the people who are the 'movers and shakers' in the dairy world.

"What better way to celebrate the fact that both magazines are a reflection of the world's leading producers than to combine those two into one huge opportunity."

It was also a chance *CrazyCow*'s directors were not going to back away from.

"We're extremely excited," *CrazyCow*'s Dean Malcolm said. "Just like marketing cattle you've got to take hold of opportunities when they come up and that's the way both *CrazyCow* and *Holstein World* operate, so it was natural that if there was a chance to make this happen, we would both be on board.

"We see this as not only an achievement for *CrazyCow*, but also as an acknowledgement of the Australian industry.

"And the best part is that, for not much extra cost, it's created an exceptional marketing medium for registered breeders the world over. Does it get any better?"

Dean and Dianna also own their dairy farm, Bluechip Genetics, and they appreciated straight away what the union would mean for breeders.

"From a personal point of view, we will definitely grab the opportunity to advertise Bluechip in this edition," Dean said. "And we'd advise other breeders to do the same.

"We've all got good domestic and imported cow families. Australia now has very marketable bloodlines.

“But if breeders want to go down that path, they do have to be proactive with their marketing. There’s no other way you can do it. *Holstein World* and *CrazyCow* have got the ball rolling and opened up the court. Now it’s up to breeders to get in the game.”

The initiative is planned as an annual edition.

“No matter what breed ... no matter how many cows ... no matter if you have a show or index focus ... this is your issue,” Karen said.

Breeders who prefer to stay closer to home are welcome to advertise solely in *Holstein World* or *CrazyCow* at their regular rates.

But if breeders are interested in exploring their options and they are not sure how to progress the idea, please contact either *Holstein World* or *CrazyCow*. They would welcome the opportunity to help.

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