



Rosedale Lexi VG-89 with Nicky holding Jake and Mark holding Redmarker - Photo Beth Herges

Change is a constant in the fast paced dairy industry today, but one thing remains the same. Successful breeders are passionate about their animals. Whether it is caring for them day to day, seeing offspring develop or experiencing the satisfaction of show ring success, everyone takes pride in their accomplishments. Taking this passion to the next level, Mark and Nicky Rueth of Rosedale Genetics set the standard when it comes to caring for cows.



Upon entry into the barn office you see Rosedale's legacy of Champions

The Rueth's backgrounds speak for themselves. Mark, from a small farm in Wisconsin, started off with a grade 4-H project and began clipping at the age of ten. Nicky grew up in New York on a registered Holstein and Guernsey farm and was also active in both 4-H and FFA. During their college years, both Mark and Nicky began fitting full time for a number of sales and show strings across the country and internationally. During this time Mark met his two leading ladies. Nicky, his future wife, who equaled his passion for cattle, and Stookey Elm Park Blackrose who brought him his first Grand Champion title during the 1995 Royal Winter Fair and became a prominent brood cow. Tom Morris comments, "I have known Mark since he began working for me at sales while he went to college. He was a farm boy who had limited experience with registered cattle, but a great thirst to learn the business. He was blessed to meet one of the most gifted and talented young ladies in the

industry. Mark and Nicky possess the same passion for the industry and their herd at Rosedale."

Mark and Nicky rented Harry Weir's, Dun-Did location (now home of Ocean View Genetics) at Deerfield, Wisconsin, and began milking full time in 2001. Their herd was 25 head that Mark owned solely or in partnership. With commitments to other strings, Mark and Nicky did chores both morning and night at home and spent their days at the Expo grounds. Nicky admits, "It was a long week!" In 2002 Mark and Nicky took their first Rosedale string to World Dairy Expo where VanDyk-K Integrity Paradise claimed Grand and Supreme Champion for the second time. In 2003 and 2004 Blackrose's Astre granddaughter, Northrose Lin Allie EX-95, was 2nd and 3rd consecutively in the Mature Cow class at Expo, Mark's first homebred nomination.

In January 2005 their current farm in Oxford, Wisconsin, was purchased. From January to May of that year, Mark travelled 70 miles each day to work on the barn while Nicky looked after the cows in Deerfield. The stanchion barn was remodeled from 99 lever-lock stanchions to 58 comfort tie stalls and 8 box stalls. At the same time the milking system was also upgraded. In 2008 the remaining 20 stanchions in the front of the barn utilized for Jerseys were made into 10 comfort stalls and 2 box stalls. The last of the Jerseys were sold in 2011. Set up originally as a 50/50 partnership in 2009, Rosedale Genetics Ltd., was incorporated and after 11 years of working together Mark and Nicky tied the knot in March of 2012.

Since their move to Oxford in 2005 many trophies and banners have been added to the case at Rosedale. In 2005 Paradise's clone, VanDyk-K Integrity Paradise 2 ETN was Intermediate Champion while Lavender Ruby Redrose took home Grand Champion Red & White and was the first ever Red & White to claim Supreme Champion at World Dairy Expo. That same year Rosedale Lexi VG-89, a Cousteau granddaughter of Blackrose, was Mark and Nicky's first All-American homebred nomination together.



4 Champions from Rosedale, VanDyk-K Integrity Paradise Grand & Supreme Champion 2005, Stookey Elm Park Blackrose Royal Winter Fair Grand Champion 1995, Lavender Ruby Redrose (Red & White 2005 & 2007 & Supreme in 2005), Kinyon Linjet Ideal EX was Grand Champion Holstein & Reserve Supreme Champion 2006



Tie stall barn tied tail to tail with 58 comfort tie stalls & 8 box stalls



Showing at World Dairy Expo is their biggest marketing tool however they also picture several times a year and advertising in print and online boost their exposure both nationally and internationally



Nicky takes pride in the calves & cares for them from birth up until calving



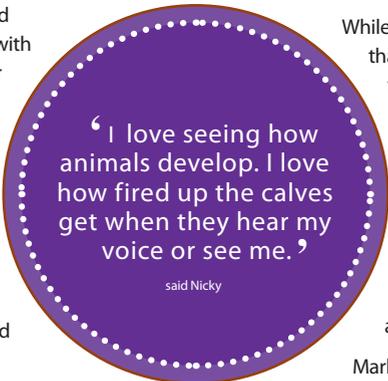
Rosedale's R&W All-Americans include 7 All-American, 4 Reserve and 2 Honorable Mention and 6 other nominations while the black and whites are now at 6 All-Americans, 3 Reserve, 3 Honorable mention and 10 more nominations. They also have received 1 All-Canadian and 2 other nominations and 14 All-Wisconsin and 6 Reserve All-Wisconsin titles

In 2006 Kinyon Linjet Ideal EX was Grand Champion Holstein and Reserve Supreme Champion. Redrose followed up with another Grand

14 All-Wisconsin and 6 Reserve All-Wisconsin titles. Their success in the Red and Whites was recently recognized at the 2014 Red and White National convention when they were awarded their Master Breeder status. Numerous milk quality awards and the Wisconsin Export Achievement Award in 2009 round out a lengthy list of accolades.

While Mark and Nicky enjoy the competition and the recognition that goes with it, their biggest satisfaction comes from working with the cows each day and breeding from them.

Nicky takes pride in the calves, and cares for them from birth up until calving. Making the calves her first priority in the morning, Nicky follows up with milking twice daily along with general barn chores, calf registrations and the accounting. "I love seeing how animals develop. I love how fired up the calves get when they hear my voice or see me. They all are their own characters and I spoil the crap out of all of them," said Nicky.



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Champion Red and White title in 2007 at Expo. In 2011 Lexi's Goldwyn daughter, Rosedale Lexington EX-95, was HM Intermediate Champion and in 2013 she was 1st 5 Year Old at World Dairy Expo capturing the All-American 5 Year Old title.

Over the years Mark and Nicky have claimed 5 Premier Breeder banners at 5 district shows and 1 National Spring show and Premier Exhibitor at 6 district shows and 2 national shows. Their Red and White All-Americans include 7 All-American, 4 Reserve and 2 Honorable Mention and 6 other nominations while the black and whites are now at 6 All-Americans, 3 Reserve, 3 Honorable mention and 10 more nominations. They also have received 1 All-Canadian and 2 other nominations and

Mark feeds the cows as well as barn cleaning, scraping calf barns, heifer sheds and outside lots. He is also in charge of the crops. Mark's new job with Byron Seeds LLC as a part time salesman has provided him with a new interest. In 2013 and 2014 he was the winner of the Forage Superbowl-Grass Hay division. "It is fun to see the progression from planting to feeding, to see other people take interest in the success," said Mark. Mark and Nicky's meticulous yard is a product of Nicky's love for landscaping and Mark's great



Redrose brought Mark and Nicky some of their most memorable moments on the coloured shavings and captured hearts internationally, being named All-World Cow twice and has left a legacy through her daughters and granddaughters - photo Cybil Fisher

maintenance throughout the year.

The use of Holstein Complete and Tri-Star along with Early ID for registering calves aid in the herd management. When it comes to marketing, Mark and Nicky share in the load. Nicky handles the website updates and creates some of the most identifiable names in the industry while Mark works on getting more exposure for Rosedale through Facebook. Picturing several times throughout the year and advertising in print and online boost their exposure both nationally and internationally.

Mark admits, "The industry has changed a lot in the last 10 years and will continue to change. For us to survive in more of a niche market we have to specialize in showing cattle. When I sit back and look at it we really "live and die" for Expo. It is our best opportunity to hit a lot of people in one location and is really our best marketing faucet. I think advertising plays an important role, otherwise people forget about you. It is obvious advertising works as often visitors ask about something they have seen and that is your foot in the door. It is important to show people what you have and to not be complacent about your advertising. Find new and unique ways to engage people in your advertising." Mark and Nicky get great satisfaction out of seeing people do well with animals they have sold and realize it is one of the best forms of advertising.

For matings, Mark and Nicky choose both proven and young sire bulls from proven cow families with a focus on type while feeding for production. "We choose bulls from solid cow families, with a focus on strength, udders and feet and legs. Our biggest frustrations are now bulls to pick from, especially in the Red and Whites, it seems to be the same families," said Nicky. "We used to gamble a bit more on new bulls but now we tend to wait and see how a bull will transmit before using him. I



Rosedale Lexington, recently nominated All-American Age Cow was the 2013 All-American 5 Year Old and seen here winning the 5 Year Old class during WDE 2013



Redrose's granddaughter, Rosedale Lucky Rose Red was the Unanimous All-American Summer Yearling and Honorable Mention All-American Junior 2 Year Old in 2013

also think focus on mammary systems have changed a lot in the last 10 years especially in the show ring. Now we will sacrifice some frame for a freer moving more dairy cow with a great udder," said Mark. Mark and Nicky use genomics as a tool. Nicky says, "We milk our own cows every day and jumping on a particular bull of the month could really hurt our herd. While genomics is a valuable tool we feel the genomic game is fast and really not the right fit for our herd size."

This breeding philosophy of strong cow families and good type can be seen in the cows that have brought Rosedale to the forefront. With 80% of the herd tracing back to Stookey Elm Park Blackrose EX-96 3E GMD DOM and her granddaughter Lavender Ruby Redrose

EX-96 4E, it is hard not to recognize the impact they have made. After her success in the show ring with partners Indianhead and Markwell Holsteins, Blackrose proved her worth as a brood cow through both her sons and daughters. Her most prominent son was Indianhead Red Marker.

One of the strongest female lines today came from Blackrose daughter Rosedale Lea-Ann*RC EX-93 2E GMD and her Cousteau daughter Rosedale Lexi VG-89. Lexi was lost at a young age but has left behind tremendous offspring including five



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Goldwyn daughters; Lexington EX-95 2E, Leona EX-94 2E, Liberty EX-93 2E, Go For Gin EX-93 and Lacquer EX-92. Lexington, recently nominated All-American Age Cow,

was the 2013 All-American 5 Year Old. She has a Bradnick son, Lexington, at St Jacobs and daughters by Redburst, Bradnick and Private on the ground. "Lexi was my first favorite so for her daughter to win at Expo was huge personally for me. I told Mark from the time Lexington was a calf in the hutch she was going to be something special," said Nicky. Other influential daughters from Lea-Ann include her Stormatic daughter, Legendary Princess EX-92 2E and her Advent, Rags To Riches EX-91.

Previously owned with DR VanDraager of Lavender Farms, Redrose brought Mark and Nicky some of their most memorable moments on the coloured shavings and captured hearts internationally, being named All-World Cow twice.

Some of her most consistent breeding daughters include Advent daughter, Rosedale Adventageous-Red EX-92 2E and Rosedale Gold-Mine EX-93, a Goldwyn that was HM All-American Junior 2 Year Old. Two Shottle daughters, Winning Colors EX-92 and With Distinction EX-91 along with Sanchez daughters, Game Face EX-93 and Crown of Thorns EX-90 round out the group. Crown of Thorns daughter Lucky Rose Red was the Unanimous All-American Summer Yearling and Honorable Mention All-American Junior 2 Year Old in 2013.

Redrose's Redliner granddaughter, Rosedale Tea-Rose-Red EX-94 2E, was Reserve All-American 4 Year Old in 2012. Nominated All-American in the 125,000 lb class and the Nasco Type and Production Winner at WDE in 2013, Tea Rose has already produced a national show winner by Absolute, Rosedale Eye Candy VG-88. "It seems cows come and go but Blackrose and Redrose always had the ability to transmit power and great rumps generation after generation," said Mark.

Shortly after her 14th birthday party where Mark and Nicky gave her a wrapped up hay bale as a present, Redrose passed away; an extremely emotional time. Joining Paradise and Lea-Ann in the front yard near the Rosedale sign, Redrose leaves a great legacy with a number of Goldwyn's, Redburst's, Acme's and Action's due to calve next year. Mark and Nicky are also

ROSEDALE HOLSTEINS – Farm Facts

- Milk 60 cows and have 75 head young stock (31 are red and 55 are *RC)
- tie stall barn tied tail to tail with 58 comfort tie stalls and 8 box stalls
- Rolling herd avg. 23,847 4.12 983 3.24 773 ME lact avg. 25,301 3.8 967 3.0 750 (lbs)
- 20 EX (including 1@95, 2@94, 2@93) and 5@92 , 26 VG & 5 GP
- 50/50 partnership between Mark & Nicky
- own 45 acres and rent 120 acres – grown hay and silage and double crop forages. Buy additional dry hay and straw
- calves are raised in hutches year round and fed a 30/32 milk replacer and a 22% calf starter 3X/day until weaning (around 8 weeks depending on space and how well eating grain)
- heifers and dry cows are fed a 26% grain/mineral mix and dry hay
- milk cows are fed a 16% grain mix, corn silage, baleage and dry hay
- Bulls currently using Acme, Action, Axford, Armani and Defiant



Paradise Linjet daughter Paradise-RV Paloma EX-93 2E, has two Atwood's, Rosedale She's Phenomenal EX-92 and Panty Raid VG-87 as well as a recently fresh Watch Out daughter, Plum Pretty VG-87

excited about Redrose's last daughter, by Armani, which was born in September.

While Paradise may not boast the majority at Rosedale, her Linjet daughter, Paradise-RV Paloma EX-93 2E, has given them some beautiful daughters including two Atwood's, Rosedale She's Phenomenal EX-92 and Panty Raid VG-87 as well as a recently fresh Watch Out daughter, Plum Pretty VG-87. "We have both believed in these cow families and their transmitting abilities and have enjoyed breeding and developing from them," said Nicky.

Mark and Nicky both feel blessed to have had some good partners over the years. Partnerships have brought other cattle into their herd including an VG-89 2yr Atwood daughter of Quality Ridge Stormi Hazel owned with good friend Howard Binder, a milking Domain daughter from the Regancrest-PR Barbie family and members of the Debutante Rae family. A great admirer of the Brown Swiss breed, Nicky also enjoys having some of Jeff Wood's cattle in the herd.

Mark and Nicky are involved with various industry boards and committees. Mark is on the Holstein Association Judging Conference panel and has judged both the Holstein and Jersey shows at

World Dairy Expo and the Royal Winter Fair. He also has judged many shows internationally including the Swiss Expo Holstein show in 2010 and the Red and White Holstein show in 2013. Mark received the Duncan-McKenzie award in 1995 and the Klussendorf Award in 2008. Nicky is the secretary/treasurer of the county Holstein club and was the 2010 Duncan-McKenzie recipient. Both are on the exhibitor show committee for World Dairy Expo.

There is no disputing that it takes a good management team to make a business successful. The partnership between Mark and Nicky Rueth brings together two people with experience, expertise and shared passion for the work that they do. Their partnership has seen great success so far and all signs point to more of the same in the years ahead.

