

FOR IMMEDIATE RELEASE

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### **National Dairy Shrine Announces 2011 Award Winners**

Denmark, WI (July, 2011), National Dairy Shrine (NDS) is pleased to announce the winners of the Graduate Dairy Production, Progressive Dairy Producer, Pioneer, Distinguished Dairy Cattle Breeder, and Guest of Honor awards for this year. These awards were designed to honor dairy industry leaders that have or will contribute to strengthening and enlivening the dairy industry.

Steven Larson is the Guest of Honor, the highest award from the National Dairy Shrine. This award goes to an individual that has had a dramatic impact on the dairy industry and its future. Steven Larson served as Managing Editor of *Hoard's Dairyman* and helped establish dairy policy through his written editorials on national and international dairy policy, milk marketing, dairy product promotion, feeding and nutrition, mastitis and herd health, and dairy cattle breeding. He is a well respected and recognized individual whose positive impact on the dairy industry cannot be overstated.

The NDS Distinguished Dairy Cattle breeder is William H. Peck from Schuylerville, NY. Peck's farm Welcome Stock has national and international recognition in producing quality and sought after cattle. Peck has also served on several New York and national boards and committees, such as Holstein Association USA Board of Directors and New York State Agricultural Society Member and Director. He has shown great leadership abilities and the insight to use innovative breeding ideas.

Through an anonymous selection committee, David Dickson, Craig Beane, Norman Olson, Harold Schmidt and Peter Van Soest were selected as National Dairy Shrine Pioneers. This year's honorees are an exemplary display of what this award is about. Dr. David Dickson was a pioneering professor at the University of Wisconsin-Madison, using dairy cattle judging techniques to teach lifelong skills in communication. Craig Beane, Fort Atkinson, Wisconsin was a leader to farmers in employing a better record system, an advocate for herd testing, and a leader in the farm credit system. Norman Olson had an illustrious 38 year career of research in cheese technology and teaching in Food Science at the University of Wisconsin-Madison. The numerous awards he has received attest to the scope and importance of his work. Dr. Harold Schmidt is a veterinarian that has had a fantastic influence on Holstein genetics and his involvement in the A.I. business by creating Genetics Inc. in California. Dr. Peter Van Soest, Cornell

University, is recognized worldwide for his study in animal feeds and nutrition and their importance in animal performance. Dr. Van Soest developed the detergent fiber analysis system that is still being utilized worldwide by dairy nutritionists.

The NDS Progressive Dairy Producers selected for this year are Charles Krause in the small herd division and Martin Burken in the large herd division. This award is a \$2000 travel stipend to attend a conference or seminar to learn new techniques to improve their dairy business. Krause and his wife Robyn have excellent herd of 165 Holsteins in Buffalo, Minnesota and is very involved in the dairy community. Charles often serves as a spokesperson on dairy issues for media outlets in the Twin Cities. Burken, operates Blue Hyll Dairy LLC. Clinton, Iowa. With his wife Lisa and family they milk 774 cows. Mr. Burken has been very active in Swiss Valley Cooperative, county DHIA boards, dairy promotion activities, Farmers for the Advancement and Conservation of Technology (AFACT) and his local church.

Joel Krall Lebanon, Pennsylvania has been selected as the graduate Dairy Production award winner. This award goes to an active dairyman who has graduated from college in the last nine years and has already demonstrated excellent dairy management ability and financial stability. Joel, his wife Christine and partner Tim Crouse operate Furnace Hill Holsteins. Joel will receive a \$2500 award sponsored by Elanco to be used toward the purchase of cattle to improve his herd.

The annual National Dairy Shrine awards banquet will be held on October 6 during World Dairy Expo in Madison, Wis. For more information about the banquet or about students, producers and industry representatives being recognized by National Dairy Shrine, please contact Dr. David Selner, Executive Director, at (920) 863-6333. National Dairy Shrine membership information is also available by phone or online at [www.dairyshrine.org](http://www.dairyshrine.org). Dairy enthusiasts are encouraged to become a part of this important organization to help honor our heritage, inspire future leaders and promote the dairy industry.