

FOR IMMEDIATE RELEASE

July 2011

Contact: Dave Selner, National Dairy Shrine

Phone: 920-863-6333 or via e-mail: [info@dairyshrine.org](mailto:info@dairyshrine.org)

## **National Dairy Shrine Recognizes Five Industry Pioneers**

Denmark, Wis. – Each year the National Dairy Shrine bestows the honor of Pioneer to individuals who have made a lasting impact on the dairy industry. At the 2011 World Dairy Expo the five pioneers will be honored and join a long list of outstanding individuals who have also received this prestigious honor; their portraits will also be permanently displayed in the National Dairy Shrine Museum and Dairy Hall of Fame in Fort Atkinson, Wis. These industry leaders were nominated by a member of the National Dairy Shrine and are selected by an anonymous committee.

The five honorees for 2011 include: Craig Beane, the founder and first president of the National Dairy Herd Improvement Association, Inc.; David Dickson, noted judging coach and professor from the University of Wisconsin-Madison; Norman Olson, a researcher in cheese technology and professor in food science; Harold Schmidt, a California veterinarian with a great influence on the commercial acceptance of A.I. for progress in U.S. and world dairy cattle genetics; Peter Van Soest, a foundational professor and researcher in the field of nutritional ecology of ruminants.

### **Craig Beane**

A lifelong dairy producer, Craig Beane was a leader in ways farmers could employ a better recording keeping system, a leader and advocate for herd testing and a thought-leader in the credit system. Craig and his wife Laura farmed in Wisconsin for more than 50 years. During that time they hosted the 1956 Wisconsin Farm Progress Days, opening their farm to about 60,000 people. This event, now called Wisconsin Farm Technology days, remains a leading three-day gather for education on new advancements in agricultural technology.

Maybe his most noted accomplishment, Beane was the founder and first president of the National Dairy Herd Improvement Association, Inc., and served on many of its committees. He served under the U.S. Secretary of Agriculture's Animal and Animal Products Advisory Committees. Additionally, for 26 years Craig was a monthly columnist for *Wisconsin Agriculturalist* magazine and also served on the *Farm Journal* magazine's Dairy Extra panel. In 1971 Craig and his wife Laura were honored by the University of Wisconsin-Madison College of Agriculture & Life Sciences with the Outstanding Service Award. Beane passed away on December 5, 2008.

### **David Dickson**

David Dickson was a pioneering Professor Emeritus at the University of Wisconsin – Madison who used the art of dairy cattle evaluation to teach life skills to his students. Over his four decades with the university, Dickson used cattle judging as the vehicle to encourage students to make decisions and then stand behind them by presenting a logical discussion on the decisions they made. His ability to teach these skills was apparent in the

results, as his teams won more national oral reasons titles than any other program—18 reasons titles in 42 years. Dickson also created video tapes and manuals detailing proper etiquette of oral reasons, which have been translated into Italian and Spanish, making an impact on dairy cattle judging worldwide.

Dickson has his own stellar background in judging dairy cattle. He became only the second person in the United States to earn high individual honors at both the National 4-H Cattle Judging Contest and the Intercollegiate Dairy Cattle Judging Contest. Dickson judged more World Dairy Expo shows than any other judge, and placed cattle at 30 international shows.

Beyond judging recognition, Dickson served as Department Head of Dairy Science at the University of Wisconsin – Madison, taught several classes every year in dairy science and served in professional organizations including National Dairy Shrine, World Dairy Expo and Kiwanis Club of Madison. His knack for teaching students was recognized in 1996 when Dickson was selected to receive the highly coveted Purina Mills Teaching Awards in the first year he was nominated. He passed away on July 9, 2010.

### **Norman Olson**

Serving as a researcher in cheese technology and professor in food science for 38 years, Norman Olson was an outstanding leader with the University of Wisconsin – Madison and the dairy industry nationally. His work had profound influences on the products currently available on grocery store shelves, focusing on work in reduced fat cheese production, ripening of cheeses and developing U.S. specialty cheeses.

Olson's depth of knowledge in microbiology allowed him to develop procedures that can manipulate physical properties of cheese, such as degree of melt, stretch, ability to shred or slide and mouthfeel. He was a true pioneer in developing the specialty cheese market, most notably for Wisconsin-style Havarti. Many more varieties have followed thanks to Olson's initial work in this area.

In addition to his research Norm created the Walter V. Price Cheese Research Institute, which later became the Wisconsin Center for Dairy Research, and has been recognized as the top dairy food research center in the country, and among the top five in the world. For his work Olson has received a variety of awards for his research, teaching and industry training. He currently resides in Madison, Wisconsin.

### **Harold Schmidt**

Schmidt, a California veterinarian, had great influences on dairy producers throughout the state and the country. His most notable accomplishment was in Holstein genetics through his involvement in the A.I. business. He purchased a small A.I. center and established Genetics, Inc., one of the only private A.I. breeding organizations at the time. His efforts were instrumental in accelerating acceptance of population genetics superiority. Over the years Genetics, Inc. transitioned to Carnation Genetics to Landmark Genetics and to today's Alta Genetics.

Schmidt also developed the famous Lavacre herd in the 1950s and 1960s. He was a consultant, advisor and confidant to any Holstein breeders. His intellect and accomplishments made him an acknowledged leader of the Holstein Association of America. Schmidt served on the National Holstein Board of Directors, was a member of the Genetic Advancement Committee and was instrumental in updating the Holstein *True-Type* model cow to today's standards. He currently resides in Rosedale, Virginia.

### **Peter Van Soest**

In the field of nutritional ecology of ruminants, Peter Van Soest is considered a groundbreaking thought leader. The longtime professor of Ruminant Nutrition in the Department of Animal Science at Cornell University, Van Soest was responsible for inventing a new way to effectively measure feed and forage fiber levels.

Van Soest is recognized worldwide for his contributions in development more accurate evaluation of the nutritional values of feeds and foods, specifically fiber in forages and feeds. He developed the detergent fiber analysis system that has become the worldwide standard for formulation of diets in dairy cattle and other ruminants. This formulate plays an integral role in evaluations in the Nutrient Requirements of Dairy Cattle (NRC) publications in 1978, and have subsequently been adopted in feed systems around the world. Alongside this groundbreaking finding, Van Soest was active in the development of research models to better understand rumen function.

As a professor Van Soest developed a groundbreaking senior level course for Cornell students that focused on forages, fiber and the rumen, and taught students to think outside of the box. His unconventional teaching methods and excitement for dairy cattle nutrition led many of his students to pursue careers in this same area. During his tenure Van Soest supervised the research and education of over 50 graduate students. He currently resides in Alpine, New York.

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.