Moore Honored with National Dairy Shrine’s Pioneer Award

Five outstanding individuals are being honored with National Dairy Shrine’s Pioneer Award this year in recognition of their longtime service and contributions to the dairy cattle industry. The five join an elite group of industry leaders whose stories and portraits are part of Dairy Shrine’s National Dairy Hall of Fame and Museum in Fort Atkinson, Wisconsin.

Among the Pioneer honorees is Larry F. Moore (1907-1985), the noted Red & White Holstein breeder, entrepreneur, and visionary who lived at Suamico, Wisconsin. “A man decades ahead of his time,” says Amanda Sell of the Red & White Dairy Cattle Association, Moore’s lifetime interest in animal genetics and the interaction of recessive genes made him truly a “pioneer” in the Red & White Holstein movement.

Larry Moore was born and raised on a small farm in Iowa. He became interested in hair coat color changes at a young age when one of his pet rabbits was born with a different hair color than its siblings. Wanting to know why, he sent a letter to Dr. William Castle, a geneticist at Harvard University. Castle replied with a letter explaining how hair color mutations occur in animals, sparking Moore’s interest even further in recessive genes. In 1934, Moore purchased a farm in Wisconsin and started a mink ranch where he pursued his growing interest in raising mink that had unusual hair coat colors. From his experiments, he developed the Silverblu and Pink Mink lines and other exotic shades of color. His mink pelts were soon in high demand and commanding very high prices.

In the early 1940s, Moore established a herd of Black & White Holsteins. Within a few years, he had the opportunity to take what he had learned with the mink and apply those lessons to dairy cattle breeding. A visit, and subsequent gift of a Red & White bull calf from Winterthur Farm in Delaware to Moore in 1947, introduced Larry to the Red & White gene. That bull calf, who was a double grandson of Posch Ormsby Fobes 14th, moved to Wisconsin and was named Larry-Moore King. Moore used the bull extensively in his herd and mated him with Red & White females that he had acquired. From this nucleus, Moore developed the first all Red & White Holstein herd in North America and created a breeding stud. He kept accurate identification records, and promoted and marketed his herd’s genetics aggressively.

The Red & White Dairy Cattle Association (RWDCA) was formed in 1964 and Moore served as a director from 1966-71 and as president from 1967-69. His home also served as the organization’s headquarters during his years as president. Today the RWDCA Master Breeder award is named after Larry Moore.
In 1970, the U.S. Holstein Association voted to accept Red & White cattle registrations into their herd book. The Holstein Association’s acceptance of Moore’s animals was a big step in establishing his credibility as a breeder and gave Red & White Holsteins much needed respect. Almost a third of the first males and 15% of the first Red & White females registered in the Holstein herd book were sired by Moore bred bulls.

Most A.I. units made semen available from Moore’s homebred bulls. Among the most popular were “Transmitter Jack”, “Pioneer” and “Sir Roeland R”, whose dams were all sired by Larry-Moore King. One of “King’s” best daughters, Larry-Moore Betsy K, set a Wisconsin butterfat record in 1968 and her image was used as the first True Type model for the Red & White breed.

In the mid-1970s, Moore became interested in the polled trait. One of his homozygous polled bulls, Larry-Moore Crosby B Poll-Red, is the great-grand sire of Aggravation Lawn Boy P-Red, a bull who has firmly entrenched the polled gene in both Red & White and Black & White Holsteins.

Larry Moore died in 1985. But as Ronald Eustice, a fellow Red & White enthusiast and 2018 Dairy Shrine Pioneer winner, says, “No other individual had the impact that Moore did on the Red & White Holstein. Without his resources, business acumen and ability to develop a breeding herd and battery of A.I. sires, it would have been even more difficult for the pioneers of the breed to establish a market for the Red & White Holstein.”

Larry Moore will be acknowledged with the Pioneer Award at the 2019 National Dairy Shrine Awards Banquet on Thursday, October 3rd in Madison, Wisconsin. For more information about the banquet, or the students, producers and dairy industry individuals being recognized by National Dairy Shrine, contact National Dairy Shrine’s office at info@dairyshrine.org. To learn more about Dairy Shrine and how to become a member, visit www.dairyshrine.org.

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Pictures of the honorees are available upon request by contacting info@dairyshrine.org.