

REAL PRODUCER EXCHANGE

Rocking S Dairy

Engineering a Herd for Longevity and the Path to 120 lbs/Day

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Rocking S Dairy • Modesto, California



Building a Herd for the Future — 120 lbs/Day

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HERD METRICS

Rocking S At A Glance

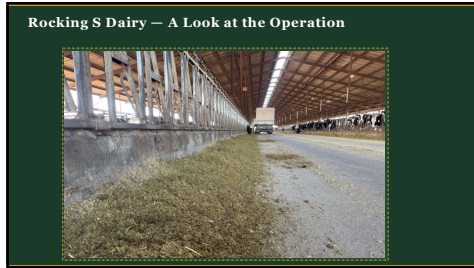
HERD	
Number of Dry & Milking Cows	3,400
Current Production Average	100
Component Average (2025)	4.35% fat 3.45% protein
Acres	600
Number of Young Stock	3,050

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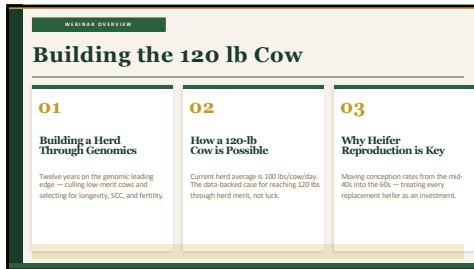
Rocking S Dairy — A Look at the Operation



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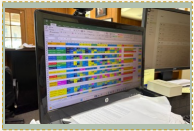


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GENOMICS STRATEGY

Engineering the Herd – Not Just Breeding

- Genomic Testing from Day One**
Every calf is genotypically tested at birth. Low merit animals are identified early — before the farm invests years of raising costs.
- Culling for Trait Merit, Not Just Milk**
Selection targets SCC, productive life, fertility, and udder health — not production alone. A long-lived cow is the profitable cow.
- 12 Years of Data Building Momentum**
The first genomic group is now completing their productive lives. The data is validating the strategy — death loss, SCC, and longevity are all improving.
- The Genetic Floor Keeps Rising**
Each generation of genomically selected heifers raises the herd's average merit floor — a compounding advantage that can't be bought overnight.





"I'm not breeding for production directly, I'm building a herd that earns its milk."

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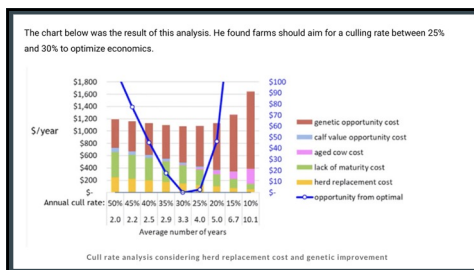
The compeer financial study

1. Low SCC
2. Low death loss
3. High pregnancy rate
4. Low replacement cost
5. High heifer survival rate
6. High ECM production

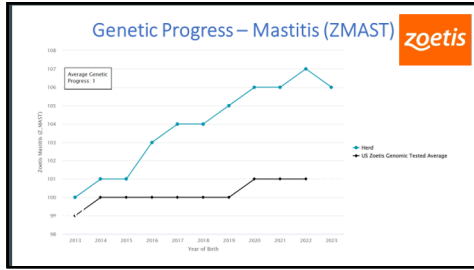



Fertility
Optimize Herd

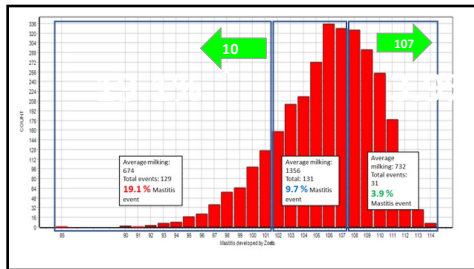
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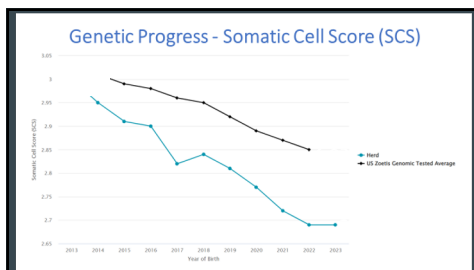
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Econ for Genetic Somatic Cell Score

Analysing 81 cows on Test Date 9/18/23

```

[--- Bull Task Today ---]
Total Milk  44740
Average SCS  8.4
Bull PctF  4.47
Bull PctF  5.45
  
```

----- Output Settings -----			
Milk price	0.00		
Fat Base	0.0	Diff	0.00
Pro Base	0.0	Diff	0.00

Without any cows removed : Bull Task SCC []
 Exp Price []
 Daily Income []

Analysing 231 cows on Test Date 9/18/23

```

[--- Bull Task Today ---]
Total Milk  20930
Average SCS  9.0
Bull PctF  4.43
Bull PctF  5.45
  
```

----- Output Settings -----			
Milk price	0.00		
Fat Base	0.0	Diff	0.00
Pro Base	0.0	Diff	0.00

Without any cows removed : Bull Task SCC 147
 Exp Price 0.00
 Daily Income []

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SECTION 02

How a 120-lb Cow is Possible

From 100 lbs today to 120 lbs tomorrow — the data and the math behind a goal that isn't about pushing cows harder, it's about building better ones.

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PRODUCTION PATHWAY

The 20-lb Gap: Where It Comes From

100

lbs / cow / day

→

120

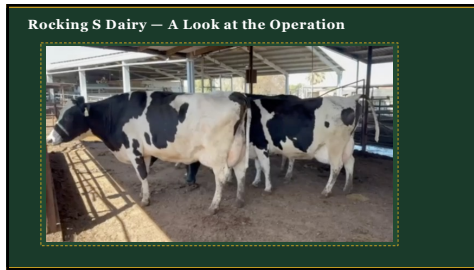
lbs / cow / day

The 20 lbs comes from:

- Higher genomic merit in each successive crop of heifers
- Longer cow longevity — more peak production lactations
- Better fertility reducing days open and dry period waste
- Lower SCC, enabling full milk production potential
- Improved early life nutrition driving higher first lactation peaks

Research backing: Dr. Albert de Vries' validates that longevity-focused genetic selection is the most reliable pathway to sustained high production.

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HERD PERFORMANCE DATA

Longevity Metrics: Rocking S

Metric	Rocking S
Avg. Lactations (Rocking S) <small>2022-2024</small>	2.2
SCC (Rocking S Bulk Tank) <small>SCC < 1,000</small>	125
Calf Death Loss Rate	1-2%
Heifer Conception Rate <small>2022-2024</small>	60%

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SECTION 03

Why Heifer Reproduction is Key

From mid-40s to the 60s — treating every replacement heifer as a real business investment.

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HEIFER REPRODUCTION STRATEGY

Every Heifer Is a Business Investment

STARTING POINT	RESULT
Mid-40s conception rate	60s+ conception rate

"Calf health accounts for roughly 40% of heifer outcome. You can't breed your way out of a management deficit."

Why Conception Rate Matters

- Lower Cost Per Pregnant Heifer**
Lower cost to get into pregnancy and subsequent expenses - higher conception rates compare the cost per reproductive pregnancy.
- Younger First Calving Age**
More efficient reproduction allows tight calving schedules and reduces the gap between conception and calving.
- Better First Lactation Performance**
Heifers that conceive on first or second service tend to be higher milkers - the genetics often both trade.
- Reduces Replacement Pressure**
Low cost heifer reproduction means, culling decisions are genetic - not forced by shortage.

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SECTION 03


Raising Replacements

Getting it right pays off for the rest of her productive life




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The elephant in the room?



Calf health

Baked in the Cake??!



40%

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REPLACEMENT ECONOMICS

Raising Replacements as a Profit Center

- Genomic Test at Birth**
Identify merit. Decide early which animals earn investment.
- Target Calf Health**
Minimize early losses — 40% of heifer value is determined pre-weaning.
- Synchronize & Breed Early**
Move conception timing forward to reduce cost per pregnant heifer.
- Track ROI Per Animal**
Track your costs to raise vs. projected lifetime milk output. Cull ruthlessly.
- Re-invest in High-Merit Lines**
Replacement savings from genomic culling fund the next generation's improvement.



Key Insight: The genetic progress from genomics only pays out if the management system is good enough to raise high-merit animals successfully. They must work together.

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KEY TAKEAWAYS

Three Things to Take Home

- 01 Genomics is a long game — and it's working.**
Twelve years of genomic selection is measurably improving longevity, SCC, and fertility at Rocking S Dairy. The compounding genetic improvement each generation creates an advantage that purchased genetics alone can't match.
- 02 120 lbs isn't about pushing harder — it's about building better.**
The pathway from 100 to 120 lbs per cow per day runs through herd merit, longevity, and reproduction efficiency. Higher genomic floors, longer productive lives, and fewer days open are the levers.
- 03 Every heifer is a capital investment — manage her accordingly.**
Moving heifer conception rates from the mid-40s into the 60s doesn't just improve numbers — it compresses costs, accelerates genetic progress, and reduces dependence on purchased replacements.

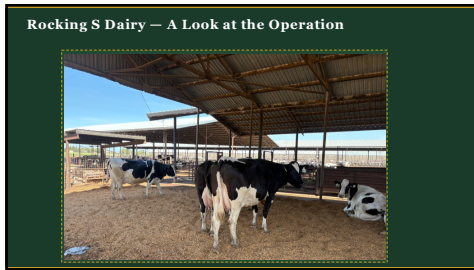
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Thank You

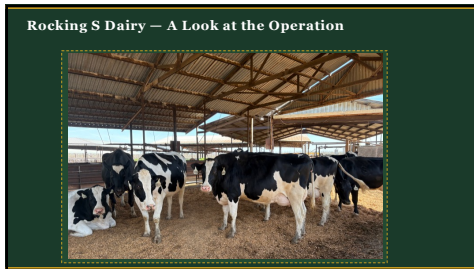
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STAY FOR THE BACK-30
An in-depth conversation with Siebren and his key advisors — genomics consultants, reproduction specialists, and the team behind the Rocking S program. Available to live participants only.

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