



8 July 2015

Dear Members

Aussie Red herd book heads to Holstein Australia

Today the Australian Red Dairy Breed (Aussie Reds) announced it has engaged Holstein Australia to manage their herd book and membership services.

Aussie Reds will retain responsibility for the direction of the breed including setting the ideals and measurements for the true-type animals the Association wants to breed.

Holstein Australia's service to Aussie Red members will include web based registrations, pedigree and genetic information as well as direct access to its professional team of classifiers. These services would be backed up by a team of membership and technical officers in the Hawthorn, VIC office.

I can honestly say the Aussie Reds executive is excited about the prospects of working with Holstein Australia to manage our herd book and member services.

Throughout the entire negotiation process I have been impressed with how accommodating and professional the Holstein team has been.

The move makes sense and gives Aussie Red members the convenience of a one-stop shop that we believe will improve member service delivery.

There is still a fair bit to do and we ask all Aussie Red members to be patient as we work through this transition. We expect new registrations to be accepted into the system in early to mid-August and in the meantime each Aussie Red member will be contacted directly with more details.

Holstein Australia's third party software provider, ABRI, had been engaged to manage the migration of the Aussie Reds' data to its platform and create the same on-line service that Holstein members currently enjoy.

Members can contact the Holstein office on 03 9835 7600 or email at enquiry@holstein.com.au

Sincerely

Graeme Hamilton
President
Australian Red Dairy Breed Inc

Graeme Gillan
Chief Executive Officer
Holstein Australia