New England Brown Swiss Historical Presentation

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The following historical presentation is not intended to be a "Complete" or nearly so, account of Brown Swiss History in New England. Instead, it is more an acknowledgement and appreciation of the many Brown Swiss Breeders and outstanding cow families that were bred and originated here.

In the 1980 Centennial Brown Swiss Bulletin addition, the National Association did a truly outstanding job of compiling the Associations history both for New England and nationally. The early history has been very well documented beginning with the very early importations in the 1860's and the first National Meeting in Worcester, MA 1880. This included State Histories, Classification and Production Performances and Awards, Organizational History, National Show winners, and listed everyone who had registered a prefix prior to the date and so much more. Truly an incredible accomplishment.

The emphasis here will be more intended to discuss the somewhat more recent past and the present, as many changes have obviously occurred with passing time and in the dairy industry in general.

After an unprecedented 2020, the National Convention and Sale are being held in Hadley and Northampton, MA in 2021. The last National Convention to be held in New England was in Burlington, VT in 2012 with the National Sale at Shelburne Farm, Shelburne, VT. The National Sale is being held where the 1955 (75th Anniversary) Sale was held, at the 3 County Fairgrounds, Northampton, MA. That sale was managed by Norman Magnusson of Lake Mills, Wisconsin (father of Norm Magnusson, our present National Association Secretary/Treasurer), Tom Whittaker was the Auctioneer. Tom, from Brandon, VT was very well known especially with Ayrshire and Brown Swiss Breeders. He was the Auctioneer of the Eastern Breeders Sale for many years, and along with his family, was very prominent in Real Estate and Auctioneering. The Eastern Breeders Sale initiated in 1937 by New England and New York breeders, is the oldest continuous annual Brown Swiss Sale (possibly any breed) in the United States. First sale held at Judds Bridge Farm.

Wayne Sliker (Modern Associates) has managed and operated The Eastern Breeders Sale for many decades. Wayne has played a very prominent role in the National Brown Swiss History from breeding, buying, and developing great cows and cow families; a number have come from New England. He has also managed other sales, dispersals, numerous private sales and judged many times at state Canton shows and the Big E in past years. (There will be much more later pertaining to Wayne and Connie Sliker).

The Brown Swiss Bulletin

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Centennial Annual Meeting

Anticipation grew as the time drew closer for the Centennial National Annual Meeting of the Brown Swiss Cattle Breeders' Association July 9-12. Over 300 people traveled back to New England, where it all began 100 years ago. Though the original meeting was held in Worcester, Massachusetts, this year's New England hosts chose the Marriott Inn in Springfield, Massachusetts as the site for the festivities. Throughout the week's activities, all state associations were represented with attendance peaking at 327 at the New England Banquet.

The crowd grew on Wednesday as breeders and friends arrived in time for the opening functions on Wednesday evening. The program began with an "Old Timers' " Session. Included in the panel and recalling their recollections of earlier Brown Swiss days, were Harold Magnussen, former manager at Walhalla Farms, Shelburne and Cobble Hill; Rosa Prime, Roseledge Farm, Augusta, Maine; James Britton, Hillwinds Farms, Greenfield, Massachusetts; Fred Gauntt, former Eastern Fieldman; and George DeVoe, former manager of Judd's Bridge, with Convention Chairman George Dudley as Master of Ceremonies. The crowd enjoyed the "Old Timers," comments and were pleased and honored to have them in attendance at the Centennial celebration.

From the "Old Timers", the program then changed gears and focused on the youth with the Swiss Miss Contest. Check page 76 for the complete story.

Thursday morning activities began earliest for the women. Following breakfast at the Coliseum Restaurant, they traveled by bus to Old Storrowtown Village at the Eastern States Exposition Grounds in West Springfield. There, the women took a step back in history. Storrowtown Village is a town from the early 1800's. Each building in the village was rebuilt on the Exposition grounds after being moved from another location in the New England states. Visits were made to the Town Hall, a one-room schoolhouse, a blacksmith shop, several homes and a lawyer's office.

Meanwhile two seminars were being held at the hotel. Leonard Bull, University of Maine, Orono, spoke on "Feeding for High Production in the 1980's." Bill Clark, President of World Wide Sires, Hanford, California, followed with his talk on "Exporting Brown Swiss Semen." Both talks emphasized means of increased profits for Brown Swiss Breeders in the future. (These two speeches will be published in their entirety in future issues of the Bulletin.)

The Annual Meeting Luncheon began at 12:00 noon with the ringing of a bell by President Bill Notter. The Swiss bell, provided by the George Harris family, was worn by the first Harris import coming off the boat from Europe in 1882. Jerry Myers, Northeast Area Representative, sang an inspirational Lord's Prayer as the invocation. Following a roast beef luncheon, the fanfare began. When the lights were dimmed, 35 lighted anniversary cakes were brought in as everyone sang "Happy Birthday." Guests were introduced including the head table, Board of Directors, and staff. Also recognized were past Association Presidents, Vernon Hull, Hiroshi Tateyama and Bernard Monson. Former directors attending were George Dudley, William Meyer, and Lee Barber. Traveling down from Vermont for the event was Zane Akins, Secretary of the Holstein Association. As a momento of their good fellowship, Zane presented Evans Wright with a Holstein model cow. Other introductions followed including former fieldmen, Fred Gauntt, Myron Fledderjohann and Ed Drewitz.

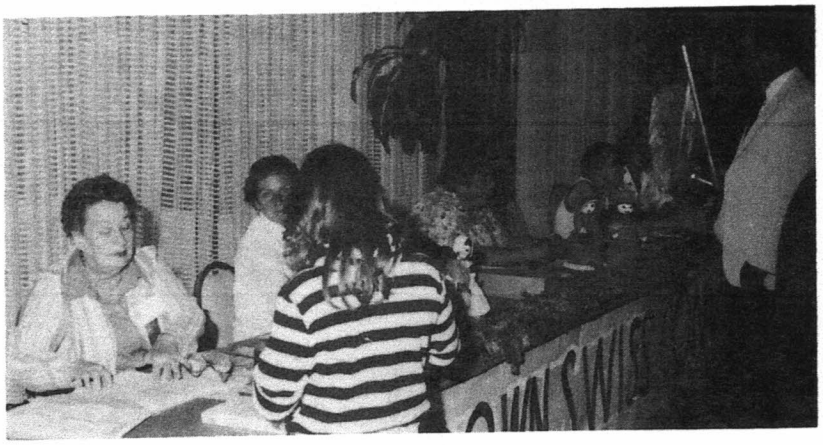
Frederick Winthrop, Massachusetts Commissioner of Agriculture, added to the festivities by proclaiming July 6-12 as Brown Swiss Week in the state of Massachusetts.

Next on the program, Keynote Speaker Gene Meyer, Managing Editor of Hoard's Dairyman, made his contribution to the program.

Gene Meyer

Before talking about the Brown Swiss cow, which I know is your major interest (at least that's why you have taken the time and gone to the expense of attending this convention), let's take a quick overview of the dairy

President Notter opened the meeting with the ringing of a Swiss bell.



New England ladies registered over 300 guests.

Gene Meyer

(Continued)

situation. After all, if dairying gets into serious trouble, there won't be much profit in registered Brown Swiss or any other dairy breed.

As a result of some effective lobbying by dairy leaders and dairy cooperatives a few years ago, dairying today is protected against inflation more than any other commodity. The law requires that a price adjustment be made in the price of manufactured milk every six months, based on the parity index. That is why the announced manufacturing price for 3.5 percent milk was raised to $12.07 per hundred last April 1. Many dairymen still aren't receiving that much for their milk, (in June the basic price averaged $11.68, 39 cents below the support level) but it is the goal established by USDA for the 6-month period between April 1 and October 1.

As most of you will recall, President Carter signed a bill last November extending the 80 percent of parity dairy support level for the next two years, so we should be protected until September 1981. Along with his signature came a warning, however, that if there is a significant buildup in government stocks of dairy products, he would ask Congress to reconsider. We are growing uneasy since milk production has shown a steady climb. May output, up 3 percent from a year ago, marked the 13th straight month that production has been above that of a corresponding month a year earlier. It was the highest May production in 16 years. And cow numbers increased for the 3rd consecutive month after several years of decline. U.S. milk production is expected to total 128 billion pounds this year, and USDA now estimates government purchases of dairy products will total 7 billion pounds in milk equivalent, at a cost of more than $1 billion.

With fewer dairy farms, more of the milk produced must be sold in commercial channels. Per capita consumption barely is holding its own, causing more of the milk to be converted to manufactured products and thus winding up in government hands. Butter production is running about 16 percent ahead of last year while cheese production is up some 7 percent.

Secretary Bergland called a meeting June 24 to discuss the dairy situation and there were some proposals that would tie the price support level to government purchases. For example, if CCC purchases 3 percent or less of total milk marketings, the support level would stay at 80 percent. From 3 to 5 percent, parity would be 75 to 80 percent. Over 5 percent, parity would drop to 75 percent. We are approaching the 5 percent level at the present time. Some dairy organiztions, of course, are insisting we stay at 80 percent regardless of production, but I doubt if that philosophy will prevail.

There has been lots of criticism of the new dairy trade agreement, but the final impact on the dairy industry will not be known for some time. It's our opinion that the increasing flood of heavily subsidized "price-break" cheese from the European Community has been greatly reduced as a result of the new trade agreement. Last year less than 50 percent of the cheese imported was under quota while under the new trade agreement, which began January 1, 91.5 percent would have been under quota.

A much greater threat, in my opinion, is the growing importation of casein, for which there is no quota. Last year, about 150 million pounds of casein were imported, almost 50 percent above the annual average from 1960 to 1969. Originally used in paper coatings, adhesives, paints and plastics, at least half the casein imports last year were used in making human foods, most of it in imitation cheese.

Today, nearly 100 million pounds, or about 3 percent of total cheese sales, are imitiation, and nearly 98 percent of the imitation on the market is mozzarella, that used in pizza.

We are consuming cheese at the rate of nearly 18 pounds per capita, a record high. Cheese consumption has increased 54 percent in the past 10 years, and this has been the salvation of the dairy industry. But cheese sales have been declining. During the first quarter of 1980, American cheese sales dropped nearly 3 percent from the same period in 1979. We can't afford to lose a big chunk of that market. As many of you know, cheese substitutes have been allowed in the school lunch program since 1974.

Recognizing the importance of cheese to the economics of the dairy

"Old Timers" Panel, left to right: George DeVoe, Rosa Prime, Harold Magnussen, Fred Gauntt, James Britton and George Dudley, Master of Cermonies.

Gene Meyer was presented with Model Cow "#12."

Gene Meyer

(Continued from page 13)

industry, and in the face of escalating milk production and higher government purchases, UDIA has launched the largest cheese promotion effort ever undertaken. Member, as well as nonmember organizations, and several of the major dairy cooperatives have contributed nearly $4 million to an advertising and promotion campaign that will get underway in September.

Another concern is that the Dietary Guidelines which call for less animal fats and dairy products are a major part of the philosophy that permeates the health policy in Washington and among many in the medical profession.

One of the most encouraging reports we have seen in years is the one released late in May by the prestigious Food and Nutrition Board of the National Academy of Science. They said, in effect, there is no reason for the average healthy American to restrict consumption of cholesterol. Quoting from the report, "Diet modification as recommended for the prevention of atherosclerosis is based upon the assumption, not yet adequately tested, that reducing high serum cholesterol levels will reduce the probability of cardiovascular disease."

The board also said evidence was lacking on which to base dietary advice towards preventing cancer.

While the report is being attacked by the American Heart Association and many other groups that have promoted polyunsaturated fats, margarine and other dairy substitutes, we have been surprised and pleased to see this report widely circulated in the metropolitan press. Hopefully, the cholesterol scare that has done so much damage to the dairy and livestock industry may be somewhat abated.

Nevertheless, the increasing consumer involvement in decision-making at the national level will make it more difficult to pass dairy legislation. By the mid-80's, more than one-third of the House of Representatives will come from districts with no dairy cows and no dairy farms.

As always, a major concern is that we aren't keeping pace with our competition, the soft drink industry, in the advertising and promotion of our products. Until six years ago, milk was in first place in per capita beverage consumption in the U.S., coffee was second and soft drinks were third. Using big ad budgets, however, soft drinks passed coffee in 1975 and zoomed by milk in 1976. Today milk is in third place, just a shade ahead of beer. Per capita consumpiton of soft drinks went up nearly 20 percent between 1975 and 1978 while milk remained unchanged. Recent statistics from the Department of Labor reveal that of the consumer's food dollar, 12.5 percent went for non-alcoholic drinks while dairy products took just 13.5 percent.

But there is a reason — in 1978 the soft drink industry spent more than $280 million on advertising, while the total advertising budget for milk and dairy products was just $41 million, about what Seven-up spent. Coca-Cola alone spent $77 million while Pepsi poured $55 million into ad campaigns.

For nonbrand milk alone, just $20.5 million was spent for advertising, which means the soft drink industry outspent us 14 to 1! You see the results of our competitor's advertising every time you eat out. A fast food restaurant survey from Virginia, involving 62 outlets, showed that for every 50 typical fast food beverage customers, 38 will buy a soft drink, 11 will buy coffee and 1 will buy milk.

(Continued on page 15)

The New Model Cow

Left to right: Marvin L. Kruse, Wayne Sliker, Earnest St. John, Pete Vanderham and Gordon DeMay

Centennial National Sale

This year's National Sale was billed as an offering of the nation's finest Swiss and that proved to be fact. The attractive lineup complimented exceptional pedigrees contained in the catalog published within the June Bulletin.

The quality cattle were appreciated by 33 buyers from 16 states and Colombia, South America. The overall average of $4578.13 reflected buyer approval of the selections made by Wayne E. Sliker of the sales management. A first for the Brown Swiss breed was an offering of six embryo transplant calves. These high caliber young Swiss averaged $7083.33. Included in this group were the high male and female of the sale, both offspring of the "4E-Elite" All-American and National Total Performance winner, Vine Valley Paul LuAnn.

Leading the way at $12,900 was H-Brigeen Stretchy Lorna-ET, "Lu-Ann's" November 1979 Welcome In Stretch daughter. She was consigned by Brigeen Farms, Turner, Maine and Hanover Hill Holsteins, Millerton, New York. Purchasing this youngster and establishing a new breed record for open Swiss heifers sold at auction were Gordon DeMay, Hanover Hill, Richard Stephens and John Rich of New York and Brigeen Farms in Maine. The LuEtte Syndicate of Ohio and New Jersey were bidders to the end and placed the contending nod on this outstanding heifer.

Selling for $12,000, H-Brigeen LoaKing-ET was the EE Beautician King son of "LuAnn." He was taken by the King Syndicate comprised of the same group that owns the LuAnn son purchased in the Indiana "500" National Sale. They include Swissvale Farm, Ohio; Wind Mill Farm, Pennsylvania; Hanover Hill Holsteins, New York; Blessing Farms, Indiana; Will-Do-It Farms, Ohio; Brigeen Farms, Maine and Top Acres Farm, Ohio. Contending on this outstanding young sire prospect was a group of New York and Ohio breeders. Consigners were owners of the "LuAnn" cow, Brigeen Farms, Turner, Maine and Hanover Hill Holsteins, Millerton, New York.

Heading the lineup in the barn and also high selling milking female was Magnolia Elegant Day, a "VG89" two year old from Sand Rock Farm, Rocky Ridge, Maryland. This special young "Elegant" commanded $8900 from buyers Loren Elsass and Wayne E. Sliker of Ohio and Gordon DeMay of New York. Contending for his Bridge View herd was Pete Vanderhan, Mira Loma, California.

Topping the bred heifers was Vel-Geen Melondy Dot consigned by the Dot Syndicate of St. Paris and Botkins, Ohio. This "Elegant" daughter from a "2E" Beautician dam with 22,590 pounds milk brought $6200. She was purchased by Antonio Moreno, Bucaramanga, Colombia, South America with Alexanders' Swiss Farm, Brashear, Texas contending.

All-Time High Selling Open Heifer of the Breed - H-Brigeen Stretchy Lorna at $12,900. Left to Right: Steve Briggs, consignor; Kathy DeMay, Gordon DeMay, syndicate members; Miss Briggs, Mary Briggs, consignors; John Rich, Richard Stephens, Patrick Rich, syndicate members; Warren Schoer, representing contending bidders. In the box: Don Bradley, auctioneer; Wayne Sliker, pedigrees.

Other high sellers included the consignment of Gordon and Kathy DeMay, Palmyra, New York. Empire Gallant, their bull calf from the "3E" Maple Shade Stretch Gilda cow, sold to Sand Rock Farm, Rocky Ridge, Maryland for $9000. Contending on this one was Bill Simpson representing a group of breeders from New York, New England and Ohio.

Blessing Farm's 1979 All-American Nominee, Swissvale Beauty Ivetta, looked the part and generated spirited bidding. The final bid of $8500 came from William R. Daubert, Wind Mill Farm, Pine Grove, Pennsylvania. Contender on this "Excellent" "Beautician" was Antonio Moreno of Colombia represented by the sales management.

A select offering of valuable semen concluded the active sale with the highest price yet of $700 per ampule reached for Welcome In Stretch.

The 1980 New England Centennial National Sale was managed by Modern Associates of St. Paris, Ohio. Selections and announcements from the box were handled by Wayne E. Sliker. Capably in charge of the auctioneering was Donald Bradley, Urbana, Ohio. He was assisted in the ring by Tom Whittaker, Brandon, Vermont; Darrel Worden, Wausau, Wisconsin; and Milt Crosby, Sharon, Connecticut.

Clerking duties were fulfilled by Connie Sliker and Melody Heaton. Deb Willrath passed slips to the buyers. Presenting the quality animals in the ring was leadsman, Tom Sheaffer, Carlisle, Pennsylvania. In charge of herdsmanship were Warren Schroer and Palmer Hoffman.

Sale Summary

20 Cows Avg ..... $ 4560.00
15 Bred Heifers Avg ..... $ 3423.33
11 Open Heifers Avg ..... $ 5109.09
2 Bulls Avg $10,500.00
48 Head Avg ..... $ 4578.13

Following is a list of the buyers, number purchased, and the animals selling. Consignors' names are in parenthesis.

ARIZONA

Earnest St. John, Glendale (1)
Harris Hill Teny ET 674075 ..... $4200
(George G. Harris, New Milford, CT.)

CALIFORNIA

Ed Genasci and Earl Kehrmyer, Modesto (1)
J W Elegant Joan 663695 ..... $3400
(Jenks Britt & William E. Shaeffer Jr., Franklin, KY)

CONNECTICUT

George Harris, New Milford (1)
San Wal Drucilla 632852 ..... $2100
(Philip M. & Gail W. Sanborn, Newmarket, NH)

O.J. Manning, Lebanon (1)
Delegate Ginger Misty 663128 ..... $2800
(Eugene L. Krebs, Botkins, OH)

Jenny Thomen, Brooklyn (1)
OL Evilo C. Trixie 622459 ..... $3000
(O.J. Manning Farms, Inc., Lebanon, CT)

INDIANA

Roger Powell and Family, Union City (1)
Snowdale Del Maid 653598 ..... $2700
(Jason K. Snow, Brookfield, NY)

Donald Graft, Ft. Wayne and Norman C. Magnussen, Lake Mills, WI (1)
Maple Shade Beautician Geneva 596269 ..... $3300
(Maple Shade Farm, Greenfield, MA)

Upper Left - One of the bulls selling at $9000 was Empire Gallant. Left to right: Gordon DeMay, consignor; George and Florence Bassler, buyers; Kathy DeMay, consignor; Harry Walters, Bill Simpson, Mr. and Mrs. Richard Stephens, representing contending syndicate; Tom Sheaffer, leadsman. In the box: Don Bradley, Wayne Sliker.

Upper Right - High Selling Bull at $12,000 was H-Brigeen King Loa. Left to right: Shem Drown, syndicate member; William Daubert, Mrs. Daubert, Deb Wilrath, syndicate members; Steve Briggs, consignor; Karen Flinn, Bobbi Drown, syndicate members; Tom Sheaffer, leadsman. In the box, Don Bradley, Wayne Sliker.

Bottom left - High selling cow at $8,900 was Magnolia Elegant Day. Left to right: George and Florence Bassler, consignors; Pete Vanderham, contending bidder; Darrell Worden, representing buyers; In the box: Don Bradley, Wayne Sliker, also a buyer.

Bottom right - High Selling bred heifer at $6,200 was Vel-Geen Melody Dot. Left to right: Clifton and Marita Alexander, contending bidders; Darrel Worden, sale staff.

IOWA

Leslie Anderson, Castalia (1)
Just So Billy Sequel Twin 671798 .....$6700
(DeBruin Brothers, Monroe, WI)

KENTUCKY

William Shaeffer, Auburn (1)
Brush Creek D Dorothy 656183 .....$2800
(Norman A. Jordan, Siler City, NC)

MAINE

Curtis Prime, Augusta (1)
Emcee Talisman Ruth 654330 .....$3400
(Robert Hoffmann, North Leeds, ME)

Robert Hoffmann, North Leeds (1)
Roseledge Lassie K (Pending) $3500
(Curtis and Linda Prime, Augusta, ME)

Brigeen Farms, Turner (1)
WB Stretchy Lauriet ET (Pending) $4800
(Wenzel Brothers, Winneconne, WI)

MARYLAND

George and Allen Bassler, Rocky Ridge (1)
Empire Gallant (Pending) $9000
(Gordon and Kathy DeMay, Palmyra, NY)

MASSACHUSETTS

George W. Allis, Conway (1)
Wind Mill Elegant Page 650671 .....$4900
(William R. Daubert, Pine Grove, PA)

NEW HAMPSHIRE

David Conway, Jefferson (1½)
Graystone Loa Nadine 641420 .....$2650
Nadine's Heifer Calf $450
(MacIntosh Farm, Poughquag, NY)

NEW JERSEY

Philip Yetter, Newton (1)
Holler Hill Sprite 588521 .....$2900
(A-G Swiss Farm, Decorah, IA)

NEW YORK

Alfalfa Acres, Gouverneur (3)
Sample Hill Jasons Jean 664562 .....$6100
(Harry Walters, Randolph, NY)
San Wal Cecilia D 661727 .....$2000
(Philip M. & Gail W. Sanborn, Newmarket, NH)
Maple Shade Dels Sandel 652838 .....$2000
(Elmer Johnson, Winchester, NH)

Alfalfa Acres, Gouverneur and Harry Walters, Randolph (1)
Mi Gal Sugar N Spice 636917 .....$5000
(David C. Miner, North Stonington, CT)

Harry Walters, Randolph (1)
Alfalfa Acres King Pietje 662593 .....$2700
(Susan Byrns, Gouverneur, NY)

Patrick S. Rich (1)
My T Fine Sunbeam 658206 .....$2450
(Gary & Susanne Klumpp, Appleton, NY)

Roger and Kathryn Thurber, Basom (2)
Arigideen Lee 619954 .....$4200
(Daniel M. McKeon, Ridgefield, CT)
Wind Mill Talisman Lass 656320 .....$3800
(Robert Hoffmann, North Leeds, ME)

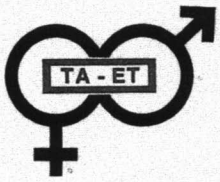
OHIO

Warren Schroer, New Knoxville (2)
Wing On Elegant Royal 664531 .....$2500
(Joseph J. Wingard, Jr., Shipshewana, IN)
Glacier Ledge Del Jello 674165 .....$2100
(Marion J. Pratt, Farmington, ME)

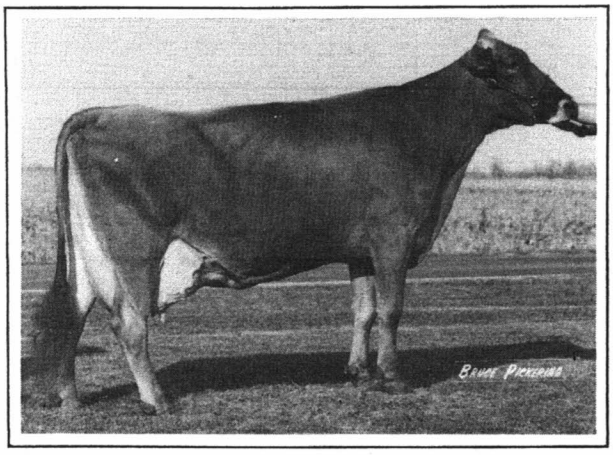
Wayne E. Sliker, St. Paris (2)
Maple Cove Jewel Equity 662625 .....$2500
(Gordon and Kathy DeMay, Palmyra, NY)
Arnola Quick Faith 644816 .....$4200
(Roy Arnold, Lexington, NC)

Tom Weygandt and Bruce Keener, West Salem (1)
Rolling Knolls Elegant Gypsy 645776 ..$6000
(Palmer A. & Craig K. Hoffman, Mingo, OH)

Loren Elsass, Wapakoneta; Wayne Sliker, St. Paris, and Gordon DeMay, Palmyra, NY (1)
Magnolia Elegant Day 648565 .....$8900
(George L. and Allen Bassler, Rocky Ridge, MD)

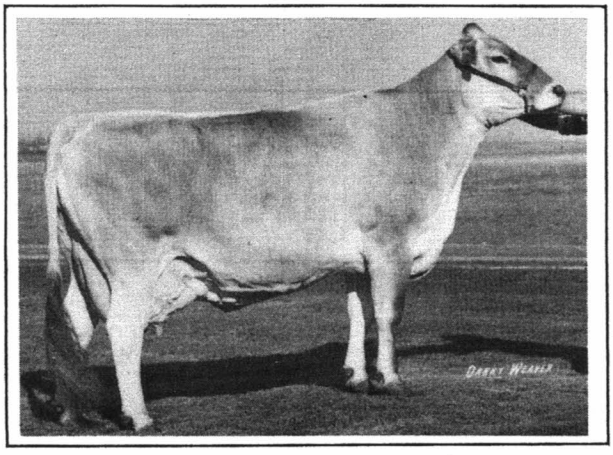


THE FUTURE . . . *Our embryo transplant program will play an important part in the Top Acres of tomorrow. The very high caliber animals pictured below are heavily involved in our program for advancement.*



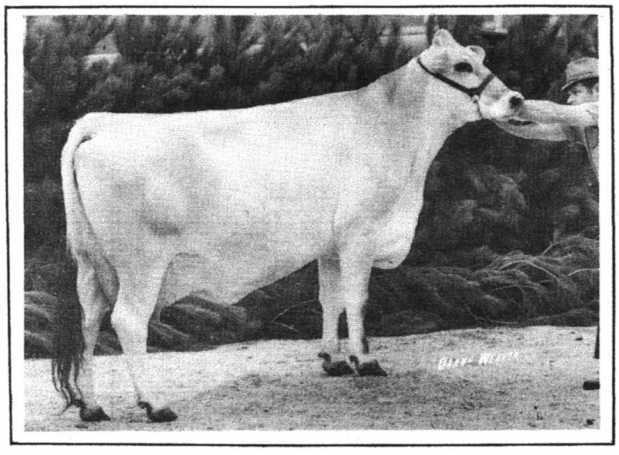
MALLORY BROOK LYNN "4E"
8y 357d 22,280m 3.8% 841f
Nominated All American 1975-76-77

Lynn has daughters by Stretch and Design. Her son, Top Acres Mainliner, is a heavily used Beautician owned jointly with Wayne Cline. Lynn's fine qualities will be available through her transplants.



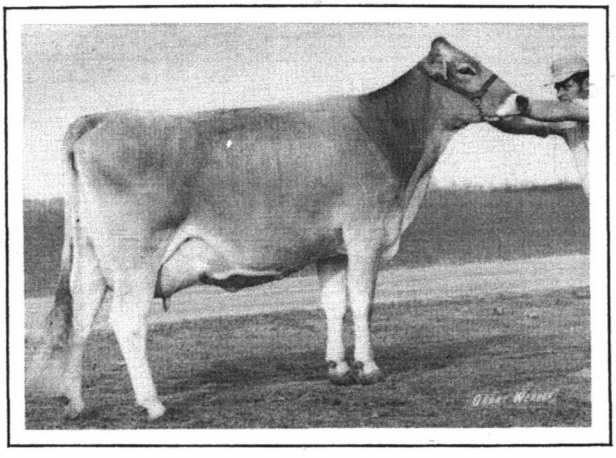
HARRIS HILL LADDIES SORREL "3E"
8y 365d 28,580m 3.5% 981f

Sorrel has daughters by Stretch and Elegant. Her son, Top Acres PD Special, looks good at ABS. The extreme milkability and good udders inspires us to multiply this family.



KILRAVOCK MIDNIGHT SNOW "3E"
11y 365d 22,050m 4.2% 931f
Member 3X All American Produce

Snow is the long-lasting dam of Snow Storm. She has several transplants by Welcome In Stretch and we will continue to try for year 'round Snow Storms.



LE-FER BAN IRENE "E"
5y 365d 19,700m 4.2% 823f
Reserve All American 1974-1975

Irene is a quality Stretch with an "E" Burton daughter. Other daughters by Design and Talisman compliment this up and coming family.

Your visit is welcome any time, any day at Top Acres.

Mr. & Mrs. Wayne E. Sliker, Owners
Wes Lambert, Herdsman
8409 Runkle Road, St. Paris, Ohio 43072
(513) 663-4645

Many NE Brown Swiss breeders got their start or supplemented their herds or had a market for selling their breeding stock at the Eastern Breeders Sale. For most of the past 80 plus years it has been held in Cobleskill, NY.

CONNECTICUT

1980 Canton – President Lou Broduer (Bridgewater), Vice-President O.J. Manning (Lebanon), Secretary Treasurer Debbie Burden (New Miford)

Bill Notter, who owned Venture Farm in Cobleskill, NY and Holyoke, CO was National President during the 1980 Centennial. Prior to that Bill was very well known in New England as herdsman at Judds Bridge Farm, New Milford, CT and Jim Brittons Hillwinds Farm, Leyden, MA. Bill also exhibited the High Meadows Farm, Wallingford, CT show string for about 5 years.

Although Brown Swiss were first imported into Belmont and Winchester, MA in the late 1860's, former Brown Swiss fieldman Fred Grauntt in the 1980 Centennial, stated that in his opinion George Devoe did more to promote Brown Swiss in New England and Connecticut during his years at Judds Bridge Farm. Fred also discusses his involvement with the six state herds (including New England) in 1959 that went from the National Dairy Cattle Congress (Waterloo, Iowa) to Portland, Oregon and eventually to the Cow Palace in San Fransisco (National Meeting held in Sacramento). Also discussed his involvement with the bus tour from Trenton, NJ, Lees Hill (New Vernon), to New England with stops at Brown Swiss breeder's farms in Connecticut enroute to the 75th Anniversary meeting in Springfield, MA.

George Devoe was superintendent of Judds Bridge from 1932 to 1948. Judds Bridge became a top nationally known herd and was later the home of Jane of Vernon and many other cow family members. George purchased her for Judd Bridge from Orbec Sherry in Wisconsin. Norman Magnusson and Bill Notter, both worked at and were instrumental in developing the Judds Bridge herd. George's biography is available on the Big E's (Eastern State Exposition) Wall of Fame. George was instrumental in the early years of both the Connecticut and New England Brown Swiss Associations. During the 1950's, Connecticut had many active Brown Swiss breeders and youth with about half the members in Litchfield County.

The NE Association was founded in 1934 at a meeting held at the farm of Alfred Kelton, Cambridgeport, VT. Alan Alfred, Ethan Allen Farm, South Burlington, VT was National Director (2 term), and President of the National Association (1955 and 1956).

George W. Harris, from Weathersfield, CT was an early importer of Brown Swiss and attended the original meeting in Worcester. The Harris Family was very prominent in breeding and promoting Brown Swiss for more than 100 years. George G. Harris purchased the farm and in 1958 moved to New Milford. They became Nationally and World-Renowned Brown Swiss breeders with several great cow families and bulls in A.I. George was very prominent in both

the CT and New England Associations. He was later Secretary Treasurer of the National Association and classified for many years. Harris Hill Marys Victor and Harris Hill Tom Jones were both all-time superior sires from the 1970's, along with Harris Hill Tina L and Harris Hill Mandarin Mary being top brood cows. The Harris family still owns the farm in New Milford where they grow vegetables and pumpkins.

Arguably the greatest continuous cow family in Brown Swiss history was bred in Connecticut and developed by Wayne Sliker in New Jersey and Ohio. Kilravock Midnight Snow, Kilravock Snow Storm and other family members were purchased by Wayne Sliker from Louis and Dorothy Ripley, Litchfield, CT. There have been All-Americans from this cow family for the past 45 years.

Bob and Deb Gillette (1960-1978 in Lakeville, CT) Moosehorn Valley Farm. Gillettes milked about 100 cows in 1970's. 1974 – Grand Champion at New York State Fair, Reserve Big E twice. 1976 – Top NE Swiss herd production. August 1978 – Herd dispersal, moved to Wisconsin.

Ginger Gillette – New England Youth Director many years, taught school, very involved with all aspects. Youth trip to Wisconsin, 1980 Convention. Ginger worked at National Association Administration Assistant. Her daughter recently won National Youth Awards.

John Nye – Washington Depot – John was outstanding NE and Regional Youth and was very active in both CT and NE Associations. He later milked about 200 cows in CT mostly Holsteins, eventually moved to Utah where he milks more than 5000 cows.

Kennedy Family – Canaan – The Kennedys have had Brown Swiss for decades. Pat Kennedy has recently exhibited at Big E and WDE.

Buells Farm – Eastford, CT – Have about 80 Brown Swiss, largest Swiss herd in CT presently. Exhibit at CT shows and Northeast National.

The Ripleys were one of many respected and successful Brown Swiss herds in Litchfield that had outstanding production, type, and cow families. They were prominent during the 1950's and 60's.

Other well-known Litchfield herds included Fair-Fa Farm, C-B Farm (Chester Bolling), Caroledge Farm and a number of others in and around Litchfield. They were active breeders from the 1930's (Caroledge), George Dudley and were very active in Brown Swiss activities in the 1940's and 50's. George Dudley was both NE Association President, National District Director and Chairman of the 190 National Convention. He was also on the Eastern Breeders Sale Committee for many years. Many of George's herd were later added to Bob Guillette's herd in Lakeville during the early 1970's.

During the 1960's and 1970's, Charles Holcomb's Mallory Brook Farm, Winsted bred and owned some truly outstanding Brown Swiss. Mallory Brook Lynn was Grand Champion for Curtis and Linda Prime for 3 consecutive years. Mallory Brook Ann and Jill, both Beautician daughters, were Big E champions and multi-excellent cows. Lynn was later purchased by Wayne Sliker and had two sons in A.I. The Lynnson bull is in Elite's Delilah cow's pedigree. Mallory Brook Ann nominated AA 1977.

Beech Hill Farm – Fred Wilbur and later son George and daughter Trudy (Tanner) became very active and prominent breeding Brown Swiss in Winsted. They had a number of their Brown Swiss achieve high production, and type and many show winners in the 1970's, 80's and 90's. George, wife Gloria, their children and grandchildren still have a number of outstanding Brown Swiss. George was CT Commissioner of Agriculture in the 1970's during Ella Grasso's Administration. George served as Connecticut's Director of Agricultural Stabilization and Conservation (later Farm Service Agency) during the Carter Administration. George is on Big E Wall of Fame.

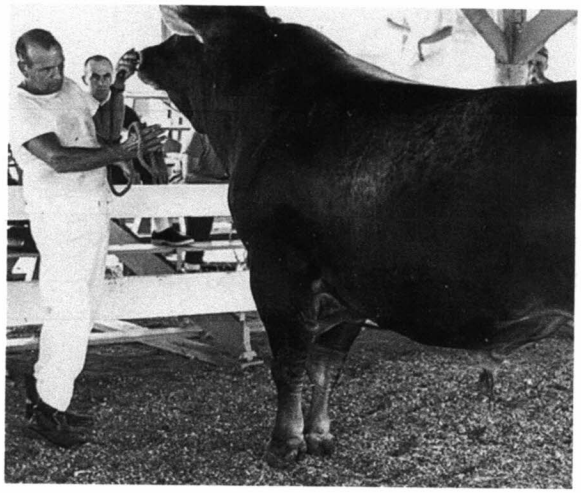
Luke and Trudy Tanner – Nutmeg Acres, Warren, CT – Started as Holstein and Ayrshire herd in 1940's. Got into Brown Swiss with daughter Lucinda's 4-H animals in 1970's. From 1970's until 2018 bred a very quality Brown Swiss herd. Well known and active in many dairy organizations and consignment sales, they have visited Switzerland and European Brown Swiss herds on several occasions. (Cog railway train stopped by Brown Swiss on tracks in the Swiss Alps!) At time of sale, one of the largest CT Brown Swiss herds. (50 cows).

Lou Brodeur and family – Birch Mill Farm – Lou was a Brown Swiss breeder for many years in Roxbury, CT, and Sheffield, MA. Prior to that he worked at Broad Brook Farm (Southborough, MA) and High Meadows Farm (Wallingford, CT). He took care of much of the show string from CT. from the 1960's to the 1980's. He and George G Harris both attended UConn and were lifelong friends. Lou was an excellent mechanic and owned a garage for many years as well. His grandchildren still farm in CT (Kinsella's) with a dairy and vegetable farm about half Brown Swiss. Lou was President CT Canton 1980. Lou is on Big E Wall of Fame.

High Meadows Farm – From the 1940's to 1960's, George and Nancy Farnam, Wallingford, CT, was another top-notch CT herd. They had high production, excellent type, and many show winners, along with much sought after animals consigned to sales. Lou Broduer was herdsman there for about 5 years. Bill Notter took show string out for several years. Lou recalled showing their string at many shows nationally during the boxcar years.

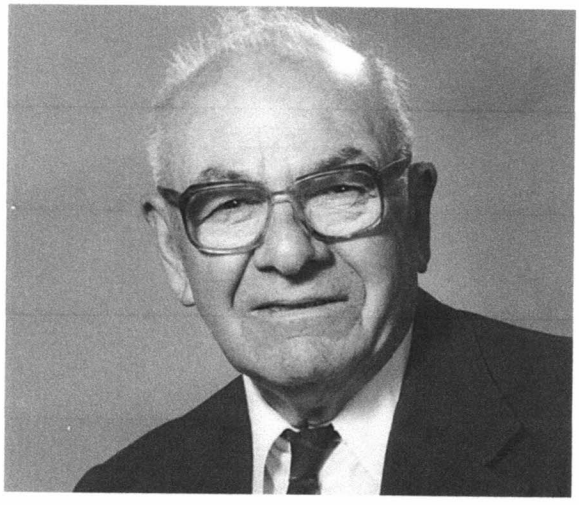
Louis Barnes, Collinsville, CT – At the time of his passing in 1979, Louis Barnes was the oldest continuous Brown Swiss breeder in the U.S. His father was one of the very early importers and breeders. They were known for showing Brown Swiss at CT fairs very early on in the late 1800's and early 1900's.

Faye Allis

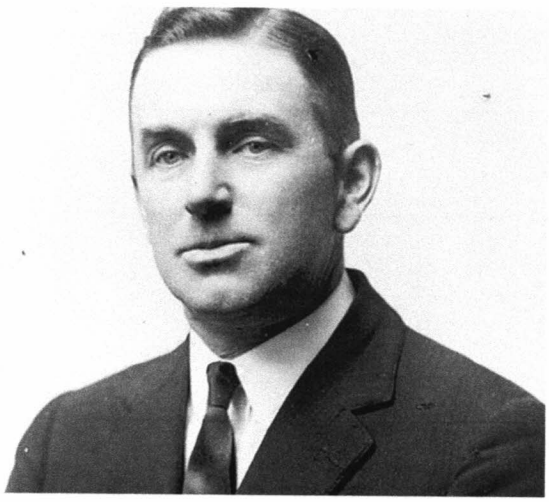


George Allis

George DeVoe



George Dudley



George M. Harris

George B. Farnum

OJ Manning Farms, Lebanon, CT – Oliver and Lucille Manning – In 1980 Centennial Edition stated that in 1778 Gov. Trumball, Governor of CT, sent cattle to feed the hungry at Valley Forge. The Mannings had an outstanding herd with a 16,000 plus herd average with very good type. They exported cattle to Italy, Columbia, and Guatemala. One of our current sponsors, Mark Winslow of Papillion AG of VT, was herdsman at Manning Farms during the late 1970's and early 1980's.

Arigadeen Farm, Ridgefield, CT – Daniel McKeon owned this well-known farm for many years. He was active in CT and NE Associations. Had a number of high selling consignments and purchases at major sales.

Dave Minor – Voluntown, CT – Original calf from High Meadows became Great Brood Cow – High CT herd average in 1980, grandchildren still have some Brown Swiss. Commercial Holstein herd with some really good Brown Swiss.

Greenbackers – Durham, CT – Milked about 200 cows. Purebred Holsteins, Jerseys, Brown Swiss (fewest). Dispersed in 2017. This was truly a top-quality production and type herd. Melissa and her husband kept some of the Brown Swiss.

"The Georges of CT" (and 1 from MA)

George W Harris, Weathersfield, CT – Early importer of Swiss
George M Harris, Weathersfield, CT
George G Harris and Vivian Harris, New Milford, CT
George O Harris, New Milford, CT
George Farnam and Nancy Farnam– High Meadow, Wallingford, CT – First President of CT Canton 1946
George Dudley and Carolyn Dudley – Caroledge, Litchfield, CT
George Wilbur Gloria Wilbur – Beech Hill, Winsted, CT)
George Devoe – Judds Bridge, New Milford, CT
(Rowe B Metcalfe, owner)
George Allis and Alice Allis– Allis Acres, Conway, MA

(I hope I didn't leave any Georges" out, probably did!)

MAINE

The Maine Canton possibly started in 1956, meeting at University of Maine.

More Acres Farm – Les and Judy Smith and family, E Dixfield, ME – An outstanding all Brown Swiss breeder herd, many of their current herd trace to Vine Valley Paul Patsy and Coventry

Luxury families. Well known in Maine and New England on the show circuit, the Smiths have been continuously in business for 60 years. Their children are active on the farm presently. First four, from High Meadows dispersal in CT.

Roselege Farm – Ralph and Rosa Prime – Founded Roselege in the 1940's after Ralph served in US Army WWII. They were both very in Maine Canton and NE Association and the 1980 Centennial. Ralph was also very well known among Maine dairymen and Associations. Ralph was prominent with the Dairy Shrine Club and Heifer International Project. Curtis and Linda purchased farm mid 1970's. They bred and owned some truly great cows. They were very active and successful on the show circuit. Curt was NE President during 1980 and Sale Chairman. He was also on the Eastern Breeders Sale and Northeast Kingdom Sale Committees. Curtis later raised and exhibited goats. Curtis was well known in Dairy Organizations. He and his family were Superintendents of the Windsor Fair Agriculture and Livestock for many decades. Curtis passed on in 2018. His children and grandchildren continue the Brown Swiss tradition at SS-Roselege Farm, (Jim and Carol Davis and children) a Holstein and Brown Swiss (Silver Shade) herd. Another grandson Cody Mills recently worked at Elite Dairy and several Maine dairy farms and has some outstanding Brown Swiss.

Fred and Laura Stone – Arundel, ME – Holstein and Brown Swiss. Fred has been active in local and regional Brown Swiss for many years, exhibiting at NH and Maine fairs. Fred was former Youth President Maine Canton. Their children, David Stone and Jessica Newton, are carrying on the Brown Swiss tradition. (In Maine, what dairy exhibitors really measure animals by "is she good enough to win at the Fryeburg Fair".)

Malcolm and Marilyn Tanner – Jay, ME – Had some quality Swiss in the 1970's to 1990's, Marilyn was Secretary Treasurer of the Maine Association for many years.

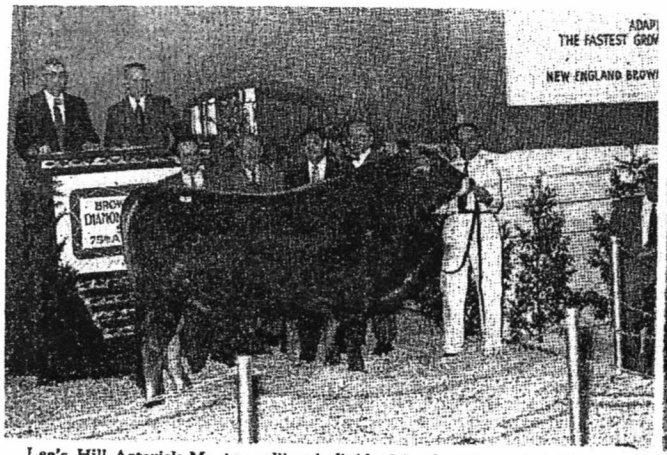
Fred Pratt and family – Farmington, ME – Had about 100 Brown Swiss and was President of the Maine Canton during 1980 Convention.

St. Dennis Family – Berwick, ME – Breeders of some outstanding Brown Swiss, small numbers really good quality well known on show circuit in Maine. Currently exhibit at several Maine fairs.

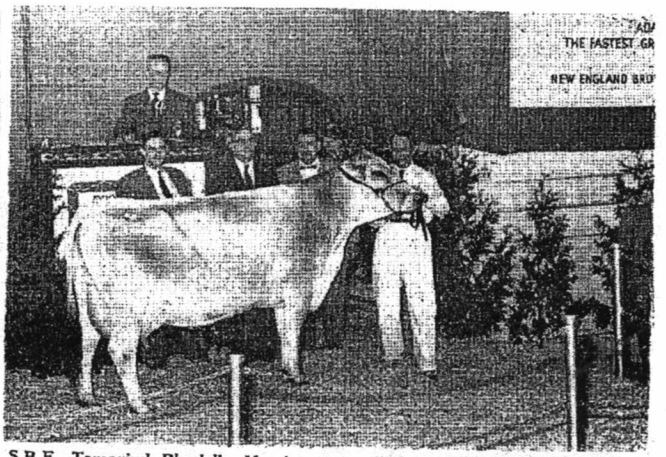
Karey Kelley and family – Deadend Farm, Albion, ME and Salisbury, NH – Karey has had some Brown Swiss since early 4-H projects in early 1980's. An electrician by trade, he and son Jesse and nieces and nephews have bred, owned, exhibited, bought, and sold quality Swiss from top cow families. They also have equal quality Guernseys.

Bell Family – Edmunds Township, ME - "About as far downeast as it gets" family has been farming at Tide Mill Farm since 1765. Still farming beef, dairy, vegetable, chickens, eggs, and pork. Mixed dairy herd, after WW2, Alton Bell had Brown Swiss for about 30 years, sold out in

Diamond Jubilee — Northampton, Mass.
Greatest Brown Swiss Sale of All Time
46 Head Sell For $82,850 — Average $1801.08
29 Head Over $1,000



Lee's Hill Asterisk M., top selling individual in the Diamond Jubilee Sale, consigned by Lee's Hill Farm, New Vernon, New Jersey, purchased by Armando Tamayo, Venezuela, at $9100. Left to right in picture: Norman Magnussen, Sale Manager; Tom Whittaker, Auctioneer; Raymond Parker, contending bidder; Warren Kinney, owner, Lee's Hill Farm, consignor; Hector de Ormay, representing the purchaser; Vernon Hull, manager, Lee's Hill Farm; Wes Azeltine, leadsman.



S.B.F. Tamarind Phydella Harriet, top selling female in the Diamond Jubilee Sale, consigned by Welcome In Farm, Dublin, Ohio, purchased at $7600 by HyCrest Farm, Leominster, Mass. Left to right in the picture: (in the box) Tom Whittaker, Auctioneer; (in the ring) John L. McKitrick, owner of Welcome In Farm and consignor; Norman Magnussen, Sale Manager; Lester T. Sawyer, owner, HyCrest Farm and purchaser; Wes Azeltine, leadsman.

The deck stacked with "ACES," and it was in the cards for the DIAMOND JUBILEE SALE to be an historic event—it was just that, and even to a greater extent than had been anticipated by most everyone.

One walk through the barn on the morning of the sale, and you could sense it—your ears keyed to the comments, or the lack of comment—and you knew it. The cattle were there, the psychological pitch of the people was perfect; what else could you expect? It had to be one of the greatest sales in the history of the Brown Swiss Breed.

The sensational average of $1,801.08 on 46 head was the highest averaging Brown Swiss sale of all time. Twenty-nine of the 46 animals selling in excess of $1,000. The top five head averaged $6,300, the top ten head $4,365, the top 15 head $3,486, and the top 20 head averaged $2,981.

Five bulls in the sale averaged $3,880, 23 cows averaged $1,958.70, 13 bred heifers averaged $1,125, and five open heifers averaged $745.

The sale was organized and managed by Norman Magnussen, Brown Swiss Sales Service, Lake Mills, Wis., and was attended by 500 to 600 people from over 30 states, Cuba and Venezuela. Auctioneers for the sale, Martin E. Fromm and Tom P. Whittaker, were assisted in the ring by Ernie Kueffner and Don Bradley. The cattle were presented in the ring by Wes Azeltine, Silas Lammers and Gary Magnussen. Acting as clerk of the sale was Mrs. Martin E. Fromm. The cattle sold into 11 states, Cuba and Venezuela, with 11 head staying in Massachusetts.

In all there were 28 buyers involved in the purchase of the 46 head, with the heaviest buyer being Lester T. Sawyer, HyCrest Farm, Leominster, Mass., who purchased five head for a total of $12,600.

The top bull consigned by Lee's Hill Farm, New Vernon, N. J., was Lee's Hill Asterisk M., who sold for $9,100 to Armando Tamayo Suarez, Minister of Agriculture, of Caracas, Venezuela. The contending bidder was Concord Farms, Curry, N. Y.

Second high bull was consigned by Jake and Howard Voegeli of Monticello, Wis., V. B. Prince Apollo sold for $4,100 to Ostval Farm of Burlington, Wis. Note: The cover picture, a general view of the sale in progress, shows the second high bull selling.

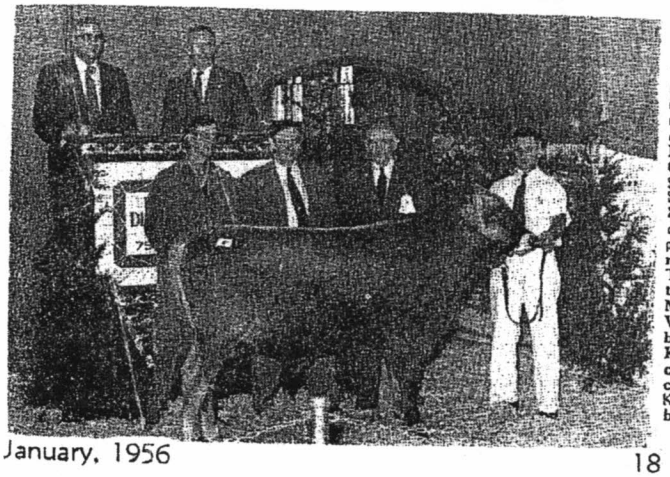
The top cow, consigned by Dr. John L. McKittrick and Family of Dublin, Ohio, was S. V. F. Tamarind Phydella Harriet, who sold for $7,600 to HyCrest Farm, Leominster, Mass. Contending bidder was Norvic Farm, Lake Mills, Wis. This animal tied the top priced female ever sold in a consignment sale.

Second high cow, LaRainbow Ginger, consigned by Silas and Dennis Lammers of Botkins, Ohio, sold for $7,200 to Judd's Bridge Farms of New Milford, Conn. Contending bidder was Orbec D. Sherry, Viroqua, Wis. She is the highest priced cow ever sold in a consignment sale bred by consignor.

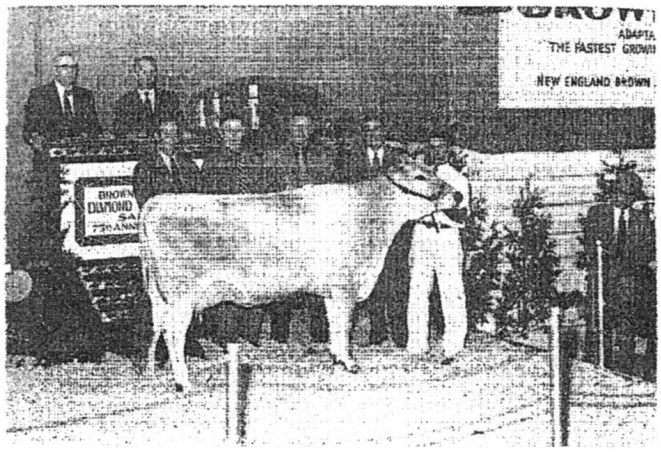
Top bred heifer was HyCrest Butouise consigned by HyCrest Farms of Leominster, Mass., and sold for $1,900 to Judd's Bridge Farms of New Milford, Conn.

Top open heifer consigned by HyCrest Farms of Leominster, Mass., was HyCrest Diamond Lil who sold for $1,050 to Pedro Rodriguez of Havana, Cuba.

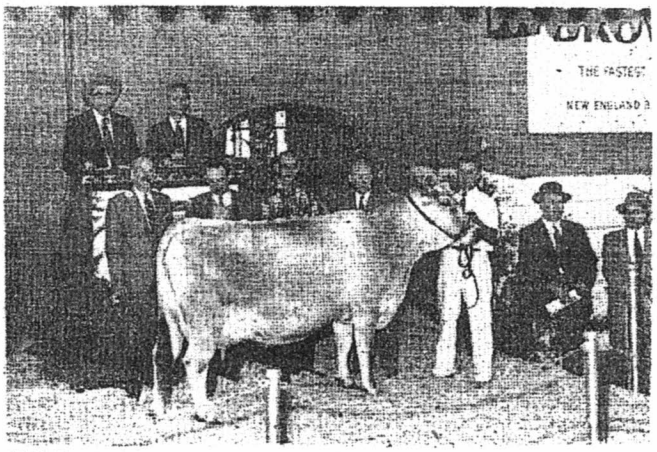
Previous high sales of the breed were



Welcome In Diamond Cutter, third high selling bull at the Diamond Jubilee Sale, consigned by Welcome In Farm, Dublin, Ohio; purchased at $2600 by Daniel McKeon, Arigid-en Farm, Ridgefield, Connecticut. Left to right in picture: Norman Magnussen, Sale Manager; Tom Whittaker, Auctioneer; Kenneth Marsh, Brodhead, Wisconsin, contending bidder; John L. McKitrick, owner, Welcome In Farm and consignor; Daniel McKeon, Arigid-en Farm, buyer; and Silas Lammers, leadsman.



LaRainbow Ginger, second high selling female at the Diamond Jubilee Sale, consigned by Silas & Dennis Lammers, Botkins, Ohio, and purchased at $7200 by Judd's Bridge Farm, New Milford, Connecticut. Left to right in picture: Norman Magnussen, Sale Manager; Tom Whittaker, Auctioneer; Rowe B. Metcalf, owner of Judd's Bridge Farm; Tom Rowley, herdsman, Judd's Bridge Farm; Orbec Sherry, contending bidder; Howard Sleighter, manager of Judd's Bridge Farm; Silas Lammers, leadsman and co-consignor.



Fair-Fa Dorette M. B., third high selling female at the Diamond Jubilee Sale, consigned by J. Hanchet Taylor, Fair-Fa Farm, Litchfield, Connecticut, and purchased at $3500 by Concord Farms, Lake Kiamesha, New York. Left to right in the picture: (in the box) Norman Magnussen, Sale Manager; Tom Whittaker, Auctioneer; (in the ring) J. Hanchet Taylor, consignor; Raymond Parker, Concord Farms, purchaser; Wendell Sweet, manager, Concord Farms; James Button, contending bidder; Silas Lammers, leadsman; Don Bradley, Auctioneer; Harold Brunemeier, Universal Pedigree Company.

Jane of Vernon National conducted by Vid Vye in 1945 which averaged $1,386 on 38 head. The 5th Imperial Sale held in 1951 averaged $1,342 for 62 head.

Below are listed the buyers with their respective purchases:

Active Acres Farm, Princeton, N. J.
$3000 HyCrest Actrick 256220
725 Arigideen Bess 282550

Lea E. and Celesta D. Adams, Westcliffe, Colo.
$650 Recreation Melroy Henrietta 191776

Lawrence Barbieri, Great Barrington, Mass.
$1250 Sher Lynn's Betty 217270
900 Avon View Rosemary 230245
700 Dunsailin Killdeer 269575

Stewart Benedict, Massena, N. Y.
$900 Savage's Marydale Clepe Delores 216886
775 Old Colony Frojoy's Scuffle 285762

James A. Britton, Greenfield, Mass.
$1400 Valiant's Jean Supreme 276401
1400 Danny Boy's Jean 260226

Charles A. Choate, Winona, Minn.
$1350 Norvic Mistress Vicky 284580
1625 Norvic Mistress Anna 284575
400 Avon View Shelia 295203

Aurelio Collazo, Marianao, Cuba
$1650 Mansjosie of Ethan Allen 278467
1300 P. V. Keeper's Wonder Lad Sue 226500
950 Benedale's Royal Jubilation 297651

Aurelio Collazo & Pedro Rodriguez, Cuba
$1600 HyCrest Foundation 121803

Concord Farms, c/o Raymond Parker, Curry, N. Y.
$3500 Fair-Fa Dorette M. B. 238926

Grace H. Coy, Toledo, Ohio
$1475 Franlo Betty Sue 239044

Bernard DePlazes, Devils Lake, N. Dak.
$200 Bull calf

Ronald Fanning, Milford, Ill
$1275 Walhalla Whirly Lullaby 159925

Goodwin Bros., Guilford, N. Y.
$50 Bull calf

HyCrest Farms, Leominster, Mass.
$7600 S. V. F. Tamarind Phydella Harriet 216711
1800 Pearson's Lilly H. 248893
1025 V. B. Lily Apollo 312100
1350 Kilravock's Leading Lady 277265
875 Waveney Glamour Ann 244409

George G. Harris, Weathersfield, Conn.
$525 Glen Alpine Belvadere 295122

Martin A. Johnson, Terril, Iowa
$725 Meadow View Senora 308612

Judd's Bridge Farm, New Milford, Conn.
$7200 LaRainbow Ginger 269394
1900 HyCrest Butouise 293382

Daniel M. McKeon, Ridgefield, Conn.
$2600 Welcome In Diamond Cutter 122885
1800 Twin Gate Janet 222892
650 Judd's Bridge Betty Ann 162445

Norman E. Magnussen, Lake Mills, Wis.
$575 Pauline Q 283464

Dr. Robert Moore, Broad Hill Farm, Southboro, Mass.
$1775 Noble Lady Hildegarde 175353
850 Noble Lady Priscilla 191434
1125 Franlo Tile Myra 291372

George W. Opperman, Manning, Iowa
$525 Janice of Sunset View 302686

Ostval Farm, Burlington, Wis.
$4100 V. B. Prince Apollo 116269

L. J. Janata, Lombard, Ill., and Ostval Farm, Burlington, Wis.
$2000 P. V. Wonder Lad's Maiden Boy 123486

Pedro Rodriguez, Havana, Cuba
$2650 Lee's Hill Keeper's Anya 228041
1450 Lee's Hill Keeper's Godiva 275937
1050 HyCrest Diamond Lil 312200

T. Harry Skinner, Picardy Farms, Pine Plains, N. Y.
$1000 North Repelmar J. Firefly 283302
700 Recreation Supreme's Joyce 233883

Armando Tamayo Suarez, Minister of Agriculture, Caracas, Venezuela
$9100 Lee's Hill Asterisk M. 122282

Waveney Farms, Inc., Farmingham, Mass.
$750 High Meadow Roz 286016

Richard Wiek, Lakeside, Conn.
$75 Heifer calf.

ROPE HALTERS.. Postpaid $1.50 Each
PAT. PEND.
12 OR MORE $1.25 EACH
Canada add 10¢ each

Extra Superior Manila Rope assembled with plated metal clamps. Adjustable to any size animal. Strong, neat, attractive; a stable or show halter all in one. Prompt shipment. Check with order please.
SALE SPECIAL—Same halter as above made of sisal rope. $1.00 each—minimum order 1 dozen. Postpaid.
MAC-RĀ CO. SANTA BARBARA · CALIF.
P. O. BOX 878-

A Hearty Thank You
TO ALL OF OUR BROWN SWISS FRIENDS.
It has been a pleasure to serve you in 1955
and now may we say
Merry Xmas and a Happy 1956
HAROLD A. BRUNEMEIER
UNIVERSAL PEDIGREE SERVICE
Box 836 (Phone Em. 5-5667) Beloit, Wisconsin
Brown Swiss Pedigrees Are Our Only Business

1977. Grandchildren now run farm. First Farm in area to grind corn in 1700's (Gristmill from Ocean Tide). Alton was active in Maine and NE and Dairy Associations. He was a Captain and later Lt. Colonel US Army 82nd Airborne WW2 and fought in the Battle of the Bulge and many other conflicts. He was a close associate of General George Patton. The Bells currently milk about 30 cows and are looking forward to getting back into Brown Swiss.

Hanover Hill Farm / Brigeen Farms Inc – Steve Briggs and Peter Heffering managed Borderline Farm Sale in Enosburg, VT. They purchased LuAnn in the Borderline Farm Dispersal, Enosburg, VT in 1979. Borderline Farm was owned by Dole Pineapple Company. Gordon Demay and Rich Stevens purchased Paul Patsy and were contending bidders on LuAnn. (Both cows bred by Vine Valley Farm / Button Family, Rushville, NY. Early embryo transplants on LuAnn resulted in several Welcome in Stretch offspring. They had this cow family for several years. To this day, the LuAnn and Patsy families still produce many great offspring. High selling open heifer in 1980 Sale was a Welcome in Stretch ET from LuAnn.

MASSACHUSETTS

All started here, then quickly to other states.

HyCrest Farm, Sterling, MA – Had some of the regions and nations best and well-known Brown Swiss. During the 1950's, they were the largest Swiss Farm in USA. Lester Sawyer, a Leominster industrialist, owned the farm. Farm is still there. Sold Brown Swiss in 1961. Presently horse farm. Showed all over U.S. in boxcar days. George G Harris took show herd out for several years after college. Roger Ives, Nelson McCammon, Dale Homer and Gary Magnusson, other family members and other well-known dairymen worked there. HyCrest would lease to other area farms where some of their breeding stock originated. Bought high selling cow $7600 at 1955 National Golden Jubilee Sale. Dr. Donald Balch, who was USA Veteran World War 2, later helped establish VT. Morgan Horse Farm was assistant herdsman there, married Mary Sawyer. HyCrest Royal Jester, from HyCrest Rachel was one of Top Bulls in A.I. from that era. He was Grand Champion Eastern States 1956 (led by Gary Magnusson) and 1962 Waterloo. His dam was HyCrest Rachel 6E. Last owned by Cold Spring Farm (Meythalers), Monroe, Wisconsin.

Broad Brook Farm, Southboro, MA – Lou Brodeur worked there for several years. Bought several good cows in 1955 National Sale. 40 cow herd. Farm owned by Dr. Robert Moore. Well known, quality all Swiss herd of that period.

Waveney Farm, Framingham, MA – Very well-known herd, several bulls in A.I. They delivered milk and other dairy products from their dairy. Waveney Laddie G was one of the most

influential sires of the 1970's. Laddie G was one of several A.I. bulls from Waveney. Waveney dispersed in 1961, within months of the HyCrest dispersal.

Wallace, Earnest and Bill Grimes – Adams Lane Farm, East Brookfield, MA - Had a good quality 40-50 cow Brown Swiss herd from 1950's to 1990's. Some of original animals came from Waveney Farm. Bill later had Holstein/Brown Swiss herd. Milked 150 cows about 30 Brown Swiss Dresser Hill Farm, Charlton, MA for about 20 Years. Wallace – veteran U.S. Army WW2.

Laurie Cuevas – Signature Swiss, Sunderland, MA – Laurie has been a longtime Brown Swiss enthusiast who has purchased, bred, and exhibited some top-quality Brown Swiss over the past 20 years. Reserve Grand Champion Eastern States 2015. Breed Representative Big E for past 5 years.

Megan Howe – Misty River Farm, New Braintree, MA – Megan and her family operate a diverse small farm operation in New Braintree, MA. She has continuously added and bred some top-quality Swiss from Empire Farm and Elite Dairy, exhibits regional/national shows.

Sara Doubleday, New Braintree, MA – Sara has a small Brown Swiss herd and has exhibited, bought, and sold high caliber Brown Swiss.

Dave Wallace – On the Big E Wall of Fame. Managed Nationally known Ayrshire (Meredith Farm) and Jersey herds (Pioneer Farm) in MA and CT. Past Secretary/Treasurer and Present Classifier for BSCBA. Was instrumental in establishing Big E as Northeast National Show.

Kathleen Whitman – Had some early Brown Swiss in MA from Allis Acres, well known in New England and presently in MD. Has always had very outstanding Brown Swiss including 2020 AA Nomination.

Bruce Dearborn - Seabreeze Farm since 1990's had very high-end production, type and show winning animals. Bruce especially emphasizes high milk production. Bruce was Vice President of New England Brown Swiss Association for many years, put NE Association on strong financial footing with tireless fundraising.

Snelling Family – Had a small Brown Swiss herd in North Brookfield, Janet and Ed were especially active in MA Canton, Janet was Secretary Treasurer for many years.

Janet Olden, Deerfield, MA – Small Swiss herd, active MA Canton, most animals from Elmer Johnson/ homebred, 1970's.

Charles Fiske, Rutland, MA – President MA during 1980 Convention, exhibited local fairs and Big E. Worked for Federal Government.

Ed Drosheyn, Hinsdale, MA – Vice President MA 1980. Had Brown Swiss for many years.

Lisa Moore (Facey) and Warren Facey, Leyden, MA – 1978 Outstanding NE Youth Girl. Grandchildren still have some really good Swiss. Breezy Knoll Farm. Milk 175 cows. More Holsteins and Jerseys.

Cliff and Irene Wolfe (Boisseau), Westfield, MA – 1970's – to present. Swiss, Holsteins. Irene - MA Canton Secretary after Janet Snelling. Cliff – NE and Big E Breed Representative prior to Laurie Cuevas.

Ed and Jeannette Horton, Cummington, MA – Ayrshires, Brown Swiss in 1970's and 1980's. Jeannette active in MA. Showed both breeds.

Faye Allis (Culver) – Numerous Brown Swiss champions at Big E. George, Alice Allis went out early 2000's. Active 1960's to 2000's. George and Faye Allis are both on Big E Wall of Fame.

Bob Gould – Allard Dairy, R-Choice Swiss, Hadley, MA – NE President, other offices, along with Dave Wallace, got National Show here since 2016 (NE National). Managed several Holstein herds from 1979 to 1991. Herdsman/farm manager Allard Dairy, 1991 to present. Transitioned from 300+ Holsteins to 150+ Brown Swiss. High classification, production, exhibited regional and national shows. 22,000 lb. average with 35+ EX. Supports and had high sellers – regional and national sales. Has had top production, classification and show winnings with both Allard Dairy and R-Choice Swiss cattle. Bob – Big E Wall of Fame.

Richardson family – Whirlwind Farm, Huntington, MA – Quality Swiss for many years, Keith, Kevin, Paul. Kevin has gotten back into Brown Swiss in recent years.

Paul Willis and Vasils, and Clessons, Buckland, MA – Long-time Holstein herd with some very good Swiss, support sales, shows.

Imbier Monson Farm, Neal Monson and Pete Imbier, New Braintree, MA – Only other farm in Massachusetts milking majority of Swiss. Neal and Pete – since early 80's mostly Swiss, some cross. Generally commercial herd. Have always strongly supported shows, sales, 4-H, youth. Have exhibited at Big E with high placings. Neal – Big E Wall of Fame.

Ed Hall, later of L-J Farm (Ohio) originally was from Northbridge, MA. Worked St. Johns Dairy, Arizona later.

Mike and Karen Cronin, Leominster, MA. MSC Swiss - Mike – 1972-1984, New Braintree, MA. Late 1970's- early 1980's, NE VP and Youth Coordinator. MKM Swiss – Mike and Karen, Leominster, MA, 2013 -Present. Mike is New England Brown Swiss Association VP 2016-present.

Bryn Coron Farm, Princeton, MA (near HyCrest) – Bred National Champion 1963, owned by Duncan Bellinger, Howes Cave, NY.

Hillwinds Ladderlook Farm – Jim Brittain Leyden. Top quality Brown Swiss herd in 50's/60's. Bought, sold, and exhibited high-end Swiss during that time. Architect Greenfield, MA.

Maple Shade Farm – Don Herren family, Brown Swiss, and Holstein herd. Early purchases from Hillwinds Ladderlook, bred Maple Shade Stretch Gilda family, Swiss and Holsteins, 80 cow herd, Flayvors Holstein 5E-95 was foundation cow for Gordon Cooks outstanding herd in Hadley, MA. Don – Big E Wall of Fame.

Belders – Whately, MA - Holsteins and Brown Swiss, have purchased and bred increasingly quality Brown Swiss, showing very successfully in local shows, Northeast National. Christine – NE Secretary many years to present. Sarah – NE Youth Director about 5 years to present.

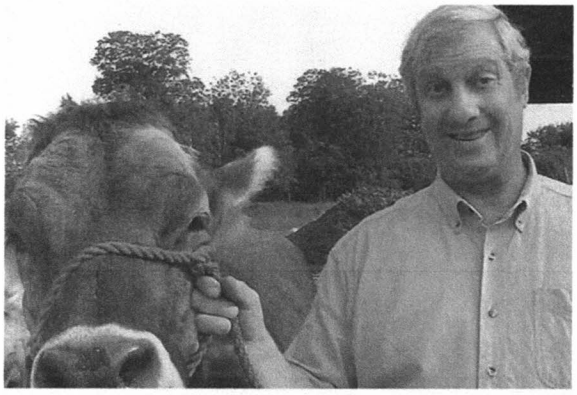
Robyn Creamer – Had high quality Swiss. Small herd in 1980's.

Kristie Kelly and girls – PrettyNPink farm – Kristie originally from a Jersey farm in Vermont, got her first Brown Swiss early 2000's. She and her daughters have had much success breeding and exhibiting high quality Brown Swiss and Jerseys for many years. Kristie previously worked for the National Holstein Association. She has served as a chairperson with the Big-E youth dairy shows and All-Breeds shows in addition to active involvement in the state 4-H show. Kristie has been heavily involved in several previous National Conventions and largely responsible for producing the operational plan for this convention. She recalled meeting at Prime's farm in ME, planning the 2001 Convention with Curtis and Linda Prime along with Vivian Harris.

NEW HAMPSHIRE

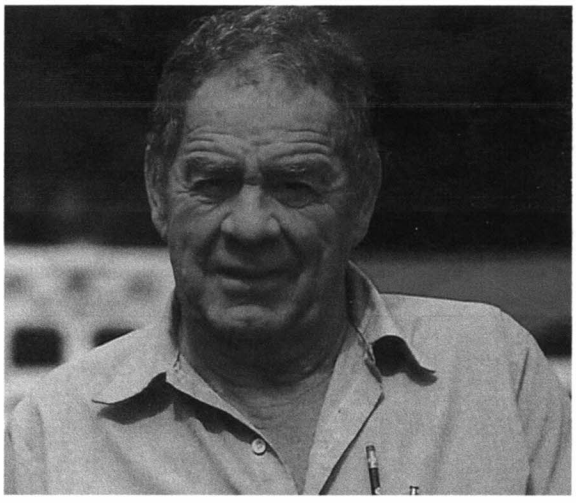
Canton organized 1945. During 1980, President – Phil Sanborn, New Market; VP – Shelley Chappell, Pittsburg; Sec/Treas – Carolyn Conway, Jefferson.

Elmer Johnson – Pleasant Valley Farm. Brown Swiss breeder for decades. A true Granite State character – loved to buy, sell, and barter. His ads in Bulletin read "the only farm in the world specializing in naturally polled Brown Swiss. Can supply you with one or a truckload of registered polled cows, heifers or bulls". Milked 60 Brown Swiss for decades until mid-1990's. Also had Belgian draft horses. Was in NH legislature for many years. Very active in NH and NE Associations, VP New England in 1980. Owned Maple Shade Stretch Gilda, as young cow Reserve ESE 1973. Owned Mallory Brooks Lynn 3 different times. Elmer – Big E Wall of Fame.

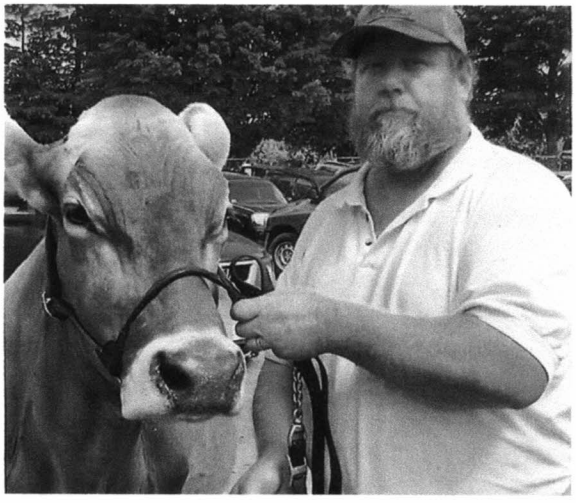


George Wilbur

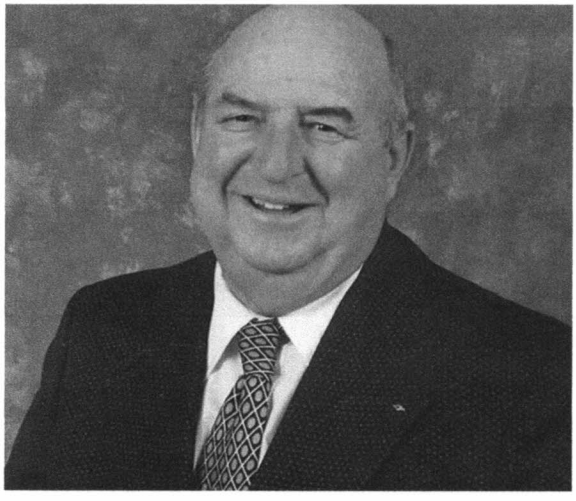
Lester J. Sawyer



Lou Brodeur



Neil Monson



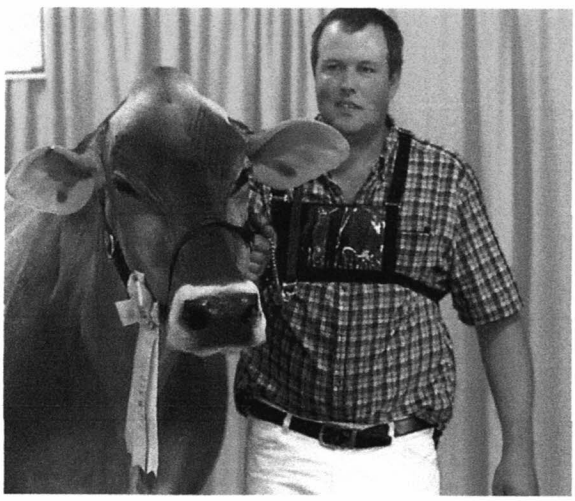
Ralph Prime

Shaun Young

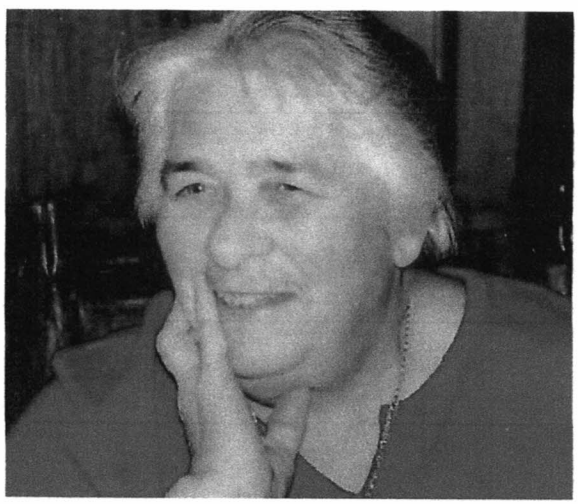
Brown Swiss

Arnie Nieminen

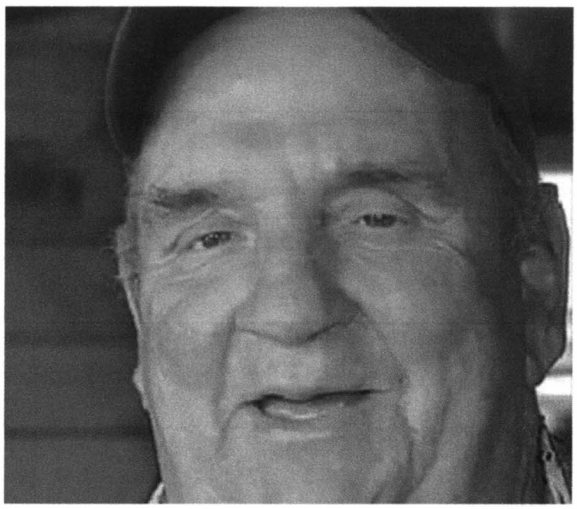
Bonnie Burr



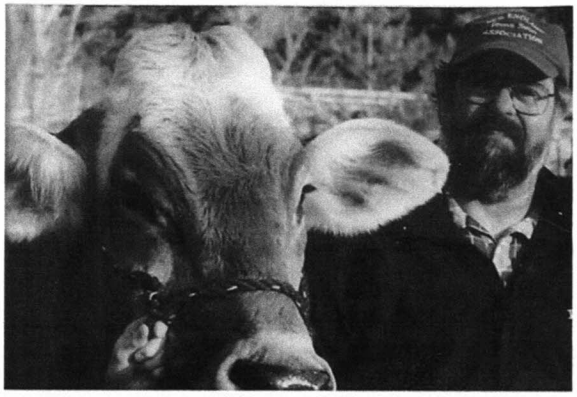
Bill Kelley III



Carolyn Conway

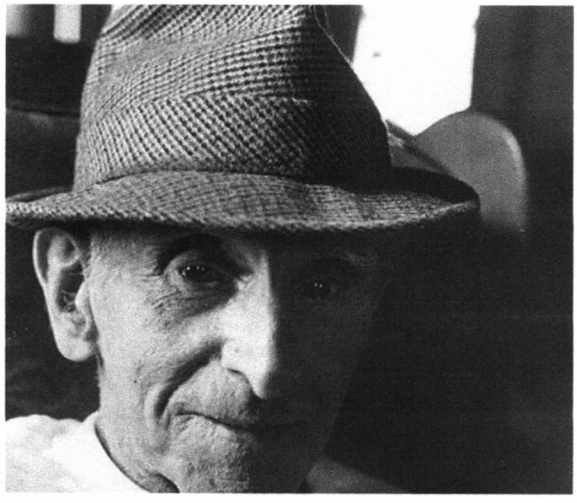


Curtis Prime



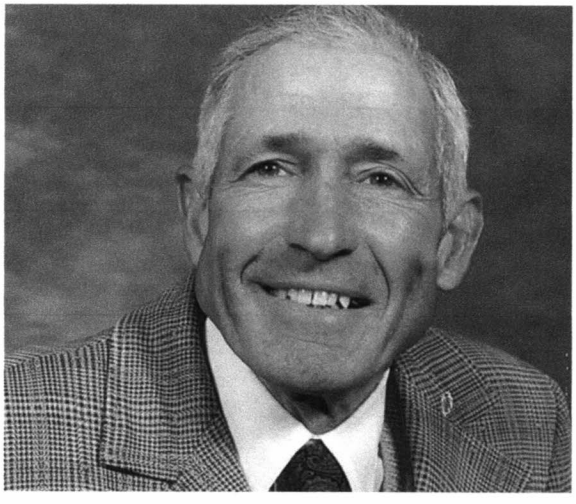
Dave Dahl

Dave Wallace



Don Herron

Dorthy Ripley



Elmer Johnson

The "Midnight Ride" of Elmer Johnson

You've doubtless heard about the Midnight Ride of Paul Revere, the night before the Battles of Lexington and Concord at the beginning of the American Revolution.

Curtis Prime told this story at the NE meeting held in Portsmouth, NH spring 1980. "Let me tell you a story about Elmuh". Curtis was a "natural" as a Maine storyteller. He told this as only he could. I do not remember exactly where Elmer stopped, however I believe he was delivering the draft horses to someone in southern Vermont. The Brown Swiss herds he stopped at were Conways and probably Chappells in northern New Hampshire. He then drove east on Rte. 2 into Maine, possibly to Smiths in East Dixfield, and Pratts in Farmington. Sometime between 2 and 3 AM, he was at Primes in Augusta, ME. (No cell phones back then!) Curt and Linda heard knocking on the door and there was Elmer. Returning to Winchester he may have stopped in southern Maine and at Sanborn's in Newmarket, NH. When he finally got back to his home farm in Winchester, he went into the barn about 8AM and told his longtime employee Jake, "You've got 2 more to milk". During the trip, he did what he loved best and what he was notorious for – buying, selling, and bartering Brown Swiss. Elmer will be long remembered as a Brown Swiss enthusiast who many got their early interest and original animals from.

Chappell Family, Pittsburg, NH – Shelley was VP in 1980. Active in NH Canton many years. Milked 40 cows.

Rangeview – Benny Nelson, Alstead, NH – Active in NH Canton 1970's -1980's.

Robert Richie, Haverhill, NH – Small herd, was later New England Vice President about 2010.

Stuarts – Stratham, NH, and Maple Lane – Chester Goodrich – Advertised in 1980 Centennial.

Hawes Farm – Donald and Aubrey, Milford, NH – Milked 55 cows.

Nelsons, Goodrichs, Putnams, Cynthia Ash Dodges had small Swiss herds. Cynthia Ash showed at Big E several years.

Yawnoc Farms – Kevin and Carolyn Conway. Conways established in 1958, milk 50+ Brown Swiss, known for deep pedigreed cow families. David very active during 190 Convention, sales. Carolyn on the Big E Wall of Fame. Carolyn well known both NH and NE. David's family runs farm presently. Kevin Conway has attended and assisted the barn crew at Eastern Breeders Sale for decades.

Bill Kelley – Kelley View, Winchester, NH – Ayrshires, Brown Swiss, Holsteins. Numerous Grand Champions, Premier Breeder, Exhibiter Big E. Sold Brown Swiss in 1960's. Got back in 1986. Had National Production winner early 2000's, Reserve Grand Champion WDE early 2000's.

Numerous Grand Champions, Premier Breeders, Exhibiters ESE. Bill and his father have both told me about Canton shows held at their farm and Elmer Johnson's decades ago. Bill Kelley III – Big E Wall of Fame.

Katy Putnam – Walpole area – has owned and bred some really good Brown Swiss, about past 20 years.

Beaulah Land Farm, Lancaster, NH – Brown Swiss and Holsteins. Dispersed Brown Swiss early 1973 – Lottie and Dottie – W. Sliker. Top selling cows, about 30 cows milking. Wayne and Connie Sliker developed these cows.

Clarks - Cornish Flat, NH – Gin Val – Greg Jr and Elizabeth; GMC Farm – Greg, Marcia, Brooke. Approximate 80 cow herd. Have purchased and bred top quality Brown Swiss, have excellent Holsteins and Milking Shorthorns, as well. Marcia is currently National Shorthorn President and NE Brown Swiss Treasurer. Greg has judged many top regional and national shows, different breeds. They have outstanding production, type, and show ring winnings in all breeds. They have done very well at Northeast National and WDE. Greg, Marcia, and Brooke operate GMC. Greg, Elizabeth, and their children have nearby Gin Val Farm.

Maple Shade Stretch Gilda – Welcome in Stretch daughter bred by Don Herron, owned, and exhibited by Elmer Johnson as 3 YO, sold to Bud Booth (Jerseys) and Hilton Boynton (Dairy Science Professor, Classifier, Judging Coach UNH). Later sold to Coventry Swiss (Gordon Demay, Rich Stevens). Gilda was nominated All-American several times, later flushed. There were several other Gilda family members who classified Excellent and several offspring, including Pleasant Valley Beauty Gilda later owned and exhibited by Jill Falkowski and later Beech Hill Farm (Wilburs, CT).

David Dahl – Dahl House Swiss, West Swanzey, NH – David and family have bred some outstanding Brown Swiss over the past 20 years. Have exhibited at local, regional, national shows and consigned top animals to sales. Children and families live in NY and continue with high quality Swiss. Have won Herdsmanship Award at Big E, always have very nice display of their show string and farm.

Sanborns – Sanwal Farm, New Market, NH – Phil and Gail Sanborn and later their children milked about 60 cows, Brown Swiss, d Holsteins. Both were very active in the NH Canton and NE Association. Gail was well known on the show circuit, and especially for wearing traditional Swiss costumes. Phil was on the Eastern A.I. Brwon Swiss Sire Selection Committee and Eastern Breeders Committee. Both chaired Committees for the 1980 Convention.

VERMONT

1980 Canton – President John Roberts (Whiting), Vice-President Harold Magnusson (Milton) and Secretary/Treasurer Allan Brisson (Vergennes)

In early years, many of Vermont's best Swiss herds were in southern VT and CT River Valley. At present time, most herds and largest numbers are in the Champlain Valley and northern VT. Most of the large NE herds are located there: Allandra, Iroquois Acres, Shelburne, Quesnels, and Tudhopes in the Champlain Valley, and Wrights in Enosburg near Canadian border. Allan Alfred, Essex Junction, was a National Director 5 years and National President 1955-1956.

Shelburne Farm has been breeding top quality Brown Swiss since 1952, milking about 90 cows, established by Webb Family, the farm is located on beautiful Lake Champlain. Shelburne is known for deep pedigreed production, and type cow families. In 2012, Shelburne Farm hosted the National Brown Swiss Sale. Sam Dixon, Rene Lacoss, and the farm staff have done a truly outstanding job of managing the farm and herd for decades. Harold Magnusson was herd manager in the 1950's and 60's after being at Walhalla Farm in New York. In the 1970's, Harold was the manager of Russell Sweeney's Farm in Milton. In addition to the dairy farm operation, Shelburne Farm has an Education Center, Cheesemaking area about ½ mile from the farm. They raise no corn sileage due to potential lake runoff. They do rotational pasture management and feed hay, haylage and baleage.

Allan Brisson – Allandra Farm, Vergennes, VT – Lifetime dairy farmer and Brown Swiss breeder, Allan currently milks about 1200 cows on two farms, 1000 Holsteins and 200 Brown Swiss. Allan got his first Brown Swiss in 1964 and had some very good quality animals. After many years concentrating on Holsteins, he got back into Brown Swiss about 12 years ago and has established one of the top herds anywhere for production, type, and show winnings. In recent years, he has had Grand Champions and Class winners at National shows with Cutting Edge CP Margo and offspring.

Quesnels – Large Commercial Holstein herd, milk Holsteins, Jerseys and Brown Swiss. Have about 100 Brown Swiss milking.

John and Lisa Roberts – Butterwick Farm – Had an excellent herd in Whiting for almost 40 years, dispersing in 2012. They were host farm on 2012 Convention tour.

Marc Brisson – Shoreham, VT – Marc has had a large commercial Holstein/Brown Swiss herd in Shoreham for many years.

Barbie McClure (Johnson), Robert Judd (North Troy) and Lori Gleason (Cambridge) were also active breeders in the late 70's and early 80's.

The 2nd Northeast Kingdom Brown Swiss Sale

Friday, May 8, 11:30 a.m.

Held at the Pines Farm, Barton, Vermont

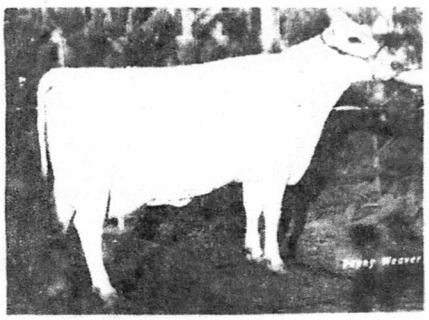
½ mile north of Barton on Rte. 5.

50 Top Quality Cattle Selling from Some of the Best Herds in the East!

Selling: Top Acres Magnum Sharpy ET

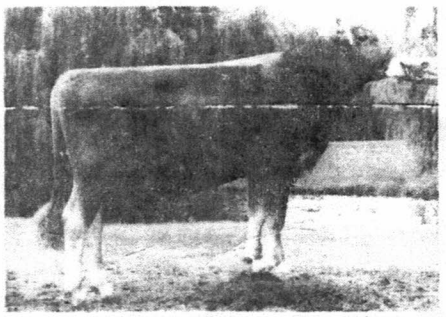
1st Summer Yearling, 1991 Ohio State Fair. Due in June to Craftsman.

Grandam:



Kilravock Snow Storm "5E"
10-1 365d 30,210m 4.1% 1225f
3.8% 1152p
Nominated All American 7 times

Her Full Brother



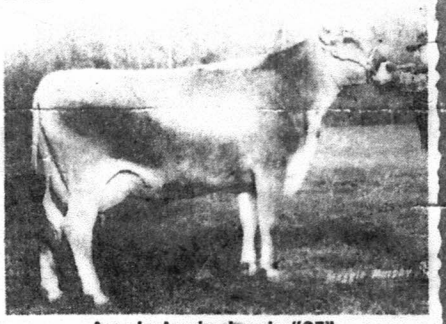
Top Acres Magnum Star ET
Reserve All American Bull Calf, 1991

Consigned by Wayne Sliker, Ohio

Sharpy's Dam:
Top Acres J Stardust "2E"
6-2 365d 20,500m 4.2% 855f 3.9% 802p
3rd Dam: "5E" 22,050m 4.2% 931f

Choice of Females
Consigned by Gordon DeMay, NY

Dam



Arnola Louie Jessie "3E"
5 records over 20,000m

Selling a first choice female of two Simon x Jessie calves due September 4 or first choice females of Blend x Jessie calves due 12-6. Remember, Jessie is the dam of Towpath Aytola and Towpath Johnny Cash. What an opportunity here!

My-T-Fine Farm, Appleton, NY
A Simon heifer with a deep pedigree from 2 "VG" dams. Also a yearling Jade from a "VG" Marauder with over 15,000m. Next dam is "E" with 5 records over 16,000 lbs.

William Tester, Wapakoneta, OH
Sends a fresh Telstar from a "VG" Stretch Improver with over 18,000 lbs. 2nd dam "E" with 5 records over 21,000m.

Don Cook, Middleport, New York
Our choice of the herd. A Simon ready to start her 3rd lactation. Looks like a high "VG" cow. Her dam and 2nd dam are all "VG" with "VG Mammary".

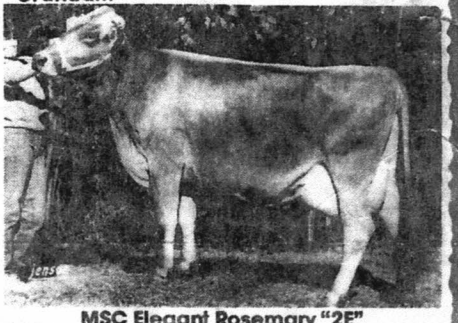
George Wilber, Winsted, CT
Our choice of 2 big bred heifers due in late summer by Beech Hill Jades Gabe.

Shelburne Farms, Shelburne, VT
2 big fancy bred heifers due this fall. A Playwrite daughter from an "E" Telstar with 4-9 365d 25,166m 4.4% 1126f. Next dam also "2E" with 170,000 lifetime. Also an Ernest bred heifer with lots of size. Her dam is "VG87" by Babaray (W). 2-3 17,821m 4.7% 845f. 2nd dam "VG88" with over 21,000m.

Curtis Prime, Augusta, Maine
A "VG86" young cow milking very well sired by Top Acres Stretchy Lynson. Her dam is "5E" with over 27,000m. Also selling are a couple of fancy September calves.

Richard Stephens, Manlius, NY
Fresh 2 year old by Johnny D (W). Dam "VG87" with 3 records over 20,000m. 2nd dam "VG87" with 2 records over 20,000m.

Grandam



MSC Elegant Rosemary "2E"
Grand Champion, '84 Eastern States Expo

Selling a fancy yearling heifer by Modern Stretch (W). Her dam is "VG86" with over 26,850m. Next dam pictured above. 3rd dam "E".

William Kelly III, Winchester, NH

Other great consignments by Dotson, Jinxson, Proud Million and Lancelot.

For Show Cattle and Profitable Swiss - Don't Miss This Sale!

Sale Headquarters: Days Inn, Exit 23 on I-91, Lyndonville, Vermont; (802) 626-9316
Pedigrees: Wayne E. Sliker, (513) 663-4645

For catalogs, call the sale managers . . .

Northeast Kingdom Sales, Inc.

P.O. Box 296
Barton, VT 05822
Jim Young (802) 525-4774
Ray LeBlanc (802) 525-6913
Fax: (802) 525-3997

Russell Sweeney – Cobble Hill Farm, Milton, VT - Milked about 60 Brown Swiss in the 1960's and 70's. Harold Magnusson was herd manager in the early to late 70's.

Herman Zollinger family – Cornwall, VT – milked about ¾ Holstein herd with ¼ Brown Swiss, approximately 25 Brown Swiss milking, moved to Arkansas 1970's.

Cher-Mi Farm – Cheryl and Miles Tudhope and family currently milk about 120 cows, Holsteins, and Brown Swiss. They have a high producing and type herd. Currently they have 15 cows classifying excellent in 60 cow herd. Miles credits Harold Magnusson for their early beginnings and strong interest in developing their Swiss herd. They have supported sales and NE Association fundraisers for many years.

Steve and Sherry Oullette – Iroquois Acres – Bridgport, VT – Nationally known Brown Swiss breeders recently have had 100 plus Brown Swiss. Have owned and bred numerous Big E and several WDE class winners. High production and classification. Ashlyn Foster (granddaughter) is very well-known on show circuit with several AA nominations. Stephanie (Ouellette) Pope had Supreme Champion at WDE Jr Show 2001. In 1990's got their first Brown Swiss and their first homebred All-American Nomination. Very high-end breeding, showing success continues with this family. Steve, Sherry, along with children and grandchildren strongly support sales and shows. Milk about 600 Holsteins.

Maple Sugar Farm, Tinsmouth, VT – Sean Young and family. Bred, owned, milked, and exhibited outstanding Brown Swiss at regional and national shows. Brown Swiss and Holstein herd about 80 milking, no longer in business. Sean – Big E Wall of Fame.

Mike Jarvis – Enosburg, VT – milked about 120 registered Brown Swiss and Holsteins, recently dispersed most of herd. Had some very high-end Brown Swiss and was doing some ETs. Always very supportive of NE Youth Programs.

Wright Farm – Enosburg, VT – Large commercial Holstein herd, Brown Swiss herd of about 150. Sean and Ellis Wright and family have also exhibited at Big E and WDE with several top placings, A.I. contracts and All-American Nominations.

Silver Top Swiss – Baisini family, Morrisville, VT – The Baisinis have had a top-quality Swiss herd for many years. They operate a cheesemaking business and have bred and exhibited many show winners and several All-American nominees for the past 25 years.

Showcase Swiss – Thygessen family, Tunbridge, VT – Kyle, Keenan and family have owned, bred, and developed outstanding Brown Swiss, Ayrshires, and Holsteins, for many years, exhibiting numerous outstanding animals at the regional and national level.

<u>BIG E – WALL OF FAME</u>

In 2020, the Dairy Dept of Eastern State Exposition decided to list biographies with the pictures of the men and women who have been elected by their peer exhibitors in each breed to be on the Wall of Fame. Big E reached out to New England Brown Swiss to accomplish this. There are 22 people, past and present, who are represented. Their biographies and photos are available online at https://www.thebige.com/p/agriculture/eastern-states-dairy-hall-of-fame.

OUR NEW YORK NEIGHBORS

It is very important to recognize our relationship, past and present, with our fellow New York Brown Swiss breeders, and a tribute to the many outstanding herds. In earlier decades, the farms closest to NE had the largest influence such as Wallhalla Farm and later Venture Farm (Bill Notter family). Bill worked with a number of outstanding NE herds as herdsman, farm manager and showing their strings. The Eastern Breeders Sale (longest continuous consignment sale, 80 years) started as a joint effort by New England and New York breeders at Judds Bridge, CT and was held at Cobleskill, NY for many years. This has always been a very important marketplace for Northeastern and especially New England and New York breeders. The NE and NY Associations have also supported each other before and during National Conventions. New York breeders and exhibiters have always strongly supported New England Sales and Shows. Rich Stevens and Gordon Demay have been involved with some of New England's and the breeds top cow families, especially the LuAnn, Patsy and Gilda families. Bob Pulver, Whitney's , Elite Dairy, Shadow Valley, and many others have for decades exhibited at the Big E and greatly enhanced the quality of the show. Bill, Gordon, Rich, and Larry and Richard Hill, have judged the Big E and other NE shows numerous times. In 2020, the Eastern States All Breeds Brown Swiss Show was considered the strongest in recent memory with the addition of several western New York farm exhibiting, including Hills Valley, Partridges, Hylight Farm, and several others from New York who had not previously or recently exhibited at the Big E.