

# NATURE'S BLUEPRINT COW

USA CATALOGUE APRIL 2018

## EXCLUSIVE DAIRY SEMEN CATALOGUE



FOR **HEALTHY KIDS**

Is your herd functioning economically for you...or are you in the **"Profitless Production Syndrome"** of **"buying"** production through purchased inputs? How efficiently your herd converts available resources into a sale-able product is the key to your **sustainable profit levels**. Introducing genetics into you herd which have been selected with a high emphasis on the Economic Relevant Traits of Profitable and Sustainable Farming is the foundation for sustainably raising your profit levels.



**Nature's Blueprint Cow**

**Wholly Cow Genetics**

**Bulls Bred to Breed Cows**

**[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)**

**John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)**

# Wholly Cow Genetics

Bulls Bred to Breed Cows

**REAL GENETICS for the REAL WORLD**

Selected to return Productivity Gains measured by relating quantity and quality of outputs compared to inputs=efficiency of production

**High Emphasis on the Economically Relevant Traits of Profitable Farming:**

\*Fertility \*Forage Efficiency \*Longevity \*Temperament \*Immunity  
\*Strong Body Conformation \*Structural Soundness \*Predictability  
\*Milk Components \*Moderate Mature Size \*Maternal Vigor  
\*Adaptability \*Pre Potency \*Repeatability \*Low Maintenance

**Key Selection ⇒ Efficiency of Production ⇒ Increased Margins via Decreased Cost of Production:**

- ✓ Functioning efficiently; in 100% commercially operated farms; evolving from nutritional environments commercial farmers can afford to provide
- ✓ Ability to carry fat within the muscle and produce – productive, easy doing and low maintenance
- ✓ Bred and selected for Economic Function: Longevity, Fertility, Predictability, Pre-Potency, Adaptability and Repeatability, versus “Fashion” and Marketability (Promotable Genetics for the seller)
- ✓ Genetic evaluation and selection never done using Computer Generated Breeding Values (Promotable Genetics for the seller versus Profitable Genetics for the end user)
- ✓ Extensive raw data analysis always incorporated in evaluation and selection
- ✓ 100% Grazing
- ✗ No “Profitless Production” - (i.e. no “Buying” of Production)
- ✗ No Feet Trimming
- ✗ No confusing FRAILITY with genuine dairy character
- ✗ No photo-shopping pictures! All pictures unprofessionally taken and unretouched
- ✗ No quoting unrealistic production figures produced in non-commercial environments

**REAL GENETICS for the REAL WORLD**



**Nature's Blueprint Cow**

**Wholly Cow Genetics**

**Bulls Bred to Breed Cows**

**[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)**

**John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)**

# THE RESULTS



2 y.o. heifers (pictured mid Winter - our worst time) sired by WCG Ayrshire bulls from cross bred cows, calved 4 months and bred back



In same herd heifer sired by mainstream Holstein sire



Compare Paroa Jumball Campbell daughter (on left) with mainstream Holstein daughter



**Nature's Blueprint Cow**  
Wholly Cow Genetics  
Bulls Bred to Breed Cows  
[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)

John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)

## WHO, HOW & WHY?

I am 65 years and when I look back I got here real quick. My mother said from an early age "Once John saw his first cow it was all over." From as far back as I can remember I have been fascinated by cows. Once I missed school for several days after my favourite cow had died. Dad promised to spread her remains on our farm. Not sure it happened but I felt a little better.

**On our family farm ear tags were not required as I knew 'everybody' by sight.** Leaving school with the instilled belief 'You must get a good job' my Mum was very happy when I scored at job in the local Hospital in the Pathology Department . My Dad said nothing and it was only when (18 months later) I voiced to him I had to go and work with cows; he smiled and said "I knew this would happen." Mum was shattered.

**And so I took a job as a Livestock Agent with a small firm, a job which I instigated.** The manager did not take me seriously when I first approached him as he thought I already had a great job! This Agent 's position afforded me the greatest learning platform I could have had. Continually visiting many different farms; observing many different breeds of dairy and beef cattle; functioning in many varied nutritional environments: what a real and relevant research centre.

And some of the greatest learning was in observing the 'ones' that came to the sale as culls because : before you can learn what does work you must learn what doesn't work. And if you keep your eyes open the learning (good and bad) all happens in front of you. When I began working as an Agent the district was full of Hereford cattle and from what I observed the Angus were better stock. Within 10 years I had influenced much change in the beef herds in the district.

My life feels as though it has been (and still is) a continual quest of identifying the most economically functional cow. I have always been drawn to the moderate framed, wide based cow (whether dairy or beef) because all my observations reveal this body type (in every breed) does well in all environments. Have seen many changes over the decades – most not very good. The type of Angus cow I fell in love with is very hard to find these days.

**It is very refreshing and pleasing to see there is finally great consumer interest in real grass fed milk and meat products.** The availability of genetics which will function efficiently in grass based environments is now very low. Today there are too many 'smoke and mirror' assessments and evaluations and very little respect given to true knowledge, instinct and gut feeling. Sadly I have learned that people are much easier to deceive than to enlighten.

As well as great cows farmer profitability has always been a high priority and I firmly believe efficient cow design is the key. **My passion never wains and is always refired when I find a superior cow - of any breed.** I will not give up. Looking forward to working with you on your journey.

Yours sincerely, John O'Brien

*Nature's Blueprint Cow ~ The Design Which Nature Intended*



**Nature's Blueprint Cow**

**Wholly Cow Genetics**

**Bulls Bred to Breed Cows**

**[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)**

**John O'Brien phone:+61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)**

# VALENDALE INTERNATIONAL (A2A2)

AVAILABLE NOW

**Bred to Breed**



**Dam at 8 y.o.**

No North American, Finnish, Danish or Swedish bloodlines

**International's Dam: note the production, components and calving interval**

Age	Milk lbs	Protein %	Protein lbs	Fat %	Fat lbs	Days
6yr 0m	15,975	3.64	582	4.38	699	305
5yr 0m	18,115	3.53	639	4.10	743	295
4yr 0m	16,115	3.70	595	4.80	774	298
3yr 0m	17,246	3.84	661	4.87	840	305
2yr 0m	13,780	3.54	487	4.77	657	305
<b>Ave</b>	<b>16,248</b>	<b>3.65</b>	<b>593</b>	<b>4.57</b>	<b>743</b>	<b>301</b>

Carrying the best NZ Ayrshire Genetics

In 3 generation pedigree all cows 8 or more lactations



**3 y.o. Daughter - NO GRAIN calved @ 150 days 44 lbs 4.8% BF 3.7% P**

**\* Ideal for instilling conformation, components, constitution and calving interval**

**Price: \$25/straw**



**Nature's Blueprint Cow**

**Wholly Cow Genetics**

**Bulls Bred to Breed Cows**

[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)

**John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)**

# ROSEMOOR MATCH (A2A2)

AVAILABLE NOW

Bred and built for grass based production



Bred to Breed

Match at 3 y.o.

**Dam at 13 y.o. calved every year since 2 y.o.**

**Dam's production - NO GRAIN - 11 lactations average 10,586 lbs 4.56% BF 3.5% Protein in 253 days - NO GRAIN**

In 3 generation pedigree only 1 Cow less than 11 lactations



**Full sister 4 y.o. calved @ 150 days NO GRAIN – 46 lbs 5.0% BF 3.8% P**

No North American, Finnish, Danish or Swedish bloodlines

**\*Ideal for instilling conformation, components, constitution and calving interval**

Carrying the best NZ Ayrshire Genetics

Price: \$25/straw



**Nature's Blueprint Cow**

**Wholly Cow Genetics**

**Bulls Bred to Breed Cows**

[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)

John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)

# VALENDALE INTERNATIONAL DAUGHTERS



# ROSEMOOR MATCH DAUGHTERS



# RANGELAND FAIR SAM DAUGHTERS



# KENARIE GUSTO (A2A2)

AVAILABLE JULY 2018

Bred to  
Breed



Dam at 10 y.o.



Grand Dam

Bred by an 83 year old (2nd Gen) Jersey Breeder whose only focus is breeding functional cows



Dam



Full Sister



Kenarie Gusto at 16 months

Dam has produced 17,553 lbs 6.05% 1,063 F 4.63% 813 P in 305 days

Line bred to the Cow which started the famous Francliffe Jersey Stud

Enormous capacity  
and doing ability

6.05% BF  
4.63% P

4 Direct Dams average  
9 lactations

Price: \$25/straw



**Nature's Blueprint Cow**  
Wholly Cow Genetics  
Bulls Bred to Breed Cows  
[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)

John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)



# ROSEMOOR JIMBOB (A2A2)

AVAILABLE JULY 2018

Bred to  
Breed



Jimbob

Dam

**Pure Ayrshire genetics bred and selected for profitable and efficient grass based production of high quality milk products**

Bred by a 2nd generation breeder whose total focus is breeding functional cows

**Dam has produced 17,333 lbs 4.11 % 712 BF 3.73% 646 P in 293 days NO GRAIN**

Ideal for instilling conformation, constitution and calving interval

## Rosemoor Herd Cows - NO GRAIN



Price: \$25/straw



## Nature's Blueprint Cow

Wholly Cow Genetics

Bulls Bred to Breed Cows

[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)

John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)

# Compare the Pair!

Do not fall for the promotional bull s...t. New Zealand farmers are now heavy feeders. New Zealand is the biggest importer of Palm Kernel in the World. Genuine 100% grass based production genetics are very, very scarce in that country now! Look at the examples below of two 4 y.o. Cows in Australia running together : calved the same time and receiving no supplementary feed . Look at their body conformation.



4 generations of WCG  
Ayrshire genetics selected  
for economic function

4 generations of LIC Jersey  
genetics bred for numbers

**Which is the most efficient Cow for you to farm?**



**Nature's Blueprint Cow**  
Wholly Cow Genetics  
Bulls Bred to Breed Cows  
[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)

John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)

# Paroa Jumbal Campbell (A2A2)

AVAILABLE NOW

Bred to  
Breed



Capacity; Strength; Dairy  
Character; High Components

Daughters – **NO GRAIN** – n.b the length of Grass and the Body Shape



Daughters in Austalian herd  
averaging 1,040 lbs milk solids in 283  
days with very high fertility rates

Price: \$25/straw



**Nature's Blueprint Cow**

**Wholly Cow Genetics**

**Bulls Bred to Breed Cows**

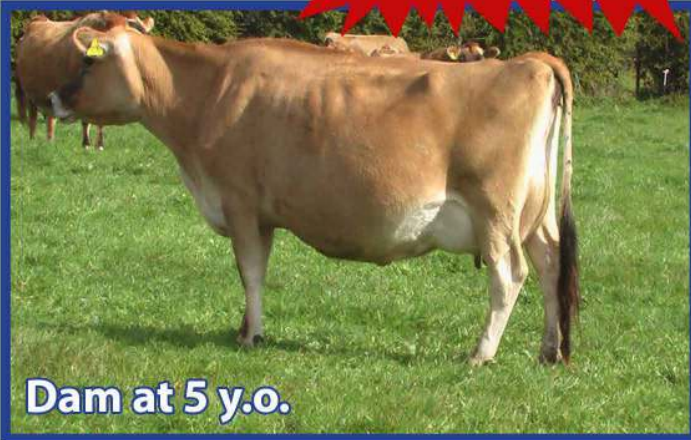
[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)

John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)

# RANGELANDS FAIR SAM (A2A2)

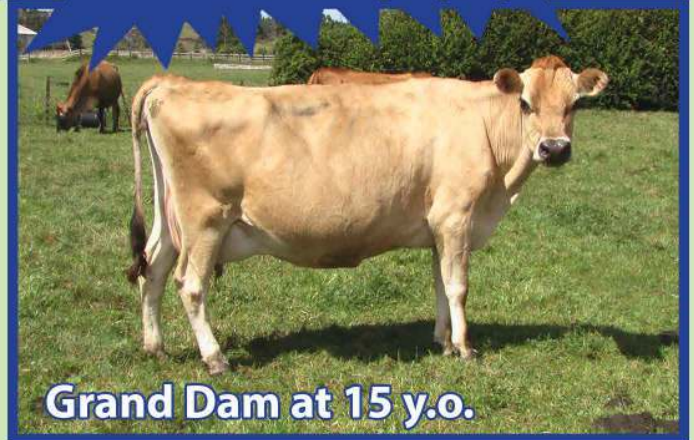
AVAILABLE NOW

**Bred to  
Breed**



**Dam at 5 y.o.**

**Dam & Grand Dam  
super Cows**



**Grand Dam at 15 y.o.**

**Dam 4 y.o. production 891 lbs milk solids (5.42% B.F. & 4.19% P) in 269 days - NO GRAIN**



**2 y.o. daughters calved 3 months - NO GRAIN**

**Very quiet and performing very well averaging 5.4% B.F. and 3.9% Protein**

**Bred and built to  
produce off grass**

**100% Pure New Zealand  
bloodlines**

**Price: \$25/straw**



**Nature's Blueprint Cow**

**Wholly Cow Genetics**

**Bulls Bred to Breed Cows**

**[www.naturesblueprintcow.com](http://www.naturesblueprintcow.com)**

**John O'Brien phone: +61 410 273 887 email: [contact@naturesblueprintcow.com](mailto:contact@naturesblueprintcow.com)**

# YOU COMPARE FOR YOURSELF



Same age; same calving; same herd  
**This is not about nutrition...**  
*it's about GENETIC DESIGN*

## How to Order:

**Semen stored at Hawkeye Breeders Services Adel Iowa**

**Contact: Gloria Jensen 515 993 4711 Email: [gjensen@hawkeyebreeders.com](mailto:gjensen@hawkeyebreeders.com)**

**Cost: \$25/straw - plus shipping. Payment: By Credit Card or PayPal - a 3% fee will be charged**

## To order please quote:

1. Name of bull/s
2. Number of straws
3. Shipping address
4. Payment details
5. John O'Brien

