



*Morningview Converse Judy*

# Judy – The next Chapter of

*No, of course it's not the first time that the well-known brood cow icon from Iowa, Morningview Converse Judy, has made headlines. And that's also true for 2009. In the spring it was the widely noted rise of her grandson Ashlar, and then it was the fantastic sale in her home barn at Morningview that reflected the notable reputation Judy enjoys on the international Holstein scene. Now that special talent has arrived at the world's top.*

The prices breeders are ready to pay for individual animals appear to be marvelous indicators for those animals' importance within the population. In this case the amounts of \$75,000 paid for Morningview Tstory Amaya VG-86, or \$45,000 for her dam, Morningview Oman Annette VG-87, or a total of \$59,000 for 2 Socrates daughters from Amaya would serve as indication of the exceptional popularity and recognition. The sale that took place in early June in the barn where Judy was born and, typically enough, carried the name "Morningview's Tribute to Converse Judy Sale", provided exact-



*At \$75,000 Morningview Tstory Amaya VG-86 was the sale topper at the Morningview Sale. She has contracts with all leading AI studs in North America.*

ly that indication. With 87 animals (among them over 70 family members) averaging \$7,246, that auction was the ultimate proof of the fact that Judy has closed the gap on the truly great foundation cows of the Holstein breed.

## CONSISTENCY

Of course it's not the first time that HI has reported on the unique quality of Converse daughter Judy, and those top prices achieved at that Morningview Sale definitely have not been her only achievements worth mentioning in recent years. Thus, we want to mention just in passing the story of Judy herself. In the early 80s Paul Schmitt and his sons Tim and Tom – until recently the names behind the Morningview breeding program – purchased Judy's 2nd

dam, Walnutt-Knoll Judy VG-87 (Memorial x EX-91 Elevation x VG-89 Fond Matt), for \$2,250 at John Hager's Elite Invitational Sale. It took the Schmitt family a few years – though finally just 2 generations – to breed Converse Judy. Her dam was a VG-87 Aerostar out of the Memorial. Converse Judy was heavily used as a bull dam, and when her early sons received their proofs she had left at one go a generation of offspring with one of the highest average proofs. Thus, the Schmitts intensified their breeding program around Judy and developed several branches of the family that in turn supplied appealing bull dams and many positive sons. Judy herself left the high-ranking Durham son Morningview Jinx and a Convincer son Morningview Jingles, who also made it into an active-sire line-up. The Formation half sister to these 2 bulls, Ashley, is the dam of the sought-after Aerowood son Ashlar at Semex. If you report on Judy today you talk about an established brood cow with proven qualities. Consistency and reliability clearly are 2 of her most important features, though they alone of course do not account for the popularity of the Judys.

## MODERN ABILITIES

At the outset of her career Judy's image was limited to a solid total package including an extremely strong transmitting ability for udders and feet & legs. However, for quite some time already, those abilities alone are not sufficient to meet the high breeding requirements of the 21st century. Judy owes it to 2 additional factors that she has been able to maintain her popularity in the modern age. "Judy has always been renowned for her ability to transmit exceptional udders and very good feet & legs. But all her offspring – male or female alike – have proven that she is very strong also for health and management traits. Judy has established health, metabolic stability, and longevity within her family. And that's exactly what makes her popular today, too," comments Tim Schmitt of Morningview. However, the 2009 family hype receives an extra twist with new

information. The few female family members that have been genotyped so far, and especially the genomic young bulls at different AI studs, give evidence of Judy's high potential also when it comes to genomics. The family of Judy is prepared for the future.

And the top prices fetched by Judy's offspring in the recent past as well underpin this rating. Especially Amaya takes center stage. Scored VG-86 as a 2-year-old, that Toystory daughter is contracted by all major North American AI studs. De-Su Holsteins purchased Amaya at \$75,000 but now has one of the "hottest" young bull dams with a super fancy pedigree in



*Morningview Oman Annette VG-87 is the dam of Amaya and out of Judy's well-known granddaughter April VG-89. Annette has several sons with high genomic proofs.*

their barn. The dam of Amaya is Morningview Oman Annette, who in turn is out of Judy's well-known Mtoto granddaughter, Morningview Mtoto April. April was the first cow in the Morningview herd to score VG-89 as a 2-year-old. She traces back through a VG-85 Gibbon to Judy. At the Morningview sale, Annette herself sold at the second-highest price of the day to A.L.H. Genetics of the Netherlands.

## NEW CHANCE

The big "Judy Sale" at Morningview sealed the temporary end of the family dynasty in their home barn. However, that auction included a big chance as well. 'Of course we've made our money especially with the marketing of Judy family members in the past. Even so, almost everything that was going on around the female family members happened at Morningview,' explains Tim Schmitt, who left the Morningview partnership after that sale, while his dad, Paul, retired. 'We've sold around 70 members of the Judy family, and this is exactly the extra potential I see in that family. At Morningview, the capacity to continue expanding the family at a good pace was almost exhausted. We really didn't have enough recipients. Now many family members may be used for ET work that



# an Infinite Career

♀ **Morningview Aerostar Jix VG-87**  
(Madawaska Aerostar)  
▼  
♀ **Morningview Converse Judy EX-93**  
(Highlight Converse)  
▼  
♀ **Morningview Mtoto April VG-89**  
(Carol Prelude Mtoto)  
▼  
♀ **Morningview Oman Annette VG-87**  
(O-Bee Manfred Justice)  
▼  
♀ **Morningview Tstory Amaya VG-86**  
(Jenny-Lou Mrshl Toystory)

wouldn't have received a chance at Morningview.'

Yes, the list of buyers at the Morningview sale was long and varying, so in future many new breeder names will show up in connection with Judy genetics. And of course we should not forget the outstanding marketing success of recent years. Genetics from Judy are so popular that investments pay off very quickly. Two years ago Dwight and Anita Rokey of Kansas invested \$55,000 in Morningview Titan Jianna VG-87 at the Branson Limited Edition Sale. Sired by Titanic, Jianna traces back through a VG-87 Capri, a VG-88 Aaron, and then a VG-86 Manfred to Judy, and she now has quite a lot going in her new barn. The Rokeys have daughters by Jeeves and Socrates, and they sold a

number of bulls and embryos. The Schmitts had already exported more than 40 embryos out of the full sister to Jianna, Morningview Titanic Erin VG-86.

Talking about Jianna and Erin we should not forget their Bacculum half sister, Morningview Bacculum Bonnie RC VG-87. Bonnie currently is the major source for red among the Judys and still has to fulfill both domestic and international contracts.

## RATING

Which are the highest-rating members of the Judy family currently from the Schmitts' point of view? 'Besides Annette – and we've already sold over \$90,000 worth of embryos from her – and her daughter Amaya, Morningview St Liberty certainly must be mentioned,' explains Tim Schmitt. Liberty is an appealing and extremely sought-after Shottle daughter out of an EX-92 BW Marshall, who in turn is out of a VG-85 Gibbon daughter from Judy. Walt, Brent, and Jason Wessels of Iowa purchased her for \$22,000 at the Morningview Sale. There are several Baxter daughters out of Liberty, with one of them fetching \$37,000 at the 2008 Summer Event Sale. With the extremely successful sales results of recent years, and the exceptional breeding milestones of the Judys, everything was always bound up with Morningview. However, the next chapter of the Judy story will be written in numerous herds, with their names hardly having been connected with Judy

so far. That's just right for the Holstein population that could benefit now from the qualities of Judy on an even larger scale. And at Morningview, where Tom Schmitt now rules the roost alone, they are prepared for the future.



**Morningview St Liberty VG-88 currently is the family's most heavily contracted cow. Sired by Shottle, she traces back through an EX-92 BW Marshall and then a VG-85 Gibbon to Judy.**

The new foundation cows for the future breeding program include Morningview Toystory April, a VG-87 Toystory half sister to Annette. Tom Schmitt and John Schnelle purchased April at \$26,000 to bring her back to the Morningview barn. Now general manager of the breeding platform DairyAgendaToday, Tim Schmitt still owns around 30 members of the Judy family that are housed in a spacey barn next to his home. The last chapter of the Judy story will not be written for a long time yet. ●



**Morningview Farms in Iowa**