



## **PRODUCER EXCHANGE**

RENO, NV | MARCH 31, 2025

Be prepared for the changes coming with the April 2025 genetic evaluations by joining the CDCB Producer Exchange, held in conjunction with the Western Dairy Management Conference in Reno, Nevada. Speakers will cover what to watch for when evaluations are published the next morning and researchers will dive into new genetic selection traits on the horizon - including calf health, milking speed, and a new female fertility option.

Producers from across the country will join us on stage to discuss genetic strategies for profitability and the value they see in contributing cow data to the National Cooperator Database.

## **PROGRAM HIGHLIGHTS**

### **April Evaluation Changes that Impact Your Herd**

Taylor Marie McWhorter, Ph.D.,  
CDCB Geneticist

### **Genetic Strategies for Profitability**

Brett Barlass, California Dairy Farms LLC, CA  
Dan Siemers, Siemers Holsteins, WI  
Luis Davalos, Corrales Dairy, NM  
Moderated by Katie Schmitt, CDCB Industry Relations Manager

### **The Value of Contributing Data to Genetic Evaluations**

Greg Andersen, Seagull Bay Dairy, ID

### **Introducing New Genetic Selection Traits: Calf Health and Milking Speed**

Asha Miles, Ph.D.  
Research Geneticist, USDA-ARS Animal Genomics and Improvement Laboratory

### **Introducing New Genetic Selection Traits: First Service to Conception**

Jason Graham, Ph.D.  
Animal Scientist, USDA-ARS Animal Genomics and Improvement Laboratory

## **THE DETAILS**

March 31, 2025  
1:00 p.m. to 6:00 p.m.  
Peppermill Resort Spa Casino



## **TO REGISTER**

Scan this QR code or visit [wdmc.org](http://wdmc.org)  
\$50 registration fee covers breaks and evening hospitality.