

→ The Rita's please the eye

There is no other cow family associated with Holland as much as the Rita's. In this issue of Hotspots we examine how this family continues to deliver pleasing type, whilst continuing to stay at the forefront of the current Dutch legion of bull mothers.

Origin

The first Rita was purchased by De Willem's Hoeve in 1992 on a dispersal sale not far from Utrecht. The breeder selling his Rita's was Mr. Verhage from Koudekerke in Zeeland. Mr. Verhage is now retired but he remembers his Rita's very well. "The Superstar was a strong, deep bodied production cow. Her Tops daughter was more refined and also a nicer cow to look at" says Mr Verhage who was one of the first in Holland to use Holstein bulls such as Pabst Ideal. This first Rita that came to Buren was sired by Myhre-Mint Valiant King, she classified VG-88 and was the reason for Mr. De Jong's desire to have more Rita's. They therefore purchased her maternal sister by F-16 as a bred heifer and later on even bought their Tops Monitor Legend dam. The Tops finished over 100.000 kg of milk, her F-16 classified EX-93 and established the Rita line with her very first daughter by Holstein legend Sunny Boy.

"Rita type" and the Willem's Hoeve

If you have ever been to De Willem's Hoeve in Buren, Holland, you will remember the good hospitality and enthusiastic atmosphere. The De Jong family has been farming on this spot since 1979 and Dick, his father and his wife Anneke have grown over the years from 40 cows and 25 ha in 1979 to 135 milk cows and followers and 100 ha today. Their 25 yr old son Wim has joined the partnership and is now living on the farm site with his girl friend. The De Jong's have always loved good cattle and are skilled breeders. They really enjoy competing at shows, both on a regional and national level, and the Rita's have always done very well for them. Breeding for good type and maintain the Rita type of cow today is as relevant as ever. When you ask Dick what makes the Rita's different from other families the answer is readily available: "The typical Rita is a very alert cow with



Dick, Wim and Anneke de Jong: We want to keep breeding for good type and believe the Rita's can do that.

feminine, dairy qualities, very good production and the will to keep eating and surviving. The family delivers a high VG first calver on a regular basis". The origin of the typical Rita look in the eyes of Dick and Anneke, comes from the F-16 daughter Rita 52 EX-93. Also her Sunny Boy and her Marconi granddaughter, Willem's hoeve Rita 232A VG-89, had that typical alert appearance and today the granddaughter of Rita 232A by Goldwyn, Rita 0246 VG-86, also shows what is meant with that typical Rita look. "I have used Oman sons like Man-O-Man, Cricket and Legend for ET's and some of the first calves are OK. However I feel that a bull like Goldwyn is able to maintain the type of cow I like to see".

NRM 2000

The Rita's have been present on all National Shows since they came to Buren. This is a very remarkable achievement and surpassed by no other family as far as we know. This year the family will most likely be represented by a Red Rita, which perhaps could begin another chapter within the family. Another remarkable feat took place at the turn of the century. At the NRM in 2000, 3 generations of Rita's competed in different classes. Rita 52 EX-93, her Sunny Boy daughter Rita 221 EX-93 and her Lord Lily granddaughter, Rita 233A EX-92. The F-16 herself has been on the National Show four times (!) and mentioning this makes Dick and Anneke proudly smile. "It is a pity the Sunny Boy was such a difficult cow to lead in the ring otherwise she would have been there more often". Rita 233A, the "Big Lord Lily", as she was usually called, made it to the final 5 on the NRM of 2000 and was a Junior Champion at that year's HHH-Show. At the same HHH Show the Sunny Boy made it to Re-

The HMS 2010

The Rita's have sold well on public auction in the past. Rita's sold in the Holland Masters Sale for € 17.500 and € 16.000! At this year's edition of the Holland Master Sale a Jeeves calf from Rita 153 VG-88 (Shottle x the big Lord Lily) will sell. This Rita 536 is among the highest genomic tested Rita's at the Willem's Hoeve with GTPI 2057!



Willem's Hoeve Rita 233A EX-92: One of Lord Lily's best and a really good transmitter



Willem's Hoeve Rita 156A VG-87 by Goldwyn and from Rita 233A's most influential daughter



The Rita's like to compete in the show ring. Rita 257 VG-87 will be there this year

serve Senior Champion! As a second calver this terrific Lord Lily came back and captured first place in her class and Honourary Mention in the final Championship of the NRM 2004.

Dick de Jong – Willem's Hoeve Holsteins

"The success of the proven sires helped us achieve the Breeder of the Year HHH-award 2006"

ET's and index

"We have done a lot of ET on the family, right from the start, says Dick. Our ET vet only lives a few miles away and his commitment has also helped us achieve our goals. Last year in 2009 we have done almost 100 flushes resulting in around 950 embryos". Asking the De Jong's about their breeding goal provides a clear answer: They want a beautiful dairy cow with high production, high protein% and good, trouble free longevity. "Quite a few index bulls have not given us that type of cow. Jester however has done real well and now Goldwyn is a bull we really like. We realize Shottle's may be easier to manage and the bull has really done a good job here, it is just that we appreciate that special dairy look the Goldwyn's have so much. We are happy with the proven sires the Rita's have given our clients. The success of these helped us achieve the "Breeder of the Year HHH-award" in 2006. CRV Holland has sold over 150.000 straws from WH Applause (Manat x Rita 233A) and Alta has done well with Jester son WH Restha and we have noticed that Vurano, a French tested Oman son from a VG Steven from the big Lord Lily is also doing a good job for Genes Diffusion. Restha however is a bull we think is a typical Rita type of bull".

The Big Lord Lily and her Marshall

Willem's Hoeve Restha brings us to his dam Rita 233A EX-92. This very tall Lord Lily has developed into a key cow. Her daughters by Jester, Lucky Leo and Ricecrest Marshall have produced most of the current bull mothers. Especially the Marshall, Rita 282 VG-88, who has established herself a very dominant brood cow. Her tremendous frame and strength and the ability to produce 15.000 kg of milk with 3,7%F and 3,4%P as a second and third calver whilst being flushed extensively, are qualities rarely found. Her best daughters are by Shottle, Goldwyn and Lightning*RF and her Shottle daughters have good protein% too. Ingo Schnoor, sire analyst from RSH in Germany has tested one of her Shottles in the NOG test herd and this Rita 436 VG-

87 DE was a barn favorite. "A cow that produced at a high level and combined this with really good type. Her very first natural born calf was a Roumire son and this one has a good genomic index. We hope to test 5 or 6 sons from her." René te Wierik from Alta has worked with the family intensively for a long time. "At Alta Genetics, the 3 most exiting bulls from the Rita-family are: Restha, Willem's Hoeve Rush, with almost GTPI 2000 (Shottle x Rita 277, the VG-88 Jester from Rita 233A) and Willem's Hoeve Roland (Goldwyn x Rita 233A). We think the Rita's are really intriguing". Also Henk Buijs from CRV has worked with the family for many years. Willem's Hoeve R Applause, has sold over 150.000 straws for CRV, mainly due to his ability to sire outstanding udders and calving ease. Also Ramon (closely related to Applause) has sold well. Eric Elbers from CRV tells that Applause semen has sold into 22 countries and Ramon into 25 countries. A full brother to Rita 282 VG-88 is doing a good job for Ascol in Spain, Carlos Méndez from Ascol says that their Rirshall is a protein% specialist along with the ability to produce good udders and feet and legs. "We are now testing a Laurin son from Rita 419 VG-87, a Shottle from Rirshall's full sister. We think the Rita's have good longevity too as we remember we saw 4 generations of Rita's on the farm one day". Dick is especially pleased with the strength and the fat/protein ration the Marshall transmits. "Not many sire analysts wanted to work with a Marshall at the time, but we now know that we made the right decision in flushing her intensively for ourselves. We also used Lightning*RC on the Marshall and got some really good daughters and actually also Red Rita's"!

Carlos Méndez – Ascol

"We think the Rita's have good longevity too as we remember we saw 4 generations of Rita's on the farm one day"

Rita's in Red

Lightning indeed did a great job on Rita 282 VG-88. That mating yielded 4 VG daughters with the Red factor that also had that special fat/protein ratio and very good type. The Red factor has boosted the interest from AI organizations and many (red) sons have left in different directions. There are three Red Classics milking from the Lightnings. Rita 0253 is VG-85 and stems from Rita 9309 RC VG-87 VG-88 MS. That Lightning made 2.01 305d 10.793kgM 3.59%F 387kgF 3.56%P 384kgP LW 116. Earlier a full sister to this Classic sold to the Engelen family via a Eurogenes Sale for € 12.000,-. The Engelen's from Grashoek have flushed her as a maiden and have freshened her recently. She classified VG-87 and is working on a high protein% record. Back at the



Willem's Hoeve Dick hopes that Rita 0257-Red VG-87 VG-89 MS will make it to this year's edition of the NRM. She is a full sister to Rita 0253 and again does have that typical, fancy Rita look. It would be a first for them to be at a National Show with a Red Rita!

Rita's abroad

In England, the well known Woodmarsh herd also invested in the Rita family. Morty embryos from Rita 252 VG-89, a Lucky Leo from the big Lord Lilly went to Cogent and the Gould's bred a VG-87 Goldwyn from this Cogent Morty Rita VG-88. They purchased the Morty as a ready to breed calf "because we liked what we saw on sale day" says Mick Gould. "We knew nothing about the family, but we are glad we made that purchase". Two sons from the Goldwyn are now genetically tested through Diamond Genetics UK and will leave for Germany if OK. Also Volker Reinermann from Rüsfort in Germany liked the same VG-89 Lucky Leo. He purchased her natural born Downalane Cello daughter and from this VG-86 Cello he sold 5 bulls into AI and she made a VG-87 Shottle daughter for him. This RR Shottle Rio (GTPI 1913, April 2010) is now making a fantastic second lactation whilst her very high genomic tested Jeeves son should leave for AI soon. Rita 252 VG-89 also was a popular bull mother for Viking Genetics in Denmark. They hope to get a good proof on a Swamo Delta Jordan son from a Danish Champion daughter of Rita 252. Another daughter of the big Lord Lily by Jesther also went to Denmark. From this Jesther that classified VG-86, a Lancelot heifer was sold back to Holland, to the AK-Oelhorst partnership. The Lancelot classified VG-89 as a 2yr old, made a great record and sold many embryos and bulls abroad! Her oldest daughter by Mascol is VG-86 and is now milking extremely well in her second lactation. Her Xacobeo son with a high genomic index is destined for Semex!

Rita's and revenues

Back at the kitchen table, Dick, Anneke and Wim agree that the Rita's have achieved much for them. "We also invest in other families and there certainly are really good heifers and cows milking from e.g. the Möhoeve Sonnie's and Regancrest Dellia's. And we also expect great things from a Red Advent from the Debutant Rae family. However the Rita's will always keep a special place in our hearts. They have the looks, the production and longevity that we strive for. It has always been quite easy to market from these kind of Rita's and the revenues from the marketing helps us to raise the bar and make the herd even better. We hope many breeders can benefit from that!"

Rita facts

- The Rita's are as Dutch as wooden shoes and tulips
- Rita 52 EX-93 by F-16 started the global enthusiasm for the Rita's
- Rita 52 EX-93 her first son by Esquimau sold well for KI Kampen and was an udder and feet and leg specialist
- Three generations of Rita's were present at the NRM 2000
- A key cow in the Rita family is Rita 233A, the "Big Lord Lily"
- Rita 233A her daughter by Ricecrest Marshall has 10 VG daughters and is taking over her mother's role
- CRV has sold well over 150.000 straws from Willem's Hoeve R Applause
- Both Applause and Ramon are still selling well internationally for CRV
- Vurano and Rirshall are the most complete younger proven sire from the Rita's
- As of April 2010 close to 60 Rita-bulls in 9 different countries have received a proof
- Rita 436 VG-87 DE tested very well in the German NOG herd and was a barn favorite
- At the Holland Masters Sale 2008 a Roumare from Rita 427A sold for €16.000,- and in 2006 a Shottle from Rita 277 sold for € 17.500
- The very first RED Rita made E 12.000,- on a Eurogenes Online Heifer Sale and is now VG-87.

↓ 3 generations Rita's at home before going to the NRM 2000.



Willem's Hoeve Rita family

♀ Willemshoeve Rita 43 VG-85
(s. Tops Monitor Legend)

→ ♀ Willemshoeve Rita 52 EX-93
(s. F-16 Rocket C)



→ ♂ Willemshoeve Esquimau
(s. Esquimau)



→ ♀ Willemshoeve Rita 221 EX-93
(s. Skalsumer Sunny Boy)



→ ♀ Willemshoeve Rita 233A EX-92

(s. Etazon Lord Lily)

→ ♀ Willemshoeve Rita 230 VG-87
(s. Delta Cleitus Jabot)

→ ♀ Willemshoeve Rita 225 VG-86
(s. Ha-Ho Cubby Manfred)

→ ♀ Willemshoeve Rita 232A VG-87
(s. Havep Marconi)

→ ♀ Willemshoeve Rita 290 VG-87
(s. Tidy-Brook J Steven)

→ ♀ Willemshoeve Rita 433 VG-88
(s. Picton Shottle)

→ ♂ Verano
(s. O-Bee Manfred Justice)

Her sons
♂ Restha
(s. Jester)

→ ♀ Willemshoeve Rita 252 VG-89
(s. Frankenhoef Lucky Leo)

→ ♀ Cogent Morty Rita VG-88
(s. Stouder Morty)

→ ♂ Rirsthal
(s. Ricecrest Marshall)

→ ♂ R Applause
(s. Manat)

→ ♀ Rita Rein VG-86
(s. Downlane Cello)

→ ♀ RR Rio IG-87
(s. Picton Shottle)

→ ♂ R Ramstrong
(s. Manat)

→ ♂ Rannek
(s. Wa-Del Conviner)

→ ♀ Willemshoeve Rita 257 VG-87
(s. Dixie-Lee Aaron)

→ ♀ Willemshoeve Rita 234 VG-87
(s. Etazon Lord Lily)

→ ♀ Willemshoeve Rita 248 VG-88
(s. Holm Apollo)

→ ♀ Willemshoeve Rita 274 VG-87
(s. Jester)

→ ♀ Willemshoeve Rita 0246 VG-86
(s. Braedale Goldwyn)

→ ♀ Willemshoeve Rita 275 VG-87
(s. Jester)

→ ♀ Willemshoeve Rita 384 VG-86
(s. Hartline Titanic)

→ ♀ Willemshoeve Rita 939 VG-85
(s. Laudan)

→ ♂ R Gilbert
(s. O-Bee Manfred Justice)

→ ♀ Willemshoeve Rita 282 VG-88
(s. Ricecrest Marshall)

Daughters of Rita 282
♀ Willemshoeve Rita 9309 RC VG-87
(s. Lightning)

→ ♀ Willemshoeve Rita 153 VG-88
(s. Picton Shottle)

→ ♀ Willemshoeve Rita 5004 VG-87
(s. Poos Stadel Classic)

→ ♀ Willemshoeve Rita 257 VG-87
(s. Poos Stadel Classic)

→ ♀ Willemshoeve Rita 282 VG-86
(s. Lightning)

→ ♀ Willemshoeve Rita 739 RC VG-86
(s. Lightning)

→ ♀ Willemshoeve Rita 402 RC VG-88
(s. Lightning)

→ ♀ Willemshoeve Rita 253 VG-85
(s. Lightning)

→ ♂ Ormany
(s. O-Bee Manfred Justice)

→ ♂ Willemshoeve R Foreign
(s. Etazon Lord Lily)

→ ♂ Willemshoeve Rita 249 VG-88
(s. Frankenhoef Lucky Leo)

→ ♂ Willemshoeve Rita 283 VG-87
(s. Comestar Stormatic)

→ ♂ Willemshoeve Rita 434 VG-86
(s. Looking Major)

→ ♂ Willemshoeve Rita 233 EX-90
(s. Frankenhof Lucky Leo)

→ ♂ Willemshoeve Rita 324 VG-89
(s. Comestar Stormatic)

→ ♂ Willemshoeve Rita 4706 VG-87
(s. Picton Shottle)

→ ♂ Willemshoeve Rita 9977 VG-86
(s. Braedale Goldwyn)

→ ♂ Willemshoeve Rita 277 VG-88
(s. Jester)

→ ♂ Willemshoeve Rita 169 VG-86
(s. Mascot)

→ ♂ Willemshoeve Rita 174 VG-87
(s. Erbactel Damion)

→ ♂ Willemshoeve Rita 1175 VG-87
(s. Mesland Duplex)

→ ♂ Willemshoeve Rita 324 VG-89
(s. Lancelot)

→ ♂ Willemshoeve Rita 294 VG-88
(s. Goldwyn)

→ ♂ Willemshoeve Rita 288 NC
(s. Roumare)

→ ♂ Willemshoeve Rita 294 VG-88
(s. Jester)

