

## 54BS557 GET LUCKY: BULL OF THE SUMMER



**54BS557 BMG Lust GET LUCKY ET**

From the #1 G-Milk, Fat & protein, BMG Lust GET LUCKY (54BS557) has graduated into the #1 Proven Milk bull of the breed. GET LUCKY started as an elite production bull and now is siring cows with superb udders.

GET LUCKY is a HURAY son from Harts Lady Lust ET "EX-90 EX-90 MS". Lust was owned by Blue Mountain Genetics (BMG) of Minnesota. BMG started with some very good Brown Swiss friends hanging around after a show deciding they should buy an animal together for the fun of it. "Joking around, we decided on the name of Blue Mountain Genetics," Mark and Diane Fjelstad stated.

There are two families in this partnership, Mark and Diane Fjelstad and Matt and Myriah Klug. Mark and Diane own and manage Fjel-Mar Dairy in Zumbro Falls, Minnesota. The herd consists of 310 milking cows of which 173 are Registered Brown Swiss and Swiss Holstein Cross (Diane's Black Diamonds) and the balance Holstein with a few Registered Red and White Holsteins. Matt and Myriah Klug make up the remainder of the BMG Syndicate. Matt farms full time with his family at Cozy Valley Farm, Spring Grove, Minnesota, milking 100 Brown Swiss and a handful of Myriah's Holsteins. Myriah works off the farm as a Talent Acquisition Specialist for Agropur. They have three children; Maverick (6), Estelle (5) and Dallas (4).



**Mark & Diane Fjelstad**

Harts Lady Lust was the syndicate's first purchase. "I had always admired the cow, Just-So Emory's Edge and what she had accomplished back in her day and at the time of purchase, Lust's Dam, Hart's Lady Liberty was a leading cow on the PPR list and I wanted to try my hand at working with this cow family," Mark stated. "Get Lucky's dam was an early addition to BMG with her pedigree packed with five generations of award-winning milk records. Thanks to Diane for spending more money than the limits we discussed. It's been an opportunity we are thankful for every day since," Matt Klug said.



**GET LUCKY'S Dam: Harts Lady Lust  
EX-90 EX-90-MS**

After getting Lust home, the ultimate goal of BMG was to get a bull into AI like GET LUCKY. When Lust was bought, she was already breeding age and BMG felt if they would flush her, they would not get her calved in on time. Once the time came to breed Lust, they were going to breed her



**Matt & Myriah Klug Family**

for production, components, health traits and type while maintaining an outcross opportunity. “We looked for positive numbers across the genomic board while creating a Brown Swiss cow that can stand up to the Holstein breed and is functional in any type of breeders’ facilities,” Diane stated. Lust’s family was known to bring the type and production/components they wanted but they wanted an outcross to bring positive traits to match. It was between Lust’s first and second lactation, HURAY was number one in Europe so they wanted to add him to the Emory’s Edge family with hopes of breeding an animal that all breeders Brown Swiss or Holstein could use. As a result of the flush that happened with HURAY, GET LUCKY was born. “We had no idea the history making decision we had just made for the Brown Swiss breed,” Mark and Diane stated.



**Cozy Valley Freestyle ETV  
1<sup>st</sup> Milking Yearling  
MN State Fair 2018**

As stated, GET LUCKY is currently the #1 Milk (+1803), #3 Protein (+44), #4 PPR (151) and #5 SCR (2.6) proven bull of the breed. His daughters have production numbers through the roof. They are proving to be superior milk cows with super udders. A typical GET LUCKY daughter is medium sized, strong, wide chested, and has a super udder with a strong fore udder, high, wide rear udder, good teat placement and a deep crease. Jake Hushon, U.S. Sales Manager for New Generation Genetics, states “I have been impressed with the height and width of the GET LUCKY daughters’ rear udders. The milk I knew would be there, but the added udder quality has been impressive.” Anna Troester, U.S.

Sales and Progeny Specialist for New Generation Genetics, states “I have seen so many impressive young GET LUCKY daughters all over the Midwest. They are functionable in all operations from free-stalls to tie-stalls. They are super young cows with impressive udders with a ton of venation, udder quality and youthfulness. These cows milk extremely well and will continue to milk. They will be around for a while. You will see them potentially in the show ring but they will most likely be back in the barn putting high quality milk in the tank.”



**Hills Valley Lucky Raylinn  
Res. All-American Spring Calf 2017**

New Generation Genetics’ President, Dan Gilbert has also been excited to see the results from GET LUCKY, “What is impressive is how well he works on such a wide variety of pedigrees, herds and management systems. I have seen daughters in eight states and 20 herds and while there are exceptions on udders, the owners all state they are their highest producing two-year-olds. Often, they are well north of 80lbs/day as young two-year-olds.” “Rear udder height and width is what really stands out,” he added.

We always get asked what kind of cows and bulls do you think GET LUCKY will cross well on. Jake states, “Get Lucky will work best on cows that need more milk and will work well on cows that need better feet and legs and strength.” Anna states, “Like Jake stated, from what I have seen, GET LUCKY will work on cows that need some more power and height and width to their udder. Also, GET LUCKY will add the chrome, udder quality, all dairymen and women appreciate.” As for what bulls to cross GET LUCKY on, he would work well on WINNING FORMULA, BROOKINGS, CADENCE, DYNAMITE, RICHARD, SUPREME DAVENPORT, PHANTOM and JUKE.



**Hilltop Acres Lucky Dollar ET**

GET LUCKY is being used in all sorts of herds around the world. The future is not only bright for GET LUCKY but for his family as well. "It is great to see this bull doing so well for all different kinds of Swiss breeders and it solidifies our goals of producing Swiss that can be used anywhere in a breeders' program," BMG states.

Look for more GET LUCKY daughters as the fall rolls around. We are very fortunate to have GET LUCKY as part of our line-up and we are looking forward to what the future holds for this bull and his sons! We will be featuring the Bull of the Season on Facebook throughout the year. During the bulls' specific season, please share your daughters by using the hashtag #bulloftheseason.