The Pennsylvania Holstein Association Pioneer Memorial Award is awarded posthumously to recognize an individual, not already in the Pennsylvania Holstein Association Hall of Fame, for their contributions to the Holstein industry at the local, state, and national levels. The 2021 Pioneer Memorial Award goes to Arthur “Art” Moore.

Arthur Moore was a self-employed dairy farmer and Holstein breeder, born in Butler County, who enjoyed showing his Holsteins at local, state and national levels. He belonged to his local county club, state and national associations, and received many breeder and exhibitor awards.

In the 1960s, interstate and state park expansion through the family farm meant relocating the farming operation to another county. After purchasing the farm, which included a barn with a falling bridge and a missing wall, he and his wife, along with his parents, started milking Jerseys in the smaller stalls. Influenced by his grandfather’s love of the Holstein cow, they gradually improved the buildings to be able to house the bigger animals. Despite challenges with finances and two dairy co-ops, the farm began to thrive.

The first Holstein that carried his prefix was bred in 1968; his first home-bred Excellent cow and Dam of Merit was in 1970. To date, his prefix has 28 Excellent cows and 151 Very Good, and overall, his prefix has scored 81% Good Plus or higher.

His success in the showring was on local, state and national levels and he and his family won many champion, breeder and exhibitor banners. He was active in the county Holstein club and working with another prominent breeder, started the Mercer County Spring Spectacular Sale, which was successful for many years. Three generations of his family have now helped with the sale.

Teaching and encouraging youth was his personal passion. He loved to help youth at the Lawrence County Fair, showing them how to clip and prepare for the show ring. But while he loved to share his knowledge, he was a serious competitor once he walked into the ring.

He and his wife Shirley built a beautiful farm, a well-known Amoore prefix, and most importantly, a legacy of family. Today, their sons Robert and Ralph are on the farm and his love for the Holstein cow has been instilled in the ongoing generations. Building from Art’s foundation, his grandchildren are now reaping rewards from his lessons, and their children are now showing at PHA events and at local shows.

While his span of Holstein involvement was a relatively short 41 years, his passion for the ideal Holstein cow and dedication to the breed continues to have a positive impact through his children, grandchildren, and great grandchildren.

Arthur Moore, the 2021 PA Holstein Association Pioneer Memorial Award Winner.