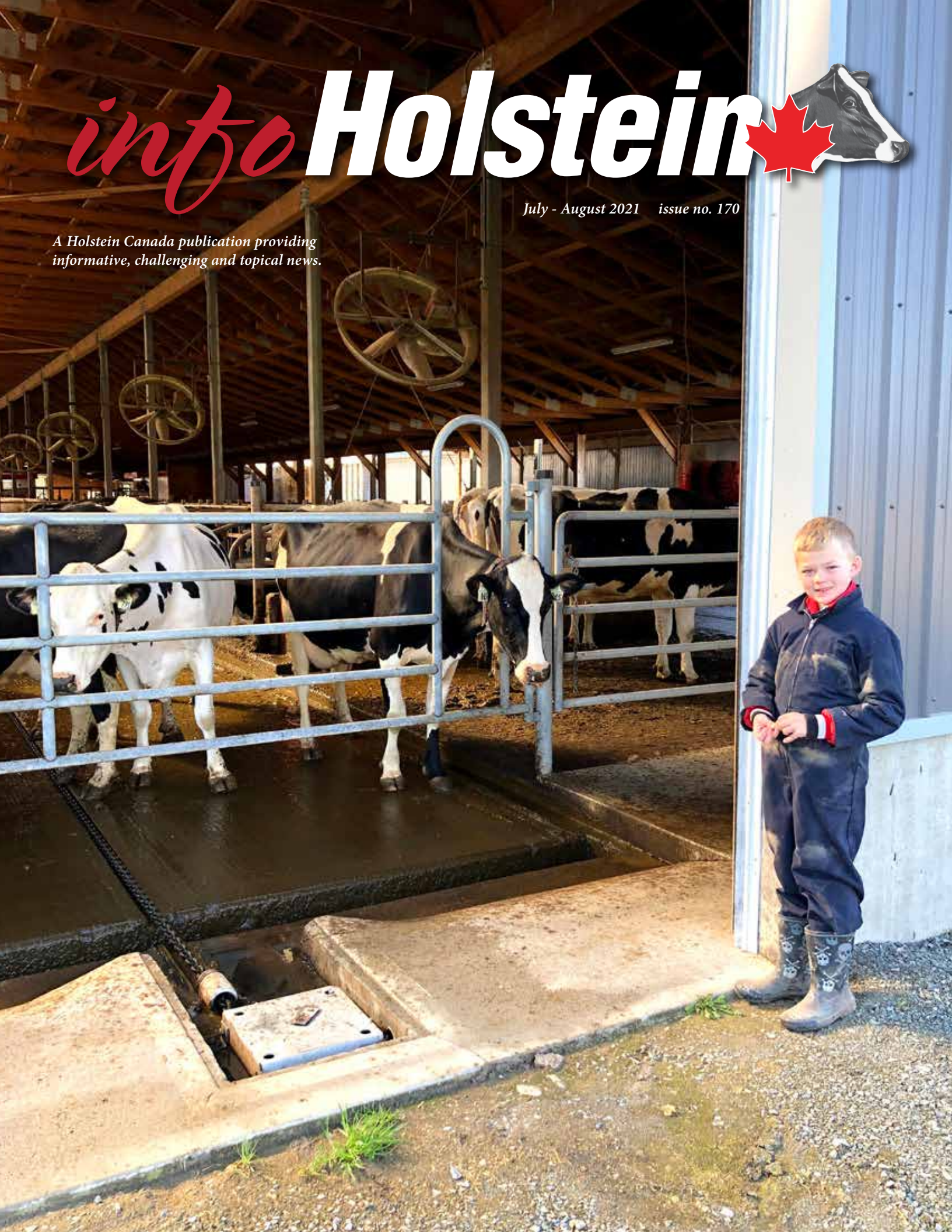


info Holstein



July - August 2021 issue no. 170

A Holstein Canada publication providing
informative, challenging and topical news.



SASKATCHEWAN



APRIL 20 - 23



**We're back,
and we haven't
missed a beat!**

PULSE OF THE  AU COEUR DES 
PRAIRIES
CONGRÈS NATIONAL HOLSTEIN CONVENTION 2022

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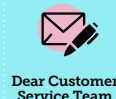
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Dear Customer
Service Team



ABOVE: On page 9, read all about Farm Profiles: Several generations under one barn roof.

ON THE COVER: Curtis Sache (9) of West River Farm Ltd. in Rosedale, B.C. is with "his girl", West Cronkite 845 affectionately known as Bootie because of her unique black foot. Bootie has been Curtis's since she was born, her black foot made her easy for him to find in the barn. She has become one of the top performing animals in the herd and has four promising daughters.

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What is the value of one more generation?

Vincent Landry - CEO, Holstein Canada

THE BREEDING INDUSTRY continually aims to create a generation that is more productive, more functional and healthier than the previous one. This is what genetic improvement is all about. For those of you who were hoping to read about this topic, please forgive me for my reference to breeding to entice you to read this editorial about multi-generational enterprises. You will see that those two notions may be linked to one another.

No matter which group you belong to, each generation shares unique behavioral traits. These traits are largely influenced by the environmental elements you grew up in; for instance, recession, wars, technology, food, etc. We can then observe and compare those environmental parameters.

During my career, I have frequently heard comments such as:

"Ahhhh young people, they definitely do not work as hard as we do."

"Oldsters! These grey beards, they don't understand a thing about technology..."

Generation Name	Births Start	Births End	Young-est Age Today*	Oldest Age Today*
The Lost Generation The Generation of 1914	1890	1915	106	131
The Interbellum Generation	1901	1913	108	120
The Greatest Generation	1910	1924	97	111
The Silent Generation	1925	1945	76	96
Baby Boomer Generation	1946	1964	57	75
Generation X (Baby Bust)	1965	1979	42	56
Xennials	1975	1985	36	46
Millennials Generation Y, Gen Next	1980	1994	27	41
iGen / Gen Z igén. / gén. Z	1995	2012	9	26
Gen Alpha Alpha gén.	2013	2025	1	8



Currently, in most workplaces, 4 to 5 generations work alongside each other, a situation that is becoming more and more common on Canadian farms. The clash of generations is inevitable, but let's see those differences as assets. Here are a few tips to make the most of these situations:

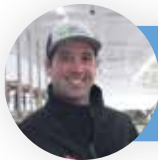
- **Understand what drives the various generations;** for example, anyone managing people from Generation X should know that they are not motivated by money, but by quality of life
- **A team of four different generations that work well together will undeniably deliver better results than a group sharing similar visions;** there is no "I" in team
- **It is not what you say, but how you say it that matters.** Take a step back if you need to think it through
- **Age doesn't matter; adopt a timeless attitude and respect the shared history of all generations**

The most successful organizations take advantage of what each generation can bring; they value knowledge sharing between generations to allow individuals to grow. Maintaining that balance prevents the loss of knowledge and keeps us relevant. May I suggest that you to look at your farm and think about where each generation fits. Approach it the same way you did for the genetic improvement of your herd, believe in it and see the value in it!

Holstein Canada is facing this generational challenge on two fronts, as an employer and as a service provider. We need to adapt our internal and external identities to remain an attractive organization for all. We take this challenge seriously and we want to prove it to you every day. 🇨🇦

Vincent Landry

It only takes 2 minutes!



Olivier Fortier, co-owner of Ferme GO Fortier in Saint-Pierre-Baptiste, Quebec

The registration of an animal will last a lifetime and is much more than a simple piece of paper. It gives you many advantages such as traceability and lineage and you can use this tool in the daily management of your herd. For Olivier Fortier, co-owner of Ferme GO Fortier in Saint-Pierre-Baptiste, Quebec, registering his animals is an easy first step towards achieving his breeding goals.

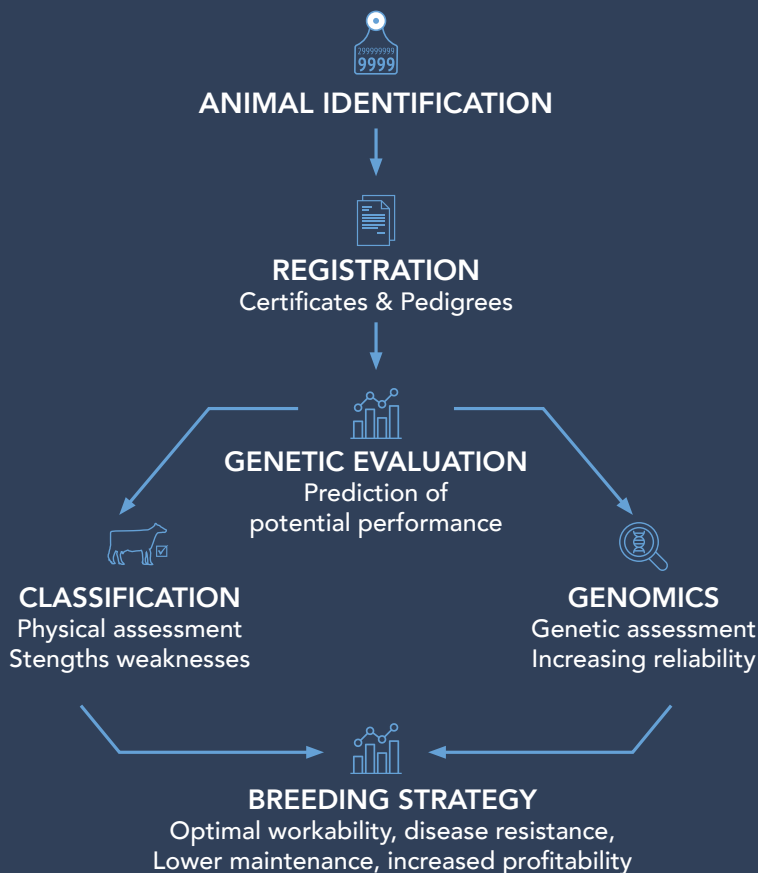
HOW LONG HAVE YOU BEEN REGISTERING

YOUR ANIMALS? We have been registering since my grandfather switched from beef to milking cows in 1975. We currently have a 375-head herd, 3 Lely robots, 150 milking cows with 250 kg of quota and **we register about 100 heifers a year.**

WHAT IS YOUR REGISTRATION ROUTINE? I try to register the heifers **as soon as possible** on our Holstein Canada web account, at the same time as I create it in our herd health management software, DSA. I submit the registrations when I have about 10 ready or once a month so as not to forget. My advice to other breeders is that they register their animals as soon as possible on their web account. **It's fast and easy**, it only takes 2 minutes!

WHAT IS THE MAIN REASON WHY YOUR ANIMALS ARE REGISTERED? It allows us to know the pedigrees of the animals we are working with and to avoid inbreeding when we select bulls. When animals are registered, we have access to their information on the internet. It's convenient to see the detailed classification of the cows we want to buy! For us, the added value of registration is to reduce inbreeding as it allows us to manage it better. It's a really good tool to help us in our choice of bulls. We also save time for traceability as all is automatically reported to ATQ. 🇨🇦

REGISTRATION IS THE FIRST STEP...



Registering animals via the Holstein Canada Web account is fast and easy!



Bruno is happy to be surrounded by his sons, Guillaume and Olivier, as well as his five grandchildren, Isaac, Éllie, Mathéo, Charlie and Romy.



Having registered animals simplifies our mating choices: much more data is available for us to make the best choices!



CONNEXION

Historical Moment for Field Services



APRIL WAS A VERY EXCITING, albeit slightly challenging month at Holstein Canada, particularly for the whole field staff team. History was made when Connexion, the new on-farm platform for field services was launched. The last time our field team learned a new software application was in 2005, when Holstein Canada launched the multi-breed classification program. It's safe to say, from a producer standpoint, you will notice a significant change in the equipment we use on-farm and our reporting methodology. Now, both classification and animal care assessments are integrated into a new platform, developed in-house by our skilled technology development team. This is a big step towards more effective and efficient services, as new tools and reports are developed over time.

Training with the team

The current COVID situation forced us to pivot our plans for full field team in-person training. In order to respect provincial guidelines and with our employees safety a top priority, our field staff received individualized training over a one week period in two provinces all in an intense effort to get the team up to speed for full launch on April 19th.

First herd scored

Classification National Coordinator, Bruno Jubinville, headed to the first official visit using the new system. Once all the visit data had been properly processed, Peartome Holsteins was the first herd officially scored and assessed in Connexion. With the successful launch of Connexion, the full field team is excited to share it with producers across the country.

Highlights of New System

- Field staff are able to show reports on-farm at the end of the visit and highlight your herd's strengths and weaknesses, conformation trends and sort the reports based on each producers individual goals.
- Access to these new interactive reports is through your web account
- Historical reports (individual and summary reports) are still available to download from your web account through Online Services under the Conformation tab
- New reports are interactive – allowing you to sort data, targeting your herds specific needs and your specific breeding goals

Several LiveChats have been offered the last several weeks to help producers access and understand the new reports. If you missed them, the recordings are available on our YouTube channel. <https://www.youtube.com/HolsteinCanadaVideo>

With any new platform launch, there are some technical bugs to be worked out but we are working diligently to provide updates and fixes, and will continually evolve the system. Connexion is a progressive step forward to keep Holstein Canada up-to-date in today's technological environment and meet the needs of dairy producers today and for the future. 🇨🇦

Century of Holsteins Awards



2019 JENKINS FAMILY BELMONT, ON

What is now Monoak Farms, was purchased in 1911 by James Jenkins. His son James C. Jenkins, took out a membership in the Holstein-Friesian Association of Canada on February 5, 1920. At the time, and for some time after, it was a mixed farm, as he was known to be a very good stockman.

In 1920, he purchased two registered Holsteins from a local breeder by the name of Holtby, near Belmont. James, and his wife Leda, grew the herd to 10 or 12 milking cows, as excitement was building in Elgin County for registered Holsteins. Their sons, Harold and Don became involved in the farm

and the herd of Holsteins grew to 25-30 cows.

In 1945, the membership name changed to James C. Jenkins & Sons until 1958 when the herd was split between Harold and Don. Harold and his wife Audrey established Haldrey across the road from the home farm with Don and his wife Leila carrying on at the home farm and establishing Monoak. Today, Charles Jenkins and family maintain Monoak Farm.

Grandchildren of James C. Jenkins are/were also active members of Holstein Canada, including Jim Jenkins, David Jenkins, Jean Emmott and Nancy Hargreaves. The legacy lives on strongly today with great grandchildren of James C. Jenkins involved with the Association.

The Jenkins family has been involved in showing since the 1940's and are regular exhibitors in the Elgin County Holstein Show with family members participating as Junior Members in the first All Ontario Junior Show in 2017.

Another proud achievement is the number of Master Breeder shields in the Jenkins family. In 1978, Don Jenkins was the recipient of his first shield with Don, Gord and Charlie achieving a second shield in 1996 under the prefix Monoak. In 1997, Jim and David Jenkins were recipients of the Master Breeder shield under the prefix Haldrey. From milking by hand in the 1920's, to milking machines of the 30's and 40's to the excitement of the pipeline in the 70's, today the Monoak herd is milking with a DeLaval VMS in a new facility built in 2019.

"Being recognized today, for 100 years of membership, has given us all a great sense of appreciation of belonging to an industry such as this."

"It is always wonderful to be recognized but having everyone in an extended family with such passion for the Holstein Cow has brought us this far, and we truly appreciate the recognition from Holstein Canada."
(Charlie and Betty Jenkins).

2020 DICKOUT FAMILY, WOODSTOCK, ON

With help from Brookbank Farm, George and Alfred Rice of Curries Crossing, Oxford County, Joseph Dickout got started in the cattle business around 1900.

The Dickout family Holstein legacy then began in 1921 when Joseph Dickout retained a membership in the Holstein-Friesian Association of Canada.

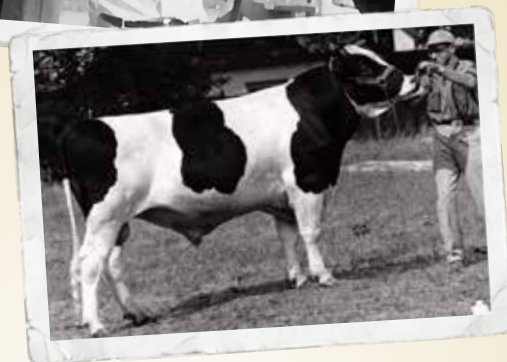
The prefix Woodview was registered by Alfred Dickout after the passing of his father. His son Russell's earliest recollection is milking about 16 cows in 1932. When Russell finished high school in 1947, he became more involved in the farm, becoming a legal part of the operation in 1953 when he was added to the ownership and the membership became A.R. Dickout & Son. When they moved to another farm, there were empty stalls in the barn so they built the herd up but the most they ever milked was 35 cows. Following the death of his son in 1990, the cows and quota were sold but membership in the Association continued under Russell Dickout and now includes his grandson. During Russell's time as a producer, Woodview achieved many Superior Production and Long Term Production records and took great pride in breeding Excellent cows.

Through the years, the Dickout family felt it was very important to show animals at local fairs and

county shows as it was important to have a model for farmers to see what quality Holsteins looked like. Their cow Woodview Lily Toitilla, was one of 10 Holstein cows selected to represent Canada at the New York World's Fair in 1939. They were regular exhibitors at London's Western Fair and Oxford Black and White Show and sponsored the Best Udder of Show at Woodstock Fair for almost 30 years.

Although the cows were sold in 1991, Russell has maintained his membership with the Association and values the interactions with other Holstein breeders he's had over the years. The opportunity to exhibit cattle, study

new practices and visit and interact with other owners is invaluable. In retirement, he still enjoys being a spectator at Holstein events.



Several generations under one barn roof

By Morgan Sangster, Field Service Business Partner, Western Canada; Jordan Eastman, Field Representative, Holstein Ontario; Mylène Fournier, Advisor for Southern territories; Natasha McKillop, Field Service Business Partner, Atlantic.

Lellavan Farms

There are several things that have ensured the success of Lellavan Farms, but the two key ingredients are diversity of skill sets and a team work approach. Each person has their own specialties, interests, and skill set that allows the farm to run smoothly. Jeannie and Luke focus on animal care, comfort, breeding and health, while John and Casey's interest and focus is on nutrition, crop planning, land sustainability and soil health. Each person is responsible for making day to day decisions in their area of focus, but they come together as a team for things like harvesting, that requires all hands-on deck. One teamwork aspect that they really focus on is communication. While Jeannie oversees the farm business, decisions are made after honest and open discussion. Each family member's input is valued and a part of the decision-making process. As the children have quickly grown into young adults, they became more involved in the capital decisions of the farm as well.

It has always been made clear to the children that they would love to have them come home to farm but that decision was entirely in their hands. However, it was understood that they needed to work off the farm to give them more experiences, pursue their interests, and use those experiences to help them decide if coming home to farm was truly what they wanted. With both Luke and Casey deciding to come home to farm full time, they knew they needed to expand. Fortunately, a farm nearby became available for sale, and Casey was able to purchase the farm. He, and his girlfriend Robyn, manage the farm and have made many improvements for efficiency and cow comfort. The home farm is also expanding with a new milking barn and acquiring quota whenever possible.

Everyone has specific, clearly defined responsibilities which gives structure and direction. The kids have always been involved in the farm business, even as young children and everyone's interests were established over time. It's their philosophy that a person can be their best if they are encouraged to pursue the things they are passionate about. As their passions developed, their knowledge and skill set grew, they organically took on roles that they were invested in.

Aside from debt load, they haven't faced many challenges. Having a shared vision for the future of the farm can be a challenge, so it's important to ensure that everyone is on the same page, and this goes back to communication and involvement in all aspects of the farm being key.

The family believes it's really important to be open to change and to be well positioned to seize on opportunities as they become available; to involve children in all aspects of the farm as they're growing up; and to have off farm work experience to learn how other farms do things and how other businesses operate.

They consider themselves early adopters, and so they welcome opportunities to integrate new technology on farm. This has allowed them to reduce labour inputs with no additional full time workers outside the family. The barns are all linked, which allows for easy and efficient flow.

They are proud of their ability to work together as a team and more importantly, as a family, to have a successful business. They take pride in their breeding, nutritional, and crop planning programs and were very pleased, and proud, to earn their Master Breeder Shield.



East



LELLAVAN FARMS
Noel Shore, NS

PREFIX: LELLAVAN

PEOPLE INVOLVED: John McLellan, Jeannie van Dyk, Luke McLellan, Casey McLellan and Robyn Thompson

OF COWS MILKED: 135

OF ACRES FARMED: 650 (owned and rented)

FACILITY TYPE: Free-stall with deep bedded sand stalls, double 10 parallel parlor (rapid exit)

HERD PRODUCTION AVERAGE (L/COW): 11,682 KG M, 477KG F, 384 P

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration, Classification, NLID



Quebec

FERME BRASSARD ET FILS INC.
Plessisville, QC

PREFIX: CÉDRIÈRE

PEOPLE INVOLVED: André (patriarch), brothers Alain & Yves (6th generation), brothers Alexis & Léon (Alain's sons) & Anthony Brassard (Yves' son)

OF COWS MILKED: 155

OF ACRES FARMED: 450

FACILITY TYPE: Freestall

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration & classification

OTHER PRODUCTION: 2,400-tap sugar bush

Ferme Brassard et fils inc.

According to the Brassard family, the key factors for a successful multigenerational business are good communication, respect, passion and the desire of each member to get involved in the business. The younger ones also think that having the older generation still active on the farm allows them to benefit from their experience and to keep developing the business.

Several investments and accommodations have been made in recent years, always with the intention of developing tools and having a pleasant and motivating work environment for all involved.

Five years ago, they built a free-stall barn and bought more quota to allow more generations to get involved in the future. The younger generation says that building the free-stall barn with the milking parlour has greatly helped increase efficiency and production.

Alexis, Leon and Anthony also say that their father and uncle make a lot of room for them with clear objectives, making it easier for them to adapt, which is also acknowledged by the older generation.

There are two key elements to maintain harmony between all family members: communication and respect! According to their area of interest, they each have their own activity to manage which avoids conflicts. However, before implementing major projects or making any investments,

they consult one another, talk about and compare the implications of the decisions.

They have found the biggest challenge is to find common goals while maintaining balance and respecting the personal needs and interests of everyone. Some team members also work outside the farm so it is important to be honest and transparent in order to maintain harmony among all family members. The family members all agree that it is imperative to seek external and neutral professional help to facilitate communication. This allowed them to get to know each other better, to share their objectives and their vision. They have also introduced team meetings, which allow them to stop and reflect and see where they are at with the company's projects and challenges.

The next generation is confident about the future of the farm and they are motivated to carry on the work of previous generations. They all agree that preparation is essential and must go hand in hand with communication in order to plan the steps for the transition of responsibilities and powers of the individuals working on the farm. The plan must be appropriate both for the old and for the new generations, and it must incorporate the new objectives of the farm as well as set deadlines. A farm that will stand the test of time fulfills everyone's needs, while all working towards a common goal and heading in the same direction. Everyone's roles were set according to each person's preferences and interests, but also in a complementary way. They strive to build on each other's strengths, but do not hesitate to support each other for the daily responsibilities.

No matter which generation you ask, the answer is the same! They are proud to continue with the older generation's work and to be key stakeholders in the continuation of the farm's activities as a family.

Stanlee

Every business and farm likely has a different definition of success but for the Wert family at Stanlee, continuing to move the farm forward while working together as a family is their definition. Jim & Nancy Wert, along with sons Nick, Ryan & Chris, with additional help from Pat, now operate the farm which was established in 1864.

It takes lots of communication and different perspectives to bring options and opportunities forward to try and move the farm along. As long as there is balance between the business aspect and the family aspect of the farm, they consider that a success.

They have been fortunate over the past decade to continue to grow the land base for the farm, while adding quota which adds both equity and cash flow to comfortably accommodate everyone who wanted to join the farm business. Along with continuing to invest in both, they feel that there are options to diversify the business further in the future if need be. Efficiency will be a major component in the success of farms, even more so than it already is today. Their robotic calf feeder, for example, is a proven investment, as the returns of less labour, better management and improved calf growth pay dividends every day. Continuing to add technologies that will improve management and overall results will play a vital role in continuing a sustainable family farm.

Multigenerational farms can face many challenges, some can be big, and some you may forget by chores the next morning. At Stanlee, they focus on ensuring that no matter the scenario, the family aspect of the business still trumps all the other intangibles. There is always more land, quota, and cows somewhere out there. Making

sure the family relationships remain strong is their best investment, and in return they feel it creates a more sustainable family farm business. In the end, communication is key. Making sure to take into account everyone's perspective, experience and opinion before any decisions are made ensures everyone is comfortable with the direction the farm is taking. "It may not always shake out the way one individual envisioned, but talking the situation through allows for confident decisions to be made and for the farm to be better as we continue down the road."

Their advice to the next generations: Take it slow.

For the younger generation, there is nothing wrong with ambition and goals, but Rome wasn't built in a day. Concrete plans for improving the farm tomorrow, a year from now, and 5 years from now allows you to visualize the progression of the farm, while encompassing the experience and guidance of the older generation. Recognize that everyone has different goals, views and expectations for their work and lifestyle, and that's not exclusive to dairy farming. When new members of the family enter the business, it is important for everyone to express what they are hoping to accomplish, and find ways to incorporate that with the farm.

Currently they are working through their succession planning, and with that the retirement plans of the older generation. The 5th generation at Stanlee certainly appreciates the position they have inherited, and strive to create the same opportunity if a 6th generation continues on down the road.

Ontario

JIM & NANCY WERT & SONS
Avonmore, Ontario

PREFIX: STANLEE

PEOPLE INVOLVED: Jim & Nancy Wert, sons Nick, Ryan and Chris and Pat (part-time)

OF COWS MILKED: 120

OF ACRES FARMED: 750

FACILITY TYPE: Freestall (straw over mats) with double 8 herringbone parlour

HERD PRODUCTION AVERAGE: 36 kg

WHAT IS YOUR FEEDING SYSTEM? TMR – alfalfa, corn silage, brewers grains, soymeal, HM corn and mineral

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration and Classification



West



FARM PROFILES

CHRIS-ADIE HOLSTEINS LTD. Vibank, Saskatchewan

PREFIX: CHRIS-ADIE

PEOPLE INVOLVED: Matthew & Tricia Flaman

OF YEARS AS MEMBER: 63 years (1958)

OF COWS MILKED: 70

OF ACRES FARMED: 1000

FACILITY TYPE: Currently tie stall and some straw pack. In the process of building a 6-row free stall with 2 robots

HERD PRODUCTION AVERAGE (L/COW): 35L/COW

HERD CLASSIFICATION: 11ME-5EX-49VG-27GP

WHAT IS YOUR FEEDING SYSTEM? TMR with top dress dry hay

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Classification, Registration and the odd genomic test

Chris-Adie

To be successful as a multi-generational farm, The Flaman's feel that communication is the most important part. As the generations become more/less involved, the lines of communication must be open for discussion and sharing of ideas. Major decisions are made together, knowing the generation coming in needs to be part of the discussion as many decisions will directly impact their success in the future. They have also learned to trust each other on the day-to-day decisions. For everyone, often the listening, with an open mind, is more important than the talking. Harmony between family members can be a constant moving target. As experiences and life stages change, so do the thoughts, opinions, and emotions of everyone. This is where communication is key. Giving up some control in areas, for each person, had been a challenge in the past. They have all learned to trust each other, let others take care of their responsibilities, but still be aware enough to do the job as well if necessary.

They are currently building a 6 row free stall barn, with 2 robots and increasing the herd size. This facility is being built to easily add two more robots in the future if the incoming generation chooses to. The ability to do this will also help increase the income if both sons decide to farm, and if their wives choose to stay home and raise their families. They often brainstorm ideas for diversifying, to increase income if necessary. With the building of the new facility, the next few years will be an ongoing learning experience. Initially, they found it somewhat difficult to adapt to the small but new technologies used. They have always been paper, pen, and memory guys. However, as the herd gets bigger, they are learning to use current tools to help with management decisions. With the addition of robots and a lot more technology coming onto the farm, Tricia will be taking on the initial role

of learning the system, while the guys manage cow comfort and production. She will have the information and relay it to them. It will be a process, mostly because of the time required to really learn it but they are adjusting. They are all aware of the unlimited possibilities that are available.

The Flaman's feel the biggest challenge they have faced has been the "passing of the torch", so to speak. The giving as well as the receiving. Everyone must be willing to not only give control, but also to take control. The success of the business requires someone to have control and defining that is key. This goes back to communication, talking and listening. Being completely clear who is responsible for each role/responsibility takes the ambiguity away from who is managing what. This eliminates oversights, the feeling of not having control, or not having an important part in the day-to-day operations. "Everyone wants to feel they have value, in this case value in the operation. When we define our roles, it gives each person a sense of value."

Important for the successful transition is recognizing it is a process. Responsibilities are slowly passed on, until one day the roles will be reversed. They feel the best outcome for each generation is a slow transition. This gives time for the new generation to adapt to management, and the outgoing generation time to turn over management with confidence. For each generation it is a new stage in life they are tackling. The plan for transition becomes more detailed as time goes on and includes planning financially and emotionally together, for both generations. For the Flaman's, with some communication and discussion, the roles of each person kind of fell into place based on the interests of each individual. Perhaps this is also one of the reasons why their transition seems to be evolving the way it has. 🐄



Functional Conformation - what does it take to build a long-lasting cow?

Longevity in your herd has long been a goal for producers;

in the most practical terms, the longer a cow lasts the more profitable she should technically be. To qualify this statement, however, we must add the adjective 'productive' in front, particularly now with the enormous amount of information we have on any cow. In the past, the selection was heavily based solely on production and conformation, mostly because functional traits were hard to measure and select. The production part was easier to quantify – the cow that produced the largest volume of milk was the best one. However, conformation brings some subjectivity to what is ideal, and largely, the ideal concept of conformation has seen drastic changes over the years. Combining that with ideal health and fertility traits we can begin to see the profit of productive longevity.

Looking at the conformation evolution of a few cows considered among the best in Canada at their time, it is clear the breed has been looking for more functional cows – cows of adequate width and openness, not extreme in stature, with a sound mammary system and easily mobile on her feet and legs. While our producers continue to look for more profitable animals, the breed committees continuously work to ensure the industry needs are incorporated into the conformation evaluation – which also reflects into the bull proofs and national indices. Part of this work is analyzing which traits have the highest relationship with profitability and longevity, and weighting them accordingly into the conformation evaluations.

It is not only about the final score

It is not uncommon to hear about cows that did not score very high as young cows, but ended up producing very well for a long period – and these stories do stand out. However, these cows are outliers. Obviously, a good final score doesn't necessarily translate into long-lasting and highly productive cows, but the females with an above average and balanced conformation through the sections are the ones with higher odds of lasting longer. And the positive consequence of a balanced conformation through the sections relates to an above average final score. Still, it is important to highlight that

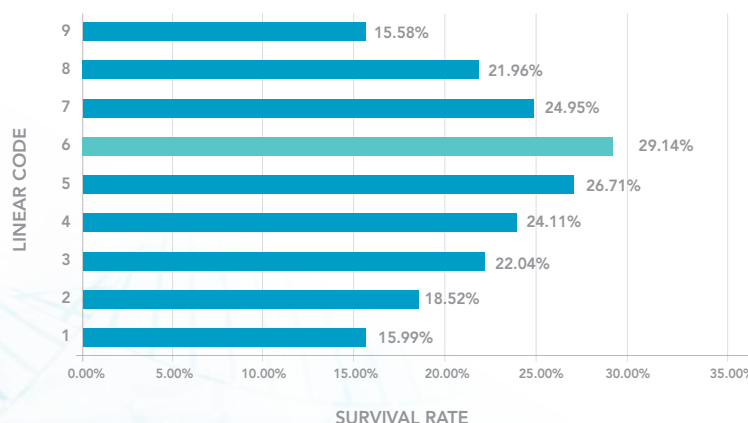
a strong breakdown across the board is an essential piece of the puzzle – so just selecting for health traits (and completely ignoring conformation) is not enough to guarantee profitability.

Where conformation and longevity line-up

One can argue that type is no longer the main breeding focus of a large selection of herds across the country. However, optimal conformation is a focus because every producer needs a herd that is founded in a very solid conformation base to sustain production of large amounts of milk for a long period of time in the current highly intense production systems. For that reason, every genetic selection index includes conformation traits, directly or indirectly. Completely ignoring conformation traits would mean a drastic reduction in productive longevity. Meanwhile, the classification system looks into incorporating the industry needs in a way the tool can aid in improving longevity.

In Canada, the Durability component within the LPI formula is mostly affected by conformation traits, besides that of Herd Life and Hoof Health. In the end, about 23% of the LPI value is affected by Mammary System and Feet and Legs. Similarly, Pro\$ is also affected by conformation traits, although in this case, it is an indirect weight – which means the conformation values are not weighted into the formula but play a role indirectly.

Thurl Placement Score in 1st Lactation and Survival to 6 years of age



The traits most related to longevity

To find out the conformation traits that had the most impact on longevity, we tried to envision them on the farm level. For that, we looked at the first lactation first classification breakdown of over 330,000 females born between 2011 and 2013, and how long they lasted – over or under 6 years of age, which is considerably higher than the breed average. Within Rump, Dairy Strength and Feet and Legs, Thurl Placement (TP), Dairy Capacity (DC) and Rear Leg Rear View (RLRV) can be highlighted with a strong relationship with longevity, as shown in the graphs. For mammary system, it is possible to highlight a few traits that are remarkably impactful on longevity. Both DC and RLRV have code 9 as ideal, and there is a clear advantage for animals with above-average conformation on these two traits. In the case of TP, the furthest from the ideal code 6, the lower the longevity – no matter if towards the back (code 1) or ahead (code 9) thurls.

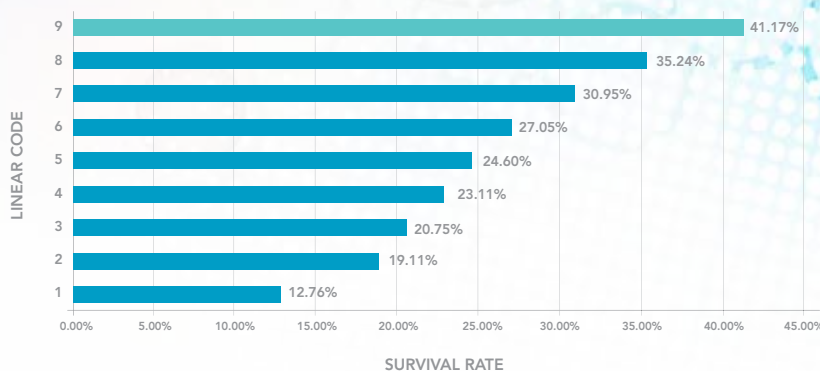
Interestingly, DC and RLRV are the highest weighted traits within Dairy Strength (28%) and Feet & Legs (31%), respectively. Additionally, even though TP does not have the highest weight within Rump (24%), it has another 14% weight in Feet and Legs, making it highly impactful on the scorecard.

Regarding Mammary System, a few traits have an interesting relationship with longevity. Fore Attachment (FA), Median Suspensory Ligament (MSL), Udder Texture (UT), Rear Attachment Height (RAH) and Rear Teat Placement (RTP) are the ones that stand out. Meanwhile, deep udders are associated with drastically lower longevity.

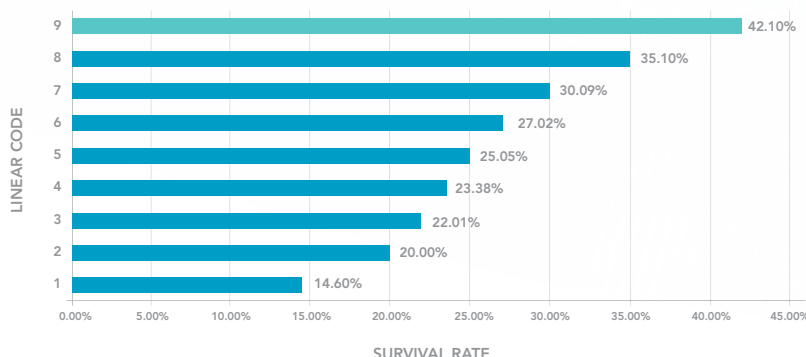
Functional conformation is the goal

Looking at the traits that score stronger have a higher association with longevity, it is not a coincidence that some of the highest weighted traits have a strong relationship with longevity. Again, it is not a matter of scoring the ideal (or highest score), but really a matter of functionality. An animal with traits scored very far from ideal is not functional for that characteristic, which comes with considerably lower chances of lasting long. For that reason, a perfect udder may not guarantee a profitable cow – poor legs would likely be a limiting factor. And this is where producers should focus – breeding for balance and functionality.

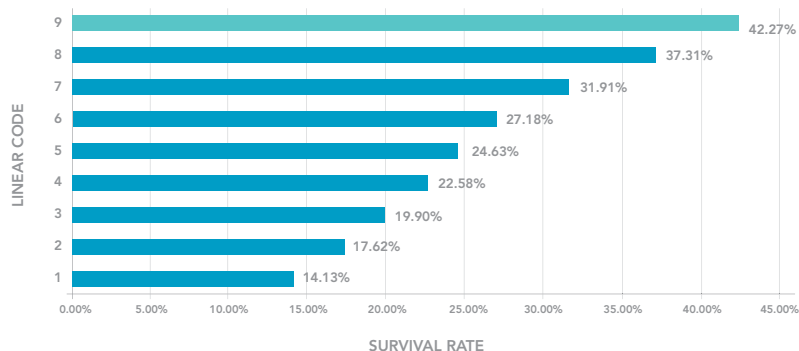
Rear Leg Rear View Score in 1st Lactation and Survival to 6 years of age



Dairy Capacity Score in 1st Lactation and Survival to 6 years of age



Fore Attachment Score in 1st Lactation and Survival to 6 years of age





Are your Traceability practices ready for your next proAction® validation?

September 1st 2021 marks the day that the reporting requirements of the Traceability module of proAction become mandatory.

Up until that date, you were validated on your on-farm birth, movement, and tag retirement records. As of September 1st, you must also report that information to the National Dairy Traceability Database. That database is DairyTrace (www.dairytrace.ca) in all provinces outside of Quebec, and simpliTRACE (www.simplitrace.ca) in Quebec. You must create an account for the appropriate database in order to start reporting!

RATIONALE: Until now, dairy farmers outside of Quebec could report data to the Canadian Livestock Tracking System (CLTS) only via the internet or electronic means. Since non-electronic reporting was not available, DFC temporarily adjusted the validation of reporting requirements until alternative means of reporting were available. DairyTrace, which was launched October 5, 2020, now offers both electronic (e.g. web portal, mobile App, email) and non-electronic reporting options (e.g. phone, fax, mail-in forms).

DairyTrace has a proAction report available that captures all relevant information for your validator to easily review your reporting, minimizing the effort on your part on validation day. If you have activated your DairyTrace account, you will be able to

access this report through your DairyTrace portal. If you do not have electronic access, please call DairyTrace Customer Service at 1-866-558-7223 to activate your account. Once activated, customer service can fax or mail you your report upon request. DairyTrace proAction Report Example:

DairyTrace proAction Report from 2020-06-25 to 2021-06-25										1 / 1
Tag	Sex	Premises number	Reporting date	Event date	# of days	Event type	Account	To / From	License plate	
124000000	Female	SK00002	2021-05-07	2021-04-30	7	Move-in	DT0000	ON0000	ON-00000	

Remember that you now have multiple options for reporting your information within the proAction required timeframe*: mail, fax, mobile app, web portal or 3rd party. Visit the DairyTrace website or contact the DairyTrace customer service team for more details.

3rd Party Reporting

1. For dairy producers registering your animals; Holstein Canada will send tag activation event reporting on your behalf

TAG ACTIVATION = associating a unique animal identification number with a date of birth to an animal on a premises identification (PID) number.

When animal registrations are completed, information to activate the tag will be sent by Holstein Canada to the traceability databases on your behalf - DairyTrace or simpliTRACE. Information needed to activate tags is the animal's identification number – 15 digits, the date of birth and PID number of where the animal was born.

2. DairyComp includes a TRACE module that assists users with recording and reporting of animal traceability information as required for the proAction program. For any questions, do not hesitate to contact DairyComp support at 1-800-549-4373.

Lactanet and Holstein Canada have excellent tools to help with on-farm traceability compliance.

3. Other 3rd party software providers are also working on developing Traceability Modules. Contact your provider for more information.

How do I find my DairyTrace proAction report?

Log into your DairyTrace account and under the "Account" Tab, choose the drop-down option of DairyTrace proAction report.

- Click "Print" and a PDF report will be created that you can save or print
- The report includes all proAction traceability events reported under your account within the past year and will provide the Validator with a list of events which includes the # of days between the reporting date and the event date.

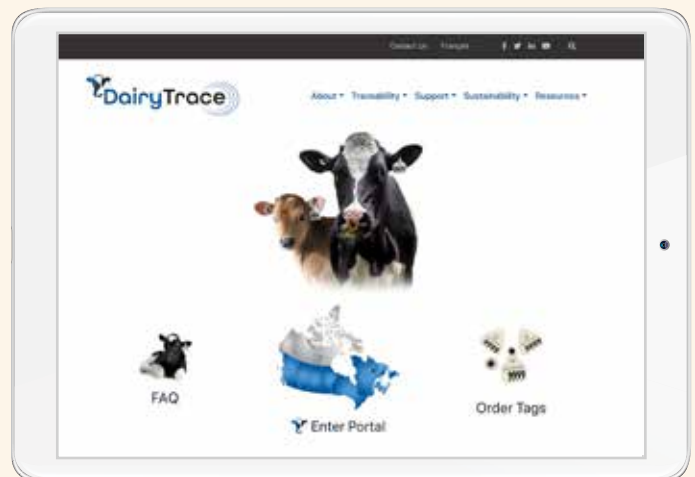
- Missing reports that you thought would be appearing? Check to see your current herd inventory report to see which animals are linked to your account or call Customer Service 1-866-558-7223 if you require further assistance

Do I need to start reporting immediately?

The main purpose of recording and reporting Traceability data is to ensure the dairy industry can respond quickly and effectively to an animal health emergency. The sooner you start, the better your herd (and our industry) will be protected. proAction traceability reporting becomes mandatory on September 1st 2021.

But I'm in Quebec, will anything change for me?

If you are based in Quebec, you likely already know that reporting Traceability events to simpliTRACE has been a MAPAQ requirement for many years and will continue to be. The difference is that as of September 1st 2021 validators will be reviewing your reports either through your simpliTRACE portal, or reviewing a paper report if you requested your reports be mailed or faxed to you by contacting simpliTRACE. Keep in mind proAction requires that you report the licence plate number of the vehicle moving animals for movement reporting, this is an additional element to the MAPAQ requirements.



If you have any questions, don't hesitate to reach out to your relevant customer service team:

DairyTrace Customer Services

Phone: 1-866-558-7223 (1-866-55 TRACE) or
Email: info@DairyTrace.ca

Attestra simpliTRACE Customer Services

Phone: 1-866-270-4319 or
Email: sac@attestra.com

* 45 days for births/tag activations, 7 days for move-ins and imports, cross references, tag retirement and on-farm disposal

The Show will go on...

With the lifting of some health restrictions happening across the country, the possibility of shows taking place this year is looking brighter. With this in mind, we want to make you aware of changes to the Breeders/Jr Breeders herd rules effectively immediately.

NEW 2021: A Junior breeder's herd is a group of three (3) animals carrying the same prefix. The prefix is the first word of the animal's name and it must be exactly the same for each animal. These animals must have been exhibited in their respective classes. The owner of the prefix does not have to own any of the animals in the group.

NEW 2021: A Breeder's herd is a group of three (3) animals carrying the same prefix. The prefix is the first word of the animals name and it must be exactly the same for each animal. These animals must have been exhibited in their respective classes. The owner of the prefix does not have to own any of the animals in the group.

Continuing with show changes, the Show and Judging Committee has decided to pause the implementation of the Show Class changes that were proposed in 2019. Shows are the best avenue for communicating and discussing the changes but since a very limited number of shows took place in 2020, the committee will be using this year to collect feedback and confirm the proposed changes. Final recommendations will be made to the Board of Directors in December with full implementation planned for the 2022 show season. These changes fulfill the mandate given to the committee to improve and maintain our world class National Shows and more accurately represent today's dairy industry; maintain our role as a leader in the international show industry; and increase participation and spectator interest in the Canadian show industry.

Watch for the return of the All Canadian Competition 2021. We are working very hard at reviewing the rules and regulations for the competition to ensure it is inclusive to all animals and exhibitors throughout Canada. Stay tuned for the official launch of the competition for 2021.



Mandate

ENHANCE CANADIAN SHOWS

- more accurately represent today's dairy industry
- reflect calving trends
- increase market opportunities
- create a more level playing field for animals calving at the proper time for their age
- give all animals at shows throughout Canada better value
- increase participation at shows
- increase spectator interest
- maintain our role as a leader in the international show industry



Summer 2021

OPPORTUNITIES FOR COMMENT

Several formats will be available for interested parties to provide their feedback, comments and suggestions - Online form, by email (show@holstein.ca), or direct contact with committee member. All communication will be forwarded to the committee for consideration.



December 2021

COMMITTEE DECISION

After considering all feedback, the Show and Judging Committee will make final recommendations for Show Class Changes and submit to the Board of Directors for official approval.



2022

FULL IMPLEMENTATION

Full roll out of Show Class changes starting with the 2022 Show season.



Dear Customer Service Team



"Hi ! My name is Emilie Wallace and I am the scheduling coordinator in the classification department at Holstein Canada. I've been with HC since Aug 2013 and have worked in two different departments so far: Herdbook & Classification. Having that opportunity has given me knowledge on all sorts of different things, so if you have a question, feel free to contact me and I will do my best to get you an answer! After all, my favourite part of the job is getting to interact with you all!"

1. With the launch of Connexion, changes have been made to the classification reports available at the end of the visit. Where do I go to access these new reports?



The new, interactive reports are available following your classification visit in your Holstein Canada web account. From My Herdbook, select the "Last Classification Results" tab and you will see the summary, details of your visit as well as all the new colourful, interactive reports.

2. What if I don't have a web account? How do I create one?

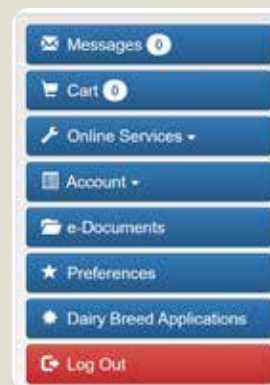


Every Holstein Canada customer is able to create a web account. From our web page – www.holstein.ca, click on **Create Account** in the top right corner. Simply enter your name, email, Holstein Canada account number (available on any invoice or statement) and set up your username, password, and security question. Once you agree to the Terms and Conditions, you click on submit and your account will be created.

3. What if I'm not a member of Holstein Canada? Can I still have a web account?

As long as you are a customer of Holstein Canada, you will have a customer number that entitles you to a web account. Producers with other breeds or have had proAction animal assessments completed by Holstein Canada have a customer account number and will be able to set up a web account.

4. What else can I do in my web account – other than view my reports?



There are a number of options when it comes to your web account. Online services allows you to register animals, transfer ownership, order tags, report traceability events, search on your cow awards, herd management reports and view and edit your account profile details. You can also search for invoices and statements, check out your genomic results, and track your herds performance. 🇨🇦

For help with your web account contact us toll-free at 1-855-756-8300 or email CustomerService@holstein.ca.

What is new in Compass

Up to 10 traits displayed in the bull lists

New traits and updated haplotypes

Information on Haplotypes and Recessives

Ability to remove breed to beef suggestion

Check out our social media, YouTube channel or the Help section in Compass for more information. If you have questions, contact compass@holstein.ca



compasscan.ca

Top 10 Sires for Rump Score with 100+ Daughters Classified in Two-Month Period (April 2021/May 2021)

Sire	Daughters Classified	Average Daughter Rump Score
SIDEKICK	218	83.46
APPLE-CRISP	154	83.04
DENVER	112	83.04
LIGHTHOUSE	138	82.91
CONTROL	187	82.81
UNIX	531	82.80
IMPRESSION	533	82.79
HIGH OCTANE	229	82.69
DEMPSEY	134	82.66
LAUTRUST	583	82.64

Top 10 Sires for Dairy Strength Score with 100+ Daughters Classified in Two-Month Period (April 2021/May 2021)

Sire	Daughters Classified	Average Daughter Dairy Strength Score
FUEL	265	83.71
DOORMAN	243	83.67
SIDEKICK	218	83.56
DOC	125	83.50
APPLE-CRISP	154	83.42
DEMPSEY	134	83.16
SOLOMON	116	82.94
ACCELERATOR	100	82.92
IMPRESSION	533	82.90
DELTA	181	82.77

NOTE: Daughters are included in the statistics if they had their last milk test in the last three-month period (Jan. 2021 to Mar. 2021).

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

JULY

ON Ontario (central)
QC Roberval
NL
NS
NB
PEI

EARLY

ON Prince Edward, Victoria, Durham
SK

MID

ON Hastings, Lennox & Addington, Frontenac, Waterloo
QC Lapointe, Dubuc, Charlevoix, Chicoutimi, Vaudreuil, Soulanges, Huntingdon

LATE

AUGUST

ON Perth
QC Chateauguay, Beauharnois, Laprairie, Napierville, St-Jean, Iberville, Shefford

EARLY

QC Brome, Richmond, Missisquoi, L'Islet

MID

ON **MR** Oxford
QC Sherbrooke, Compton

LATE

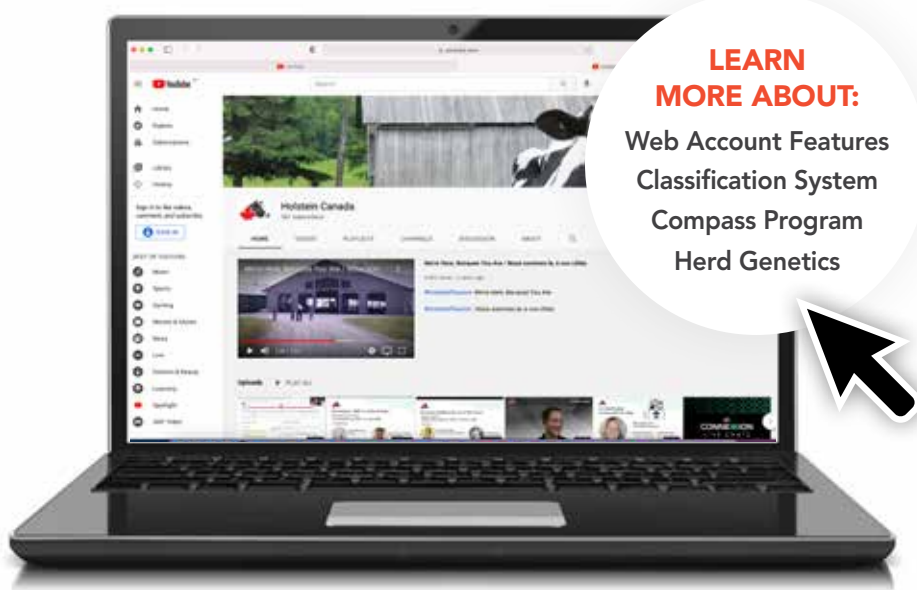
This schedule is subject to change within a 1-2 week period.

For the full Field Service schedule, see the Field Services section under Services on our website, holstein.ca.

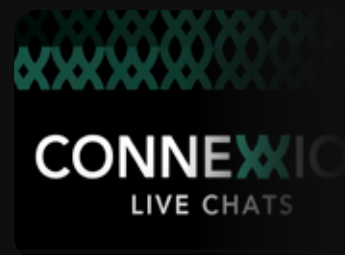
Have you checked Holstein Canada's YouTube channel?

Holstein Canada's YouTube channel is full of great content, including profiles from Master Breeder shield winners, webinars featuring producers and industry members across the country, and a lot of educational videos. Go to <https://www.youtube.com/HolsteinCanadaVideo>, subscribe, and receive the updates as soon as they are posted!

Learn more about the web account features, classification system, or check out a complete guide to use Compass, and control your herd genetics. We have videos that cover several of the most common questions in different topics!



VISIT: www.youtube.com/HolsteinCanadaVideo & SUBSCRIBE



info Holstein

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