

info Holstein

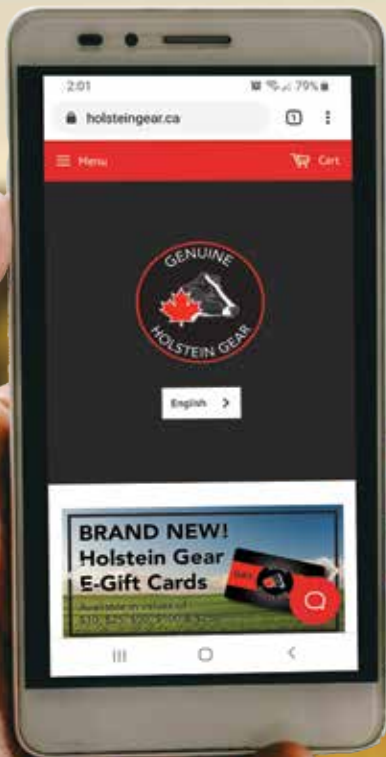
March/April 2021 issue no. 168

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informative, challenging and topical news.



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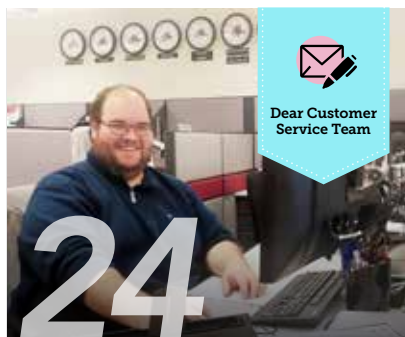
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ABOVE: On page 5, read all about the six winners of the 2020 Holstein Canada Education Award; our Field team talks to Canadian producers who have handled barn disasters starting on page 7; and Steven Bouchard from Customer Service explains changing Web Account information on the back page!

ON THE COVER: Photo by Stephanie Lee Photography, Homeland Holsteins, Loretto, Ontario.

contents

- 4 **CEO's Message**
- 6 **Industry Summit on Canadian Genetic Improvement to ensure the sustainability of dairy production in Canada**
- 11 **Genetics 101: What is a good Herd Life or bad Daughter Fertility? Understanding Bull Proofs Part 2**
- 13 **Regionalization of Field Services**
- 16 **2020 Cow Of The Year Nominees**
- 18 **Holstein Canada Awards**
- 20 **April Proofs Changes: New Composite Indexes for Major Scorecard Type Sections**
- 21 **Reference Manual Released for proAction® Environment Module**
- 22 **DairyTrace and NLID**
- 23 **Top Sires According to Average Final Score**

CEO's Message

Vincent Landry – CEO, Holstein Canada

HAVE YOU EVER WONDERED about the difference between a service company and an organization like Holstein Canada? Our mode of operation is profoundly different because it is based on the notion of the member, not on the concept of the customer. You might tell me that the difference is very slight, but let's look at it a little more closely.

Let's say a customer comes to a service or retail business. He will have access to different products and services, and the company can implement many different actions to ensure and measure satisfaction. This allows them to appropriate or preserve their market share. The customer has a choice to do business with a supplier or, if dissatisfied, choose a competitor.

In the case of an organization like ours, we must put the member at the center of all our concerns. Members have a voice and influence on services, products, and the delivery of these two through various mechanisms. First, the political structure is made up of members, from the Clubs to the Branches to the national Boards of Directors. Members provide leadership and guidance on behalf of the rest of the membership! Second, the resolution process allows for the expression of positions in peer debate.

Are these democratic processes enough to connect with all members? Some members, uncomfortable with speaking up or in public about certain issues, may not think so. When faced with these two avenues, they might feel powerless!



No member should feel apart from their organization. We understand the importance and value of connecting with as many people as possible and asking them regularly for their opinion on expectations and needs. By putting members at the center of all our actions and concerns, we distinguish ourselves from other organizations.

It is with this in mind that we have begun a major consultation exercise that will include various actions: a survey that will be addressed to all members, focus groups with specific groups such as the Young Leaders, and meetings with non-members.

The ultimate goal is to offer our members an inclusive association that adapts to a variety of current and future business profiles. Please take a few minutes of your time to make your voice heard. Watch your mailboxes for the survey. 🇨🇦

Vincent Landry

You are not alone.

We're always striving to do more for our members. As announced in our Unveiling of the 2020 Master Breeders livestream, **Holstein Canada is donating \$1250 between the Au Coeur des Familles agricoles (ACFA) and the Do More Agriculture Foundation.** If you need help, please use the resources below and know that you are not alone!

**AU COEUR DES FAMILLES
AGRICOLES (ACFA)**
450-768-6995
acfa@acfaresearx.qc.ca

**THE DO MORE
AGRICULTURE FOUNDATION**
National mental health line call 211
Visit: 211.ca OR domore.ag



Meet The 2020 Education Award Recipients



BROOKE BOONSTOPPEL, STUDIO DUMFRIES, NEW BRUNSWICK

After growing up on a dairy farm, Brooke cannot imagine a life where she does not live and work on a dairy farm. It is her passion to manage her own cows, and she loves to see the return of her breeding decisions. This past summer, her first homebred cow,

Studio Bradnick Spree, was scored Excellent. After working full-time at home over the summer, Brooke looks forward to going back home and running the herd herself.



CATHERINE BOURDEAU, COTOPIERRE RIMOUSKI, QUEBEC

Catherine is currently working towards her Doctorate in Veterinary Medicine at the University of Montreal. Her short-term goals are to graduate in veterinary medicine and complete the missing courses at Laval University to obtain her

certificate in agronomy. As her brother and sister are already there to take over the family farm, Catherine will then practice veterinary medicine with large animals while staying involved in the family farm. Further down the road, they plan on building a new free-stall barn for lactating cows.



MAUDE LABBÉ, DUHIBOU ST-LAMBERT-DE-LAUZON, QUEBEC

Maude has always been drawn towards dairy production. After completing her studies, she plans on living and working on the farm. Agro-economics was the perfect program for her because it is a blend of agronomy and economics. She is interested in finance, as it is a key

factor in farm management. After graduating from university, Maude wants to gain experience by working in agri-food finance or in a role related to dairy production.



BROOKE MCNEIL, MISS GUELPH, ONTARIO

While Brooke does not come from a farm – she hails from a small-town farming community – she credits 4-H and her parents for helping her to discover her passion for the dairy industry. Brooke's goal is to work as a calf specialist. Her passion for dairy

will lead to a master's degree by day and continued projects and learning by night. Brooke looks forward to taking advantage of as many opportunities as possible to learn and become more knowledgeable. Once she has obtained her master's, she looks to be employed and to gaining more experience in the industry to fulfill her dream of a life that's 100% farming.



SABRINA VAN SCHYNDEL, MARJEN WOODSTOCK, ONTARIO


Sabrina's plan is to go through the Food Animal stream at Ontario Veterinary College and obtain a position in a large animal or bovine practice upon graduation. Her hope is to one day, following a successful career as a veterinarian, return to

the world of academia in order to pursue scientific research either as a researcher or professor, where she can make positive contributions to the fundamental advancement of food animal medicine.



TARA SWEETNAM, SWEETRIDGE WINKLER, MANITOBA

Upon completion of her B.S.A majoring in Animal Science at the University of Saskatchewan, Tara intends to apply to Veterinary Medicine and into a Master's program in Science. Studying the welfare and genetics of dairy cattle, Tara's goal is to work alongside producers to find

practical solutions to help their farms run more smoothly. 

For more information on Education Awards, please visit the Young Leader section of the Holstein Canada website.

Industry Summit on Canadian Genetic Improvement to ensure the sustainability of dairy production in Canada

IN THE CONTEXT OF A GLOBAL PANDEMIC and a changing industry, both nationally and internationally, the dairy production sector must adapt to ensure its sustainability in Canada. Profitability and even survival of Canadian dairy farms depends on all industry stakeholders.

The breed associations, milk recording organizations and artificial insemination companies owned by Canadian dairy producers took action by holding the Industry Summit on Canadian Genetic Improvement. The ultimate goal of this series of four meetings is to agree on a common vision that will require greater collaboration between the participating organizations.

The first conference meeting was held on November 16, 2020; in this meeting, everyone presented an analysis of the sector according to the scope of their activities. A feedback session on the findings of the first meeting took place on February 25, 2021. A third session will be held in the spring of 2021 to exchange views on a first draft of

the vision. The last session is scheduled for early summer in order to formulate a final vision for the animal improvement sector.

The vision will outline the animal improvement sector's intent and mission. It will serve as a reference point and should guide our actions. The commitment of all Summit participants to this vision will be essential. Let us remember that the best interests of dairy producers across the country must be at the heart of our decisions and actions.



OUR PARTNERS



Recovering After A Disaster

By Morgan Sangster, Field Service Business Partner, Western Canada; Jenna Hedden, Bilingual Field Representative, Holstein Ontario; Marilie Pelletier, Advisor for Central Quebec; Natasha McKillop, Field Service Business Partner, Maritimes

Farming communities are rocked by disaster every year. How do producers recover from a tragedy that can take the cows they love and put their livelihoods at risk? We talked to four operations across Canada who had to pull themselves together after a disaster and keep their business going – and even improve it!

Alberta: Corenco Holsteins

There's no optimal time for a disaster, and farmers know problems can happen at any stage. When the three generations behind Corenco Holsteins decided together to build a new barn, catastrophe was the furthest thing from their minds. "We broke ground in 2017 after a lot of research, table talks, and planning," says Maarten and Charlene Roeland. "We decided on a 6-row barn with three feed allies and three Delaval VMS robots."

As Albertans know, summer weather is very capricious, and it was no different in 2017. "Construction was going well midsummer, and we were hoping to move the cows over to the new facility before Christmas. One Sunday in July, just as the last trusses were in place, a storm rolled in from the southwest with ferocity. It lasted no more than 10 minutes before giving way to a bright and sunny day, but in that 10 minutes, our barn toppled in a mangled heap.

"Twenty-five-foot metal poles were ripped off of their concrete bases under

4 feet of packed clay and thrown a man's length. Trusses punched gaping holes through the wall of the barn beside.

"We contacted our contractor and he had terrible news: the insurance that, according to our contract, he would hold, was nonexistent. We were at a loss on how to continue, heartbroken at the ferocity of the summer storm and feeling betrayed at the absence of insurance. The barn's progress slowed to almost a standstill."

The barn wasn't the only change the Roelands were looking to make. "During all this time we made changes to our breeding. Before we had bred a large percentage of our herd to beef. However, because we wanted to increase the herd and have excess heifers to replace cows that may not transfer to the robot system. The barns and young stock corrals were overflowing due to preplanning to be in the new facility."

"The companies involved in installing stalls, feed fence, robots, and electrical were all amazing in their efficiency. On October 1, 2018, the milkers moved from the old to the new and robot milking started."



West



CORENCO HOLSTEINS
West of Ponoka, Alberta

PREFIX: CORENCO

PEOPLE INVOLVED: Family farm in third generation

OF COWS MILKED: 180

OF ACRES FARMED: 1000

FACILITY TYPE: FREE-STALL

HERD PRODUCTION AVERAGE (L/COW): 34

WHAT IS YOUR FEEDING SYSTEM? PMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration and Classification



Ontario

BLACKRAPIDS FARMS
Nepean, Ontario

PREFIX: BLACKRAPIDS

PEOPLE INVOLVED: Peter and Rosemary Ruiter with their children

OF COWS MILKED: 54

OF ACRES FARMED: 400

FACILITY TYPE: ROBOTIC

HERD PRODUCTION AVERAGE (L/COW):
34

WHAT IS YOUR FEEDING SYSTEM?
Robotic Vector Feeding System

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED:
Registration

Ontario: Blackrapids Farms

On September 8, 2017, Peter and Rosemary Ruiter lost most of their operation in a fire. "It destroyed our main milking barn, heifer barn and machine shed," says Peter. "We lost 80 purebred animals and were left with 16 animals. We had lost our entire milking herd."

The farm has been in the family since Peter's father moved from the Netherlands to work as a hired hand. Over the years, the farm was expropriated by the National Capital Commission (NCC, the Canadian Crown corporation responsible for development, urban planning, and conservation in the Ottawa-Gatineau region) and the farmer sold the quota, machinery and cows to Peter's father. He then sold it to Peter and Rosemary in 1992.

"The cows that were dry on pasture were sent to great neighbours and friends to be cared for. I basically lost almost all of the genetics of my herd that my Dad had started back in his farming days."

"The hardest part of this situation was saying sorry to my cows that I was unable to save. Now, two years later, it's accepting the fact that it will probably take five years to start getting back on track with milk production. My love for farming and the possible opportunity of perhaps working with my son kept me in farming. I did hesitate a bit because of the investment dollars I put in knowing the barn and the land that I build it on was not owned by me and the new barn would belong to the NCC if I leave."

Quebec: Ferme Roncot

Valérie Côté and her family also lost their operation in a fire. "Our entire herd died," she says of her farm in Saint-Flavien. "We had a closed herd and our father had also worked on the genetics of it in the past years. We had to start from scratch."

"The hardest part was definitely the next morning. When you see all the debris to be picked up and make all the calls to be made, at the same time having to deal with our emotions."

Valérie and her family knew they couldn't stay still. "The very day of the fire we knew we were going to continue in production. We are two young farmers who were already on the farm before the fire. We liked what we were doing and we knew that this is what we wanted to do with our lives: have our farm."

"At first, it's really hard to see how much we've lost and how much we still have to accomplish before we see animals again, but we learn and grow from this ordeal every step of the way. You finish this chapter an incredible training."

"It's very different, now the farm is equipped with two robots. This technology has allowed us to have more flexibility in our schedules. However, I won't hide the fact that it has been an adaptation. We had to learn a new routine and learn how to work with free-stall animals."

New Brunswick: Dixon Valleyview Farms

Kevin Conroy and his family moved to Hoyt, New Brunswick, in 2014, having been beef farmers in Ontario. "It's a beautiful area with fertile soils next to Oromocto River," says Kevin. They had been farming nearly a year there when they experienced their first serious flood in 2015.

"The water levels were high and flooded out the calf barn, the milk parlour, the shop and our basement. We had to evacuate our calves and heifers to another nearby farm, but the holding area in our barn was high enough to move our cows to for them to be safe.

"Immediately after the first major flooding incident, we had issues in the herd with mastitis and it was very stressful for the cows. It took us about two to three months to get them back to where we had been (production-wise) before the flood."

"At that time, we had thought that it would have been a single flooding event and we could clean up and move forward," says Kevin. Unfortunately, Dixon Valleyview experienced three more flooding events, two events not even a month apart. "Again we had to evacuate the heifers and calves, and moved the milking cattle to our holding area," says Kevin. "The floodwaters rose so fast. It was moving across our fields at about 2 feet every 20 minutes, it looked like a wave of water rolling in. Before long, we were surrounded by water. We had difficulties getting the milk truck in. The floods all caused damage and littered our fields with debris.

The flooding forced them to look elsewhere, and they eventually moved to nearby Hainesville. "We were also only six-and-a-half years in, so we were still very much financially committed

to dairy farming," says Kevin. "If we stopped we would owe the bank. Before we moved, we were going to purchase land in Hoyt to move everything to higher ground, but then we had a wonderful opportunity in Hainesville.

"When we eventually moved to Hainesville, we were only able to bring our heifers as the herd there was already established. It was a little bit of a setback in our breeding program that we had been working on for the past six years, with our own goals and genetics, but we're moving forward."

Overcoming The Setbacks And Rising To The Challenge

Peter and Rosemary Rüter tell us that they have not overcome their test yet, but are well on their way. "I had great support from my family, friends, church and community at large," says Peter. "I am starting to get my replacement heifers so I can begin to choose the cows that are best suited for my operation."

For them, turning the crisis into an opportunity means practicing a different way of farming. "The way I farm is much different from the way I did it before the fire. Everything on the farm is now robotic. Everything from milking the cows, feeding the calves, cows and heifers are all done robotically. My hours of work are much more flexible. I must say that I have become much more technically savvy, pay attention to details through the use of computer software attached to the robots and have become a tech repairman.

"I have also changed my routine in remaking my herd. Before the fire, I looked for cows with large stature, wide rump and good milk. Now I look for a cow with good feet and legs, milking speed and udder, udder, udder - everything else follows. If the robot

Quebec

FERME RONCOT
Saint-Flavien, Quebec

PREFIX: RONCOT

PEOPLE INVOLVED: Valérie, François and Normand Côté

OF COWS MILKED: 75

OF ACRES FARMED: 250

FACILITY TYPE: Free-stall

HERD PRODUCTION AVERAGE (L/COW): 34

WHAT IS YOUR FEEDING SYSTEM?

Robotic Vector Feeding System

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration





East

DIXON VALLEYVIEW FARMS INC.
Upper Hainesville, New Brunswick

PREFIX: DIXON-VALLEY

PEOPLE INVOLVED: Kevin and Diana, daughters Ellie and Hanna, sons John and Ian

OF COWS MILKED: 45

OF ACRES FARMED: 230 acres

FACILITY TYPE: Free-flow, free-stall with slatted floors and a Delaval VMS classic robot

HERD PRODUCTION AVERAGE (L/COW): 33 kg, 4.5 fat

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? Three new Jerseys

HOLSTEIN CANADA SERVICES USED: Registration, Classification, NLID



cannot attach to the cow, the cow is of no use to me."

Valérie also believes it is possible to transform this test into an opportunity. "For example, the installation of the robots. We never would have thought that we would be on the cutting edge of technology so quickly. There was no modernisation or free stalling plan for the company until at least 15 years before the fire."

"In our home, robotization has allowed us to improve our quality of life considerably. It has allowed us to have more flexible schedules and to have access to technologies that help us perform better. I would say that robotization has simplified our daily work."

Kevin Conroy and his family are looking forward to a future in Hainesville – and away from an easily flooded area. "We were extremely fortunate to find our farm in Hainesville. We are extremely thankful for the community in Hoyt, they helped us with the evacuations and clean up. It would have been an overwhelming task without them.

"We are building our genetics again, but we've fallen into the same routines because they have worked for us. Our next step is to really focus on

our forages and grains, to help us to achieve our management goals."

"The barn is much more labour saving (chores take about half the time that they did before), so we can spend that time focusing on things to further improve. We were able to purchase additional land very close to the farm, so we're going to try a few new forages and grow our own soy and grains so that we only need to purchase minerals and supplements. Our barn has also has extra room, so if/when quota may become available, we have room to expand. There is also a larger dairy community in our area which is wonderful for advice, support, and camaraderie."

For Maarten and Charlene Roeland, the collapse of their barn forced them to start again, but they are back into a routine that works for their family. We knew what we were building was going to achieve our goals for cow comfort, flexibility in routine, family life and future progression in the farm," says Maarten. "It was the start of a new lifestyle. Since then, hours worked has decreased minimally, but the hours working is much more relaxed and enjoyable.

"The farm is much more relaxed with the new barn - it's a joy to work in it. The cows are content, herd quality is increasing; I feel that over the next few years, cows will last longer. Already about 40% of the milking herd are mother-daughter pairs. In the next year we should see three generations of milking cows together!" 🇨🇦

What is a Good Herd Life or Bad Daughter Fertility?

Understanding Bull Proofs Part 2

In this edition of InfoHolstein, we present the second part of the Understanding Bull Proofs series (you can read the first part in the January/February issue). After discussing production and conformation traits, the focus of this article is to gain a deeper understanding of longevity and functional traits, including health and fertility.

Health and Fertility x Performance and Profitability

The importance of achieving good longevity has been discussed in recent articles (see the September/October and November/December 2020 issues of InfoHolstein for more on this).

Striving for longer-lasting cows has a direct positive impact on farm profitability, and there are traits to help you achieve this goal. Although the majority of health and fertility traits take several generations to see improvement as a result of low heritability, they are strongly related to culling.

The culling data from Canada in 2019 (see Figure 1) shows that reproduction, mastitis, and sickness are directly linked to about 50% of the non-dairy sales – mostly involuntary culling. Foot and leg problems account for another 11%, with hoof health issues included in this number. Therefore, it is extremely important to properly weigh these factors in your breeding program.

Getting into the numbers – Health Traits

The interpretation of Functional and Health traits is straightforward. The breed average sits at 100, and varies from 80 to 120. That means the majority of the bulls have proofs between 95 and 105, with very few under 85 and very few over 115. For all traits, the higher the value, the better it is and the healthier the daughters will be. In practice, bulls with proofs over 100 are expected to generate daughters that are less prone to specific diseases when compared to the breed average.

Figure 1: Data from Canadian Dairy Information Centre – Government of Canada

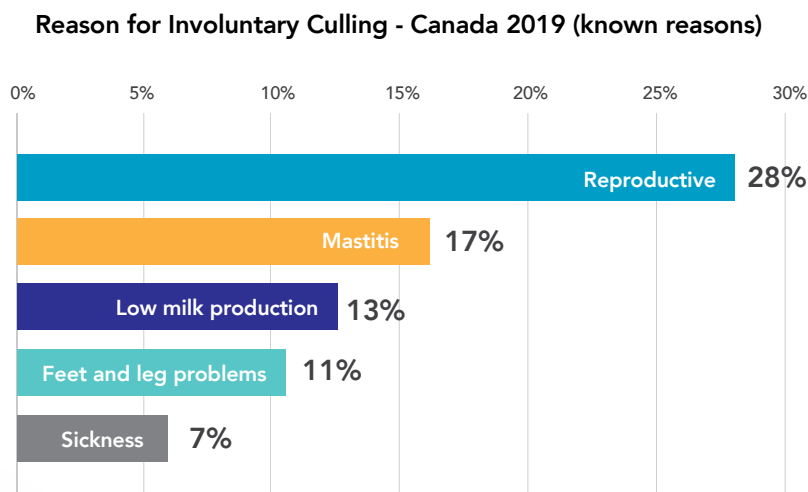


Figure 2: Comparing Bulls A and B

Traits	Bull A	Bull B
Metabolic Disease Resistance	110	100
Hoof Health	90	100
Somatic Cell Score (SCS)	105	100
Mastitis Resistance	110	105

The two disease indices – metabolic and hoof – take into account a wide group of diseases. Metabolic disease resistance considers Subclinical and Clinical Ketosis, as well as Displaced Abomasum. In our example scenario (see Figure 2), Subclinical Ketosis would affect about 5% more daughters of Bull B compared to the daughters of Bull A. Hoof health includes eight diseases weighted according to their importance and frequency; digital dermatitis (strawberry) and sole ulcers are the most impactful examples. Using the table numbers, it is expected that approximately 9% more daughters of Bull A could suffer from Digital Dermatitis when compared to the daughters of Bull B.

For udder health traits, Somatic Cell Score (SCS) is the traditional measurement that directly considers the somatic cell count in the first, second, and third lactations (equally weighted). A higher SCS value translates into lower somatic cell count; going back to the example in the table, Bull A's daughters are expected to have, on average, 12% lower somatic cell count than Bull B's daughters. Meanwhile, Mastitis Resistance uses the SCS score, as well as the clinical occurrence of mastitis in first and second lactations. Thus, higher mastitis resistance means lower somatic cell count and fewer mastitis cases – from the table, Bull B is expected to have about 7.5% of his daughters affected with mastitis in each lactation, while Bull A is expected to have 5% of his daughters affected.

Getting into the numbers – Functional Traits

Within the functional traits, Milking Speed and Milk Temperament are evaluated on a 1 - 5 scale. Translating to practice, higher milking speed and milking temperament numbers on the proof means you should expect more daughters that are quick to milk out and stay calm, respectively. These traits are particularly relevant in robot barns, as box time is a metric to which producers pay close attention.

Lactation persistency is calculated by the percentage of the production at 280 days in milk (DIM) to the production at 60 DIM (close to peak). A small difference between 60 and 280 DIM production levels means high persistence – for every 5 point increase in the proof, one can expect a 3% boost in lactation persistency.

The Herd Life index is directly related to the longevity of the cows. It includes two components: Indirect and Direct Herd Life. Indirect Herd Life takes into account a series of other traits (including conformation) that predicts longevity. Direct Herd Life actually accounts for how long the daughters of a bull last. To measure that, there are 5 “checkpoints”: 1st lactation 120 DIM and 240 DIM, 2nd, 3rd and 4th calvings. Therefore, when more daughters reach later stages of productive life, the Direct Herd Life goes up. On average, 76% of the females reach 2nd lactation, while 50% get to 3rd calving. This means that young bulls have their Herd Life based only on the Indirect component, as the daughters have not reached later stages of life.

Finally, Daughter Fertility is also an index with two major components: Heifer and Cow Fertility. Both include the 56-day non-return rate (post-breeding) and First Service to Conception. For heifers, age at first service is included too, while calving to first service and days open are the other two components of cow fertility.

Take-home messages

During the last few decades, the genetic selection in the dairy industry has been shifting more and more towards healthier, more fertile, and longer-lasting cows. The establishment of genomic selection was a very important step towards these goals. Since the beginning of the last decade, we are seeing drastic improvement on functional, health, and fertility traits. Combining them into your breeding program is a crucial part of achieving successful genetic progress – and more long-term profitability!

Opening new opportunities for our members through **Regionalization of Field Services**



YOU MAY HAVE HEARD SOME BUZZ about an innovative project happening at Holstein Canada: the Field Services Semi-Regionalization Project. Along with other upcoming upgrades that will improve the experience for members and staff, this is one that is going to have an impact on how you, dairy producers, receive our services.

We all know that 2020 was a wild year, and our team was forced to adapt quickly. It showed us that evolving is essential and necessary to provide high-level service. Each dairy farm across Canada is unique, with its own goals and objectives. Holstein Canada is taking this step so that we can provide you with services according to your specific needs.

Why Semi-Regionalization?

The main motivation of these changes is the fact that the dairy industry in Canada is very diverse, including the geographical and cultural diversity between regions. Holstein Canada recognizes that one single model of service delivery does not fit all producers.

With that in mind, the main goal is to have an individualized approach to each member in the near future, recognizing their particular needs.

It is easy to visualize that a 50-cow tie-stall has very different management, goals, and needs from a 300-cow free-stall; it translates into different ways to use our services. For example, a herd may want to have their first lactation cows classified before making culling and breeding decisions, while another one may use it as a validation to their genomic program. One may need to see the classifier more frequently to avoid having very long classification days (compromising cows' routine and production). By doing that, our staff can have a more defined working schedule, allowing for better customer service while the producers can take advantage of our staff knowledge and experience – a win-win movement.

Besides being more present at the herds that use our services, the Association can capitalize on the opportunity to meet new producers, which may imply lower costs and more reliable data for the members. At the same time, our field team is going to be prepared to deliver a broader portfolio of services, making sure every producer has the information and support they need to make effective, efficient on-farm management decisions. That way, every producer can get more value from the services and see Holstein Canada as a trustworthy partner that is actively supporting the success of each herd in the dairy industry – no matter what its goals are.



How Far Are We Into Semi-Regionalization?

A few of the initial steps in this project have already been made: the recruiting of an additional field team member to the Western Provinces; a semi-regionalized pilot project in the Eastern Quebec area with the recruiting of a classifier that will work-from-home more; and by the hiring of a new Ontario/Western Provinces Regional Field Manager. This is going to be the starting point of a whole new approach for on-farm services. It will include a stronger relationship between branches and clubs with specific local team members; the possibility of being in each herd more frequently; and open up a whole new range of services that we can offer in the future.

Our current members are going to notice the adaptations to our service delivery as we expand the semi-regionalization country-wide – and it is something to be excited about! We ensure the quality of the services remain while offering more flexibility and customization to our members' specific needs. All this while maintaining and building relationships to take us into the next generation together. Change can be challenging, but in line with our mission to deliver progressive services and programs for dairy herd management, change – although not a criticism of our past – becomes essential to fit the needs of all Canadian dairy farmers. 🇨🇦

AGM

NOTICE OF THE ANNUAL GENERAL MEETING

The members of the Holstein Association of Canada are duly convened to the Annual General Meeting of the Association on Saturday, July 10, 2021 in Ottawa, Ontario.

Understanding that we may not be able to host all who would like to attend, Holstein Canada will be livestreaming the AGM online. Regardless of where they are, members will be invited to review the Board, Committee and 2020 financial activities, and to discuss resolutions brought forward by the members. Special awards and recognitions will be unveiled.

The in-person plans for the AGM are dependent on health regulations. We are hoping to connect with members in-person, but the online stream will allow all members across Canada to take part in the meeting.



CONGRATULATIONS TO THE
2020 Master Breeders

ALTONA LEA
Ontario

DUHIBOU
Quebec

RAYPEL
Quebec

BIRKENTREE
Prince Edward Island

FLECHEDOR
Quebec

ROBEL
Quebec

BOULET
Quebec

KUIPERSCREST
Ontario

RONBETH
Ontario

CLAYHAVEN
Ontario

LAVENDER
British Columbia

ROYOLAIT
Quebec

DONFIELD
Manitoba

LELLAVAN
Nova Scotia

THORNSPYC
Alberta

DREWHOLME
Ontario

MACPES
Quebec

VALLEYVILLE
Prince Edward Island

DUALANE
Ontario

MIRELLA
Ontario



Bazooka



Jasmine

HENDERCROFT FEVER BAZOOKA

EX-96-4E-CAN 3* (15/0) | 41* in the family

BORN: 02 SEPT 2011, Ontario

BREEDER/OWNER: Herbert Henderson

Lifetime: 6 Lact. 73,580 kg F 4.6% P 3.5% 252-312-278

Best lactation: 6yr 5th lact. 305d 15 109 Kg F 4.6% P 3.6%

3 Superior Lactations (4yrs, 5yrs, 6yrs)

3 Daus 100% GP+ 0EX 3VG 0GP

3 Daus Me AVG: 12,179 kg F 4.2% P 3.2% 232-267-241

All-Ontario 2017 & 2018

Grand Champion Carleton-Russell 2015-16-17-18

East ON Champion 2017

With a 96-point ranking, several exhibition victories, and an impressive production, Bazooka covers all areas! Along with her mother, Gumball, she is part of Canada's first EX-96 mother-daughter combination – the two of them will also be the cover girls at the National Convention in Ottawa this July.

Always ready for shows, Bazooka is just beginning her career as an embryo producer, and is ready to meet the worldwide demand for her offspring. In addition to her many individual titles, she helped the Hendercroft herd receive an All-Canadian nomination in 2017 and an All-Canadian Reserve title in 2018. In addition to her prowess in the show ring, Bazooka is also very profitable in the barn, having achieved three superior lactations in the space of three calendar years. Winner of a Super 3, she has produced to date 73,580 kg at 4.6% fat.

Bazooka follows in her mother's footsteps in her exceptional breeding qualities, having 16 sisters also classified EX. Several of Bazooka's daughters are already making their mark, as her first three daughters are all classified VG-87. We can definitely state that Bazooka's influence will continue to grow at Herdercroft for a long time to come and beyond!

KNONAUDALE JASMINE

EX-96-4E-CAN 7* (11/25) | 33* in the family

BORN: 25 JAN 2009, Ontario

BREEDER: Knonaudale Farms Inc.

OWNER: Kingsway Farms

Lifetime: 6 Lact. 77,382 kg F 4.5% P 3.5% 238-288-261

Best lactation: 8yr 6th lact. 305d 13,591 Kg F 4.9% P 3.3%

1 Superior Lactation (8yrs)

13 Daus 100% GP+ 4EX 7VG 2GP

15 Daus ME AVG: 12,332 kg F 4.6% P 3.4% 233-289-252

Res. All-Canadian 2017 / All-Ontario 2017

Grand Autumn Opp. 2017 /Grand Northumberland 2017

Grand Stormont 2014 / Res. Grand Northumberland 2013

Worthy daughter of Goldwyn, Knonaudale Jasmine is a model of versatility and power: both on the farm and in the ring, the industry is demanding the genetics of this impressive cow more than ever!

Around the world, Jasmine and her offspring have earned a reputation for excellence. With seven stars to her credit, five daughters classified EX in Canada and the United States, and many more daughters to calve in several countries, Jasmine's lineage will continue to develop and certainly be worth watching for a long time to come. Her 12 classified daughters have an average final score of 89 points and their average adult equivalent production is over 12,000 kg at 4.6% fat - enough to charm and convince any skeptic! Jasmine's exceptional record of 97 points for her Mammary System and Feet & Limbs, as well as a lifetime production of more than 77,000 kg in 6 lactations, has everything to make a splash on the international markets!

Jasmine is a Canadian emblem of production, conformation, fertility and great market opportunity. Who could ask for anything more?

These are the four finalists for your pick of Cow of the Year!

Each prefix or client ID is entitled to one vote. The announcement of the 2020 Cow of the Year winner will be made at Holstein Canada's Annual General Meeting of Members.

The voting ends Friday, April 30, 2021. Vote one of these four easy ways:

1. ONLINE WEB ACCOUNT
2. E-MAIL cowoftheyear@holstein.ca
3. MAIL Postage-paid ballot20 Corporate Place P.O. Box 610
Brantford, ON N3T 5R4
4. FAX 519-756-5878



Lynzi



Summer

IDEE WINDBROOK LYNZI

EX-95-2E-CAN | 59* in the family

BORN: 05 MAR 2014, Prince Edward Island

BREEDER: Idee Holsteins

OWNERS: Richard W. & Shannon Allyn, Frank A. & Diane Borba,
JM Valley Holstein and Stephane Gendreau

Lifetime: 4 Lact. 57,161 kg F 4.5% P 3.4% 254-301-262

Best lactation: 5yr 4th lact. 305d 13 560 Kg F 4.5% P 3.2%

6 Daus 100% GP+ 0EX 6VG 0GP

6 Daus Me AVG: 12,914 kg F 4.2% P 3.4% 244-280-262

Grand Champion Royal 2019 / H.M. Gr. Champ. Royal 2017

All-Canadian 2017-2019 / Res. All-Canadian 2016-2018

Grand Quebec Spring 2016 / H.M. Grand Quebec Spring 2019

Lynzi is an exceptional cow who, from an early age, has made a name for herself in the judging arenas. Although she comes from a well-known family that has caused a sensation at the biggest shows - including Idee Lustre - Lynzi has made her own mark and will undoubtedly leave a deep impression on the Holstein breed.

With 57,161 kg of milk and over 2,500 kg of fat produced in only four lactations, Lynzi proves that she is not only a beauty queen - she earns her spot in the barn! This Windbrook daughter is just like the Canadian Holstein: excellent conformation and high production.

Winner of several titles, including Supreme Grand Champion at the 2019 Royal Winter Fair, she is also known for passing on excellent genetics. Lynzi has 21 daughters despite her consecutive show appearances every year. Lynzi's daughters have inherited their dam's femininity and presence. Six of her daughters are now classified and they are all VG at their first calving. Several offspring are still to be born, confirming a glorious and promising future for Lynzi's proud owners!

WALNUTLAWN MCCUTCHEN SUMMER

EX-94-2E-CAN 8* (5/38) | 136* in the family

BORN: 11 FEB 2013, Ontario

BREEDER: Walnutlawn Farms Limited

OWNER: St John River LLC

Lifetime (In Canada): 3 Lact. 27,218 kg F 4.5% P 3.1% 267-331-269

16 Daus 100% GP+ 1EX 13VG 2GP

15 Daus Me AVG: 13,550 kg F 4.2% P 3.3% 256-289-268

Nom. All-Canadian 2016 / Nom. All-American 2016

6th SR.3-YR Royal 2016 / 3rd SR.3-YR Oxford 2016

The depth, modernity and solidity of Summer's genealogy is what jumps out at you when you look at this cow. She herself is EX-94 2E and completes 13 generations of cows bred only in Canada classified as VG or EX. With Glen Drummond Splendor as her fifth dam and several brothers in A.I., Summer exemplifies what it means to be an outstanding Canadian matriarch!

With a first calving at only 22 months of age and a production of 10,438 kg in 305 days during this first lactation, Summer's future looked very promising. Today, barely eight years old, Summer already has 16 classified daughters - including her oldest who is EX in her 3rd lactation. Her sons also stand out - Sidekick, Select, Summerfest and others are among the most popular and in demand of the breed. Her granddaughters are a sensation in many barns around the world, too!

Nominated All-Canadian in 2016, Summer won the adult cow class at the last Ontario Summer Invitational Show, proving without a doubt her remarkable development and longevity. On the same day, her son Sidekick was named First Sire of Heifer Judging at this show. Summer is a 100% Canadian cow that is highly respected and admired internationally!

HOLSTEIN CANADA AWARDS

THE ANNUAL HOLSTEIN CANADA AWARDS are given to individual animals and herds owned by Holstein Canada members. While no physical awards will be mailed out, the complete list of winners is available on the Holstein Canada website; click on Awards - Lists - Holstein Canada Awards and choose the Award you would like to check the full file. Then click on the Download Full Results button.

The Awards are based on lactations terminated in 2020. The total production for the entire lactation is indicated. Animals must be registered and of at least 75% purity. Information listed is the days in milk, type of housing, milking system, classification, owner and province.

THE 2020 TOP PRODUCERS OF EACH AWARD CATEGORY ARE LISTED BELOW; FOR THE COMPLETE FILE FOR EACH AWARD, GO TO THE HOLSTEIN CANADA WEBSITE AND CLICK ON THE BUTTON TO DOWNLOAD THE EXCEL FILE AND FILTER BY COLUMN.



DAILY PRODUCTION CHAMPION: Top value per day of life

- Animals must be 60 months of age or older and have completed a minimum of four lactations.
- Animals are ranked in order of top kilograms of milk per day of life. Total milk, fat and protein values are divided by the number of days of life (birthdate to completion of lactation).

RANKING	ANIMAL NAME	MILK	FAT	PROT	COMP	RANK	AGE	LACTS	DAYS	MILK	FAT	PROT	COMP	HOUSING	FREQ	CLASS	FARM NAME	PROV
1	ROYOLAIT MARIJO LAUTHORITY	43.6	1.9	1.5	3.39	1	8	5	2814	122759	5413	4121	9534	T	2	VG-88-4YR	FERME ROYOLAIT INC	QC
2	ALBADON LETITSNOW CARROT	40.4	1.4	1.1	2.57	2	7	5	2503	101190	3593	2846	6439	F	3	VG-85-4YR	ALBADON FARMS LTD	ON
3	RAINHOLM SARGEANT 0690	39.6	1.3	1.1	2.38	3	7	5	2725	107988	3395	3083	6478	F	2	VG-85-2YR	FERME ESTERMANN INC	QC
4	SUNNYBROOKE STEINWAY AMY	39.2	1	0.9	1.94	4	8	5	2755	107860	2875	2462	5337	F	9	G-78-2YR	SUNNYBROOKE FARMS	ON
5	BUROCO GERARD TARA	39	1.4	1.2	2.61	5	9	6	2958	115255	4182	3535	7717	T	2	GP-83-3YR	FERME BUROCO INC	QC



HERD OF DISTINCTION AWARDS: Total lifetime production of animals in the herd

- Includes all cows in the herd having completed a lactation in 2020
- Lifetime milk production of all animals in the herd who have completed a lactation in 2020 are used to calculate the Milk Herd average.
- Grouped by herd size

HERD			TOTAL				MILK		
Herd	Farm Name	Animals	Milk	Fat	Prot	Milk Avg	Housing	Freq	Prov
20-39	ELKA HOLSTEINS	39	1,886,519	76,800	62,941	48,372	T	2	QC
40-49	MILKY LANE	49	2,428,712	94,644	78,239	49,566	-	-	ON
50-59	BERTRAND BOUTIN & FILS INC	55	2,271,846	98,224	73,956	41,306	T	3	QC
60-69	FERME LAITXPERT INC	62	2,428,500	97,161	82,151	39,169	T	2	QC
70-89	FERME DEL RIO	73	3,131,908	142,675	105,381	42,903	T	2	QC
90-129	NIEUWENHOF & ASSOCIE INC	113	4,562,776	179,114	148,175	40,379	F	2	QC
130+	FERMES VERHAEGEN INC	233	9,810,339	401,748	324,192	42,104	F	2	QC



OUTSTANDING PRODUCTION CHAMPIONS: Top production values by age

- Top total milk by age at completion of their last lactation in 2020, within their age group
- Looking at performance at the same age

ANIMAL NAME	AGE	LACTS	MILK	FAT	PROT	RANK	HOUSING	FREQ	CLASS	MEMBERSHIP NAME	PROV
ALBADON ACEHIGH JAINA	2	1	20566	758	615	1	F	3	VG-85-3YR	ALBADON FARMS LTD	ON
BEAUCOISE ALTAROBSON RUBY	2	1	20163	770	686	2	F	R	GP-84-2YR	LES FERMES TURMEL INC	QC
ALBADON HOTROD TONGY	3	2	41762	1362	1300	1	F	3	VG-85-3YR	ALBADON FARMS LTD	ON
LARELEVE marty 643	3	2	41449	1270	1246	2	F	2	GP-81-2YR	NIEUWENHOF & ASSOCIE INC	QC
LARELEVE SUPERSIRE 597	4	2	65887	2244	2125	1	F	2	GP-81-2YR	NIEUWENHOF & ASSOCIE INC	QC
ALBADON LOPTIMUM LANA	4	3	60669	2346	1890	2	F	3	VG-88-4YR	ALBADON FARMS LTD	ON
MARSFIELD G I B BRAWLER FONTAE	5	4	74006	2830	2282	1	F	2	VG-86-3YR	GERT & SONJA SCHRIVER	AB
ALBADON MONTREAL LOVIN	5	3	73079	3017	2224	2	F	3	GP-80-3YR	ALBADON FARMS LTD	ON
ALBADON LETITSNOW CARROT	6	5	101190	3593	2846	1	F	3	VG-85-4YR	ALBADON FARMS LTD	ON
MARSFIELD LET IT SNOW SAM	6	4	89056	3270	2811	2	F	2	GP-83-3YR	GERT & SONJA SCHRIVER	AB
ROYOLAIT MARIJO LAUTHORITY	7	5	122759	5413	4121	1	T	2	VG-88-4YR	FERME ROYOLAIT INC	QC
RAINHOLM SARGEANT 0690	7	5	107988	3395	3083	2	F	2	VG-85-2YR	FERME ESTERMANN INC	QC
SUMMITHOLM MANIFOLD ERICA	8	7	119690	4806	3766	1	F	3	GP-83-4YR	JOE LOEWITH & SONS LTD	ON
GEN-I-BEQ LAVAMAN PLUME	8	6	116363	4915	3915	2	T	2	VG-87-5YR	FERME PARKHURST INC	QC
SUNNYPOINT 1357 BAXTER	9	7	134059	4917	4210	1	F	3	VG-87-7YR	SUNNY POINT FARMS LTD	NS
SUMMITHOLM MANIFOLD JAVIERA	9	8	132725	5079	4217	2	F	2	GP-82-2YR	JOE LOEWITH & SONS LTD	ON
NEW MARS SANCHEZ EASTERN	10	7	141050	4902	4281	1	F	2	EX-90-5E	NEW MARS DAIRY LTD	AB
NEW MARS DENISON EARNMART	10	8	138816	5145	4398	2	F	3	VG-88-8YR	NEW MARS DAIRY LTD	AB
FROHLAND RE DESIGN HELEN	11	9	153554	5769	4853	1	T	2	VG-85-4YR	FREILAND HOLSTEIN	QC
GERLEID DENZEL TAFFY	11	8	143117	5394	4625	2	T	2	VG-87-3YR	HOFTYZER FARMS LTD	ON
MARK-A-VALLEY WILDMAN AIMEE	12	9	160279	5589	4778	1	F	2	EX-90-4E	MARK-A-VALLEY FARM	ON
BERGITTE SPIRTE SNOW	12	9	151363	5885	4406	2	T	2	VG-87-9YR	BERTRAND BOUTIN & FILS INC	QC
LEGAULT GOLDWYN GUYLAINE	13	10	185006	7338	6041	1	T	2	EX-90-7E	FERME GUYETTE & FILS S.E.N.C	QC
ELKA INN T ERIKA	13	10	161345	5771	5267	2	T	2	VG-87-4YR	ELKA HOLSTEINS	QC
BERTHELY FBI JENY JUSTICE	14	11	147010	6391	4992	1	T	2	EX-90-8E	FERME BERTHELY INC	QC
AVELINE MASTER SHINE	14	9	145480	5819	4926	2	T	2	EX-91-6E	AVELINE HOLSTEINS 2005 LTD	ON
FRUEH DB MISS	15	10	164207	6365	5425	1	F	2	VG-87-7YR	FRUEH FARMS LTD	BC
VANVALLEY EPIC SIIRI	15	12	163607	5398	4788	2	F	R	EX-90-9YR	VANVALLEY FARM LTD	BC
RAINVY TALENT JANETTE	16	10	171933	5759	5521	1	F	2	VG-88-4YR	FERME MARLOU INC	QC
JANOT TOPNOTCH CLEMENTINE	16	11	150375	6082	5129	2	T	2	EX-92-9E	FERME JANOT	QC

LEGEND: HOUSING: T = TIE-STALL F= FREE-STALL FREQ.: R = ROBOT

April Proofs Changes

New Composite Indexes for Major Scorecard Type Sections

Canadian dairy farmers are probably aware that major changes on Bull Proofs happen during the April proof releases. This is when the largest changes and re-rankings of males and females occur and when population averages are updated. Normally we see a general drop in the numbers because of the genetic progress made year by year.

However, for the upcoming April 2021 round, expect to see slightly larger changes on the major section traits - Mammary System (MS), Feet & Legs (F&L), Dairy Strength (DS), and Rump (RU) - as well as on the conformation evaluation.

What is changing and how does it affect the Proofs?

In technical terms, the four major section traits and the overall conformation evaluation are turning into composite indexes. In practical terms, the proof values will be more reflective of the Classification changes to the individual traits within that section according to their weight. Another positive aspect is that the conformation major sections become decorrelated from traits in other sections that have unfavourable impacts on conformation, allowing for producers to concentrate on the trait they wish to improve without having to be concerned about simultaneously gaining on a trait they want to steer away from. For example, nowadays stature has a strong correlation to the mammary system proof (Improved MS = increased Stature); with the new composite indexes, selecting for a better MS will not result in such a dramatic increase in stature anymore. The change will also allow for a better comparison between older and younger bulls.

Big gains for a small loss

Nowadays, the evaluations for the five scores are generated directly from the phenotypic scores from each section, which are then weighted to generate the conformation proof number. Therefore, if a bull has his daughters scored, on average, 81 points on mammary system, his proof is going to be higher compared to a bull with an average of 80.5 on his daughters.

There is a significant “loss”, however, of switching the evaluations to composite traits. Defective traits will no longer be accounted for in the section proofs and final score proofs anymore. That is because the defects affect the score of the section – for example, a high tailhead brings the rump score down. Nonetheless, a bull’s defect information will still be available on CDN website, under the “Type” tab of a bull.

Defective Characteristics							
Mammary System		Feet & Legs		Dairy Strength		Rump	
Short Fore	1	Boggy Hocks	2	Weak Crops	3	Recessed Trailhead	-1
Short Rear	1	Lacks Bone		Weak Back	1	High Tailhead	1
Lacks Udder Shape	2	Crampy		Not Well Sprung	1		
Unbalanced Quarter	3	Rear Legs Back	-2	Lacks Balance	2		
Blind Quarter		Toes Out Front	-7				
Webbed Teat							
Front Teats Back							
Rear Teats Back							

Example of a bull’s descriptive defects characteristics. A negative value means his daughters have that defect more frequently than the population average, while a positive value tells it is less frequent than the average.

The issue is that it doesn’t take into account when the daughters were classified. For example, if the daughters of one bull were scored before some adjustment to the classification system, the final scores are not “updated”. That is not desirable because older bulls do not have their proofs adjusted according to the classification program changes. For example, an older bull that sired daughters with short and closely placed teats would have an inflated mammary system proof because his evaluation wasn’t adjusted to the current classification system. By introducing the indexes, the comparison between older and newer bulls is more fair.

Take-Home Messages

A certain level of re-ranking is expected for the April round of proofs, especially for older bulls – which had the majority of their daughters scored with different weights on the scorecard. This change is a very important move as it decorrelates selection for undesired traits (such as stature if you are selecting for mammary system) and adjusts the proofs of older bulls for better comparison. It is important to note that other countries have adopted a similar approach with success, so it should be beneficial for the Canadian dairy producers too.

Reference Manual Released for proAction Environment Module

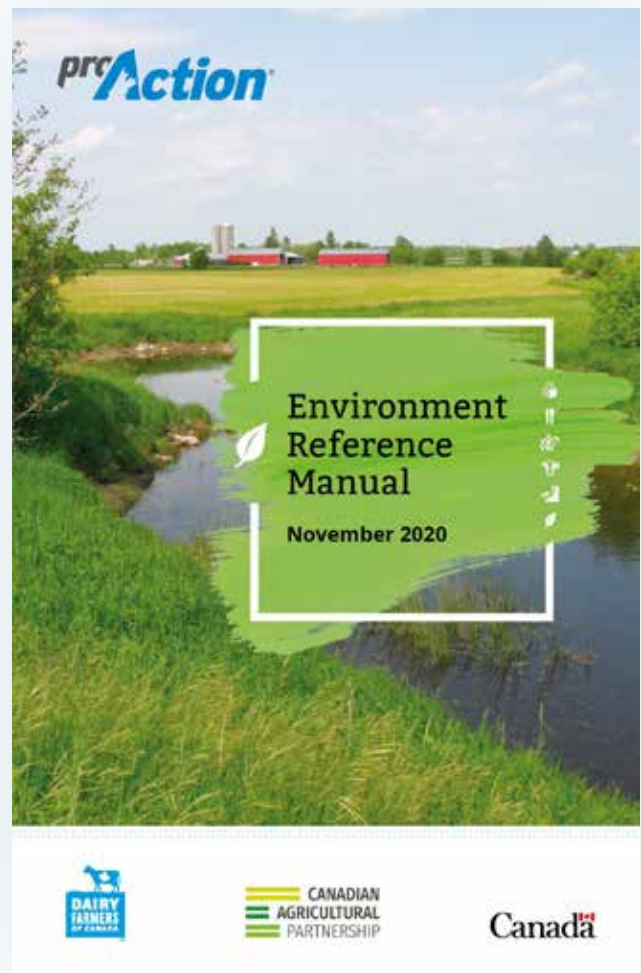


DFC HAS FINALIZED the requirements and released the Reference Manual for the Environment module of proAction, which will come into effect on September 1st, 2021. The manual outlines the Environment module's five requirements designed to mitigate risks and promote positive action on dairy farms.

As previously announced, the module's foundational requirement is the Environmental Farm Plan (EFP) or, in the province of Quebec, the Agri-environmental Support Plan (Plan d'accompagnement agroenvironnemental, PAA) or PAA-equivalent. This requirement enables farmers to develop and implement individual action plans, evaluating areas of strength while addressing areas with improvement opportunities.

The second requirement, the Environmental Questionnaire, allows farmers to assess the use of on-farm practices related to soil health, greenhouse gas emissions, biodiversity, silage seepage, and plastic waste. Through this exercise, farmers can note positive actions they already take while learning about new ideas to consider embracing. The aggregated information will help the industry describe practices undertaken to advance environmental stewardship.

The remaining requirements aim to reduce the risk of contamination of soil, groundwater and surface water from wastewater and manure, and to make the best use of manure and other nutrients on the farm.



Long before they became part of the collective consciousness, environmental protection and animal welfare were fundamental to Canadian dairy farmers' values. But public perception has not always kept pace due to the rising spread of misinformation about dairy consumption and the production process. As interest grows from both industry stakeholders and society in the environmental sustainability of agricultural systems, farmers have a vested interest in taking their stewardship to the next level under the transparency of proAction. Careful oversight of environmental resources carries benefits such as the further enhancement of soil health and biodiversity, the preservation of the quality of land and water, the reduction of the carbon and environmental footprint, and the ability to provide consumers with the dairy products they love for generations to come.

The Environment Reference Manual is now available at www.dairyfarmers.ca/proAction, along with a variety of fact sheets and other resources. Farmers are encouraged to contact their provincial dairy association for further information.

DairyTrace and NLID

DAIRYTRACE is a national animal traceability program administered by Lactanet Canada in partnership with Dairy Farmers of Canada (DFC). Alongside DFC's proAction® initiative, DairyTrace provides protection, prosperity and peace of mind to the Canadian dairy industry and its customers.

For the protection of animal health, public health and food safety, data is collected within the DairyTrace system and stored for emergency management. This information is required by the Federal Government as Part XV of the Health of Animals Regulations of dairy bovine animals in Canada under the direction of the Canadian Food

Inspection Agency (CFIA).

DairyTrace takes advantage of existing structures, systems and solutions within the Canadian dairy cattle sector, including partnerships with Agri-Tracabilité (ATQ) / Attestra and Holstein Canada.

Where do I order dairy tags?

Outside Quebec, dairy producers will continue to purchase dairy bovine tags via the **National Livestock Identification for Dairy (NLID)** program. Tag ordering, along with DairyTrace customer service, are provided by Holstein Canada on behalf of Lactanet.

Where do I order my nationally-approved Dual Dairy Tag and Single White Button Tag sets?

Order Dairy Tags by:

Phone: 1-877-771-6543

Email: order@nlid.org

Fax: 519-756-3502

Holstein Web Account: www.holstein.ca

Questions? Contact NLID 1-877-771-6543 or DairyTrace 1-866-55-TRACE

For Dairy producers living in the province of Quebec, you can continue ordering tags directly from Agri-Tracabilité (ATQ) / Attestra. Call 1-866-270-4319 or 1-450-677-1757 for more information.



Correction

In the Farm Profiles in the January/February issue of *InfoHolstein*, we incorrectly spelled the name and prefix of the farm from Ontario. It should have been Greiden; Holstein Canada regrets the error.




CLASSIFICATION SCHEDULE

Holstein Canada maintains its Essential Status nationally for on-farm services. However, as the COVID-19 pandemic is an ever-evolving situation, we will continue to follow and adhere to provincial and regional guidelines and restrictions.

As such, the Classification schedule may fluctuate. Please go to the Classification Schedule on the Holstein Canada website for the most up-to-date information related to our Field schedules. Here, you will also find our biosecurity protocols and on-farm operational plans.

Holstein Canada continues to take all matters related to COVID-19 seriously. Since the Association's services have been deemed essential by all provinces, we want to ensure you that we are taking every method possible to maintain the safety of our employees, our members, and the dairy industry. This way, we can remain in line with our vision: A Healthy Canadian Dairy Industry for All.

If you have any questions, please email Classification@Holstein.ca. 

Each issue, we'll be publishing a selection of the Top Sire charts you can now find on our website. Go to www.holstein.ca to see the full range of reports!

Based on 1st Lactation Classifications December 2020/January 2021

Top Sires According to Average Final Score with 100+ Daughters Classified in Two-Month Period

Sire	Daughters Classified	Avg Daus Score	Avg Dam Score
DOORMAN	146	82.21	82.61
UNIX	399	82.05	82.11
FUEL	103	81.85	81.48
IMPRESSION	370	81.72	81.83
CONTROL	125	81.46	81.25
HIGH OCTANE	194	81.40	81.91
MIDNIGHT	158	81.04	81.28
THOREAU	209	81.02	80.85
BREWMASTER	159	80.89	80.92
LAUTRUST	326	80.64	80.81

Top Sires According to Average Final Score with 30-100 Daughters Classified in Two-Month Period

Sire	Daughters Classified	Avg Daus Score	Avg Dam Score
SIDEKICK	86	82.85	82.92
JACOBY	61	82.64	83.07
DELTA-LAMBDA	47	82.38	82.17
APPLE-CRISP	75	82.36	82.73
ARMY	42	82.36	82.40
CHIEF	77	82.32	83.16
DOC	66	81.92	81.35
DENVER	69	81.90	82.71
KINGBOY	66	81.68	81.91
DELTA	57	81.47	81.63

NOTE: Daughters are included in the statistics if they had their last milk test in the last three-month period.



**Dear Customer
Service Team**

How can I check to see if my address, phone number or email is up to date?

Answering this month's question is **Steven Bouchard**. Steven works with our Client Service team and has the awesome job of setting up your account and membership with Holstein Canada. For over the eight years, he has been watching a number of unique prefixes and farm names come in from across Canada.

Your contact information is easy to view and edit under your Holstein Web Account.

Access your Holstein account anytime!

VIEW/EDIT PROFILE DETAILS

- Update Contact Info - Email, address, phone
- Add a URL for website or Facebook
- Membership details
- Reset Passwords



Do you need some assistance?

Do you want to set up a Web Account?
Contact us toll-free at 1-855-756-8300 ext. 410,
or email CustomerService@holstein.ca.



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