

HOLSTEIN CANADA STRATEGIC PLAN 2019-2021



OUR VISION

A healthy Canadian dairy industry for all

OUR MISSION

Delivering progressive services and programs for dairy herd management

OUR VALUES

Service Excellence, Integrity, Accountability, Business Sense, Passion, Innovation



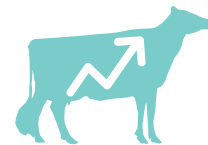
PRODUCER ENGAGEMENT

To cultivate two-way business relationships with producers



YOUTH ENGAGEMENT

To engage with the next generation of producers



GROWTH & VALUE

To evolve Holstein Canada services in a changing dairy industry



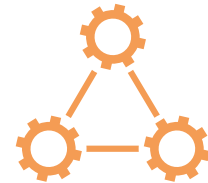
ON-FARM SERVICE EXCELLENCE

To consistently deliver efficient and effective on-farm services across Canada



VALUE-ADDED TECHNOLOGY

To deliver timely, strategic and data-driven solutions



BUSINESS CONNECTIONS

To build and maintain strategic business connections

OUR IDEAL FUTURE

- Holstein Canada is an essential business partner to all Canadian dairy producers.
- Whether on-farm or online, all dairy producers value Holstein Canada programs and services.
- Our team members offer unbiased consultation, informative resources and quality services that add value to every farm's bottom line.
- We continually enhance our user-friendly service options.
- Holstein Canada continues to align and collaborate with stakeholders to increase industry efficiency for the benefit of Canada's dairy producers.