

info Holstein

April/May 2014 issue no. 127

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



2014

National Holstein Convention
Follows the Rhythm



THANK YOU!

Suivez le rythme! Follow the rhythm!

HOLSTEIN CANADA SHERBROOKE 2014 CONGRÈS • CONVENTION

Holstein Canada would like to recognize the generous support of the following organizations that helped make the 2014 National Holstein Convention a resounding success!

PLATINUM SPONSORS



AGROPUR
Coopérative laitière

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



À LA CARTE

Promutuel
Financière agricole du Québec
Royal Bank of Canada
Animat

National Bank
Conseil québécois des races laitières (CQRL)
Select Sires
Westfalia Surge Canada

YOUR HOSTS



Holstein Québec



Editor Christina Crowley
Communications Coordinator Jennifer Kyle
Chief Executive Officer Ann Louise Carson

Board of Directors

President Mario Perreault, Qc
450-839-7190
vieuxsaule@satelcom.qc.ca

Vice-President & Board Chair John Buckley, ON
705-324-4017
jkbuckley@live.com

2nd Vice-President Robert Chabot, QC
418-596-2230
rchabot@genibeq.com

Richard Bosma, BC
604-557-1769
rjbosma@hotmail.ca

Orville O. Schmidt, AB
780-986-5746
southrisegen@yahoo.ca

Ron Boerchers, SK & MB
204-447-2047
rainyridge@mymts.net

Gerald Schipper, ON
519-765-4614
skipwell@amtelcom.net

Doug Peart, ON
905-768-5163
peartome@live.com

Ron Sleeth, ON
613-353-2475
eilevale@kingston.net

Elyse Gendron, QC
450-265-3147
e.gendron@xittel.ca

Gilles Côté, QC
418-343-2597
lacnor@hotmail.ca

Harry Van Der Linden, ATL. CAN
902-863-3063
linden@ant.eastlink.ca



Design by Blueprint Agencies Inc.
10 Scott Ave., Paris ON 519.442.1242

Printed in Canada by BECK'S PRINTING
75 Empey St. Brantford, ON



LOCATED IN QUÉBEC'S picturesque Eastern Townships, Sherbrooke and the 2014 Convention organizing committee set the scene for a fantastic 2014 National Holstein Convention complete with great cows, great people, great music and of course, a great time had by all Convention attendees.

ON THE COVER: Rachel Guay, Raymond, Kevin & Brian Favreau of Ferme Roggua.

contents

- 4 **President's Message: Shaping the Future**
- 14 **Young Leaders add Vibrancy & Enthusiasm to 2014 Convention**
- 16 **Top Classifying Herds in Canada of 2013**
- 20 **GT Codes**

by Outgoing Holstein Canada President,
Richard Bosma, Abbotsford, BC



Shaping the Future

The year is 1910. The New York Times announces that Washington D.C. is abuzz as President Howard Taft has dispatched staff to Union Station to pick up a registered Holstein cow, a gift from a Wisconsin senator. "Pauline" is transported back to the Executive Stables and permitted to graze on the rear lawns of the White House as she supplies milk and butter for the First Family.

Over the last century, public perception of dairy farming has certainly changed. Milk must now be promoted as safe, healthy, nutritious and affordable. Consumers also wish to be assured that dairy products are produced under conditions of responsible animal care and best management practices. The dairy industry has responded positively as food safety protocols and cow comfort have never been better.

Great gains have been made in genetics, nutrition, and management resulting in an incredible 400% increase in milk production per cow in the last five decades. Environmental advocates will be pleased to know that the carbon footprint of a liter of milk produced today is estimated to be only 40% of what it was 50 years ago.

Together, Holstein Canada and Canadian DHI collect DNA, milk

samples, conformation and body condition scores, disease events and breeding information. This enables Canadian Dairy Network (CDN) and others to conduct ongoing genetic and genomic research that will reap benefits such as improved animal health and fertility, less lameness, lower somatic cell counts, the management of recessive genes and the proliferation of polled genetics.

Through participation in the DairyGen council, Holstein Canada helps support and prioritize Dairy Cluster 2 research. This ensures that major funding provided by Dairy Farmers of Canada and Ag-Canada is steered towards optimal projects that boost producer efficiencies and alleviate consumer concerns. As well, Holstein Canada continues to lobby for full animal traceability and Johnes control measures.

Holstein Canada also actively supports DFC in their ProAction program knowing this will enhance our collective image. Excellent cooperation between all industry partners places us in an enviable position. **Together we are shaping our future by displaying leadership in improving human nutrition, sustainability and animal welfare.** 🐄

THANK YOU to Richard Bosma for a highly-rewarding year as President. Richard travelled 110 days throughout 2013 to fulfill his duties as President and did a wonderful job.



The Power of One = the Success of Many

by Holstein Canada Chief Executive Officer, Ann Louise Carson

AS YOU READ these few lines, the snow has melted (hopefully!) and spring work lies ahead. How refreshing, especially after such a tough winter from coast-to-coast in a great (and gold medal!) country.

Spring also means another Holstein Canada AGM and National Holstein Convention is behind us. And what a convention it was! Hats-off to the amazing Sherbrooke Convention committee, under the leadership of Angus MacKinnon and Thierry Jaton (pictured at right), and the Holstein Québec Branch for the amazing teamwork. I am sure the 600+ members who were fortunate enough to attend did some very useful networking and saw outstanding cows and farms. Hearing about the road to success of our Master Breeders is always inspiring.

All of these activities 'make' the convention. What is also very motivating is the interest and support members have for our Annual General Meeting. It is my personal favourite - and no, not just because I am carrying out my professional duties as your CEO. Democracy simply fascinates me and I never take it for granted. So many countries still struggle to have this basic freedom.

What inspires me is the 'power of one': one member, one voice, one vote. Let me explain. It is easy to use clichés such as 'grassroots association'. What I saw in the meeting room at the Sherbrooke AGM was how Holstein Canada exemplifies the definition of grassroots. One member can truly make a difference – especially during the Resolution process. YOU, as one member, can influence the direction YOUR Board of Directors will take for YOUR association.

Members attending the Sherbrooke AGM, along with others viewing the live stream online, reviewed 11 resolutions of which 8 were passed by the membership. The Board of Directors took notice of these resolutions at their meeting immediately following the AGM and will continue to do so at future meetings, as strategies are developed. Although resolutions are not binding to the Board of Directors, rest assured they are taken very seriously and put in context of other projects and policies. What greatly impresses me is each of these 11 resolutions followed the same path.

- an idea emerged from one member, or perhaps from a coffee conversation between a few members or over a family meal, often as a follow up to a specific on-farm situation. The idea was then taken to the local club to be discussed. Some made it past that stage, some not: local members made that decision.
- it is then onto the Branch level for more discussion. This step is not obligatory but certainly gives credibility to the process. And causes more great discussion! It always impresses me to hear members defend their ideas with such passion and detail at the Branch AGMs.



LEFT TO RIGHT: Convention Co-Chair Thierry Jaton, President of Holstein Québec Denis Tremblay, Ann Louise Carson, Convention Co-Chair Angus MacKinnon and President Richard Bosma.

- Branches (or individuals) then pass along resolutions to the Holstein Canada AGM. If resolutions do not reflect a clear vision, members never hesitate to speak to both sides of a resolution during the time allotted at our AGM. This is so very healthy.
- It is very interesting to see despite the 8,000 km between members, and our regional diversity, so many resolutions brought up in one corner of the country are of great interest/concern for all.

Obviously, not all ideas make it to all levels, as in a democracy, we govern by majority and not for specific interests. However, if you have a specific area you want to change or influence, chances are, many of your fellow members share your view. To do so, this idea has to be part of the democratic process. Saying 'ah well, my idea won't fly' is false. That is like saying there is no use breeding a cow, as she won't conceive. Yes, at times, you have to know when it is time to move on (or in this case, have the cow move on!). On the other hand, if the cow does not get bred, you are absolutely right: she will never calve!

So next time a great idea comes up while you are milking or sharing a meal, please take it to the next level. The power of one is greatest when it becomes the success of many.

Happy spring! 🐄



2014 NATIONAL HOLSTEIN CONVENTION

Follows the Rhythm

SHERBROOKE HOSTS OVER 600 HOLSTEIN ENTHUSIASTS FROM ACROSS CANADA

Located in Québec's picturesque Eastern Townships, Sherbrooke and the 2014 Convention organizing committee set the scene for a fantastic 2014 National Holstein Convention complete with great cows, great people, great music and of course, great networking by all Convention attendees.

AFTER ONE FINAL BLAST of winter the previous weekend, it was nothing but sunny skies and near-spring-like temperatures as Canada's Holstein enthusiasts descended on Sherbrooke for the 2014 National Holstein Convention. While traditional convention events such as the Master Breeder Banquet, farm tours, show and sale, and the Young Leader program remained highlights on the schedule, all of the activities planned by the Committee were certainly well-attended and enjoyed by all! Following in line with last year's well-attended AGM, this year's meeting was also held on Saturday morning before the Master Breeder festivities in the evening. This timing proved successful again this year as over

300 people were in attendance for the annual general meeting and guest speaker. The 2014 National Holstein Convention planning committee did an excellent job of organizing a wonderful convention and attendees were warmly welcomed to the Eastern Townships with food, fun and, of course, great Holstein cows! The 2015 National Holstein Convention will be held April 8 – 12, 2015 in Moncton and Fredericton, New Brunswick, and while this will be another great event to look forward to, let's first take a few moments to look back on the fantastic happenings at this year's National Holstein Convention!

Convention Show & Sale

Taking over the Colisée Desjardins in Victoriaville, Québec's Expo Printemps Spring Show was the first show of the season in Québec featuring both a Black and White show and a Red and White show. Many well-known herds brought fantastic animals to the ring making both shows exciting for both exhibitors and spectators alike.

RED & WHITE SHOW

Charged with the task of judging the Red and White show was Éric Héту of Warwick, QC. Judge Héту sorted through 74 top quality animals. At the end of the day, it was first-placed Mature Cow, *Blondin Mr Burns Laurence* who was named Grand Champion of the show for owners Ferme Blondin and Carlos I Herrera of Saint-Placide, QC. Taking Reserve Champion honours was the second-placed Mature Cow, *Cyrmo Mr Burns Rainbow* owned by Pierre Boulet of Montmagny, QC. Named Honourable Mention of the show was first-placed Five-Year-Old, *Mellsunset Destry Sabrina* owned by Ferme Fortale Inc. of Saint-Christophe d'Arthabaska, QC and Pierre Boulet of Montmagny QC.

In the Junior show, it was first-placed Intermediate Yearling and 2013 Royal Red and White show Reserve Junior Champion, *Sejane Camden Vania* who was named Junior Champion of the show. *Vania* is owned by Ferme Sejane Holstein and Michel Larrivée of Ham Nord, QC. Named Reserve Junior Champion was first-placed Summer Yearling, *Larochelle Reality Sody* for Ferme Larochelle S.E.N.C. of Saint-Lazare, QC, followed by Honourable Mention and first-placed Junior Yearling, *Deslacs Hvezda Ariane Red* owned by Deslacs Holstein of Victoriaville, QC.

BLACK & WHITE SHOW

On the second day of the show, David Crack Jr of Richmond, QC had the difficult task of sorting through the top quality cattle in the Black and White Show. Winning over Judge Crack and being named Grand Champion of the show was first-placed Mature Cow, *Ms Goldwyn Alana* for Ferme Fortale Holstein Inc., Pierre Boulet and Isabelle Verville of Saint-Christophe d'Arthabaska and Montmagny, QC. Taking Reserve Champion honours was first-placed Five-Year-Old, *Drumlee Mischief Denison* for owners Ferme Blondin of Saint-Placide, QC and

Butz-hill Holsteins of Cedar Rapids, IA. Named Honourable Mention was second-placed Mature Cow, *Calbrett Goldwyn Layla* for owners Comestar Holstein, Speranza Holstein and Ponderosa Holsteins of Victorialle, QC.

In the strong, young cow classes, first-placed Senior Two-Year-Old *Blondin Lauthority Libye* was named Intermediate Champion of the show for Ernest Kueffner and Jeff Butler of Boonsboro, MD and Chebanse, IL. Taking the title of Reserve Intermediate Champion was the second-placed Senior Two-Year-Old, *Petitclerc Goldwyn Anouk* for owners Ferme Jean-Paul Petitclerc & Fils Inc. of Saint-Basile, QC, while first-placed Senior Three-Year-Old *Mystique Goldwyn Boreale* was named Honourable Mention for Ferme Blondin and Ferme Mystique S.E.N.C of Saint-Placide and Mirabel, QC.

In the junior show, first-placed Senior Yearling and 2013 Royal Reserve Junior Champion, *Comestar Larion Goldwyn* was awarded the title of Junior Champion for owners JM Valley Holstein; Richard W. & Shannon Allyn; M.E.D.A.L. Farms; Ferme Jendro Inc.; and Donald Dubois & France Lemieux. Following as Reserve Junior Champion was the first-placed Junior Yearling and 2014 Ontario Spring Discovery Junior Champion, *Mapel Wood Windhammer Elegance* for new owners Jeff Butler and Ernest Kueffner of IL and MD. Second-placed Senior Yearling *Petitclerc Gold Saltalamacchia* was named Honourable Mention for Ferme Jean-Paul Petitclerc & Fils Inc. of Saint-Basile, QC. A total of 134 animals were shown with Ferme Jean-Paul Petitclerc & Fils Inc. taking home both the Premier Breeder and Premier Exhibitor banners.

VENTE NATIONAL SPRING SALE

Prior to the Red and White show, the Vente National Spring Sale was held in the ring at the Colisée Desjardins. There was a large crowd on hand to watch as 85 lots were sold averaging \$7,294. Topping the sale was *Rayon D'or Chevrolet Esmeralda*, a February 2014 *Chevrolet* daughter with a GPA LPI of +3155 purchased by Ferme Blondin and Crasdale Farms for \$46,500. 13 lots in the sale were purchased for more than \$10,000.



Sugar Shack Welcome

Following a fantastic two days at the sale and show in Victoriaville, the convention in Sherbrooke kicked-off in true Québec style with a good old-fashioned sugar shack event! The lobby and front entrance of the

hotel was transformed into a traditional Québec maple sugar shack, and guests were able to mingle and network while satisfying their sweet tooth with delicious maple taffy on snow.



Ann Louise shows the Young Leaders from BC and Australia how to roll their maple taffy on the snow.

FRIDAY

Farm Tours

Friday morning Convention attendees boarded the buses and headed out for day full of touring the great herds of the Eastern Townships. The stops were a great mix of Master Breeder herds, large herd operations, smaller tie-stall facilities, internationally acclaimed prefixes and great next generation farms, all nestled in the scenic landscape around Sherbrooke. Visitors were warmly welcomed at all of the stops on each of the four different tour routes. Thank you to the participating farm tour hosts from

the Sherbrooke, Richmond and Shefford-Broome Holstein Clubs: *Réjean Maheu, Tinber Holstein, Les Fermes Huard, Ferme Viens et Frères, Havane Holstein et Jersey, Hodgdale Farms, Ferme De L'Estrie, Ferme Lesperron, Lookout Holsteins & Jerseys, Ferme Bessette et Frères, Ferme Andréane, Ferme Roggua, Ferme Jatou et Grémion, Ferme Séjour, Santschi Holstein and Ferme L.J.C. Côté*, as well as *Laiterie de Coaticook* and the *Research Farm in Lennoxville*.



Callum McKinven welcomes visitors to Lookout Holstein.

FRIDAY

Follow the Rhythm Night

Following a busy day out on the road farm touring, Convention-goers were treated to a delicious dinner and an evening filled with the musical stylings of the interactive rockband Samajam. It was a fun-filled night complete with great music, audience participation and even some dancing! Convention Co-Chairs

Angus MacKinnon and Thierry Jatou along with National Directors, Elyse Gendron and Mario Perreault, became part of the band and wowed the crowd with their talent on the hand drums, while the entire crowd of 400 participated with thundersticks. It was a great night of fun and socializing for everyone!



The crowd enjoys Samajam.

The F

Convention Co-Chair Thierry Jatou welcomes visitors to his Provetaz herd.



Visitors at Ferme Sejour Inc.



ns and Jerseys.



New Master Breeders Marco, Marlise and Hans Pfister of Ulmar (ON).



SATURDAY

Master Breeder Banquet



Fillion Family of Filiale (Qc)— 2013 Master Breeders.



The Donohoe Family of Malarky (MB).

A sell-out crowd of 540 Holstein enthusiasts was on hand to celebrate the breeding accomplishments of the 20 new Master Breeders at the highly-anticipated Master Breeder Gala. Each recipient was presented with their coveted Master Breeder shield while the audience enjoyed music personally selected by each new Master Breeder while a presentation on each of their farms was made by the emcees for the evening, Holstein Canada National Directors and 2012 Master Breeder recipients, Ron Boerchers of Manitoba and Elyse Gendron of Québec. The 2014 Master Breeders celebrated that evening were:

Alain Roberge and family (Allwick); Brian and Crystal Betts (Bristol); Karen Versloot and Family (Combination); Elgin and Joan Craig (Craigcrest); Sand, Dennis and Dan

O'Hara (Dandyland); Luc, Louise, Mélanie and Geoffré Laberge and Brent Watt (Delaberge); Rick Fieldhouse (Fieldhouse); Louis St-Aubin and Christine Thibodeau (Fiestal); Martial, Jacquelin, Vanessa and Marilyne Fillion and Sylvie Morin (Filiale); Martin and Benoît Grégoire (Gregori); Valerie and Shayne Jones (Joren); Raymond and Claude Roy (Lacolline); the Maheu family (Maheufils); Mark and Haydn Donohoe and Mary Herbert (Malarky); Bill and Eleanor McIntosh (McIntosh); Steve and Julie Vandendool (Paradigm), Lloyd Martin and family (River Dale); Phillip, Lori, Logan, Cole and Marissa Vroegh (Sunnypoint); Hans, Marlise, Marco, Sandra and Martina Pfister (Ulmar); and William and Gert Wikkerink (Willswikk).

2014 ANNUAL GENERAL MEETING

After receiving a great response to last year's AGM being live streamed, Holstein Canada's 2014 AGM was once again streamed live on the web for members across Canada to tune in as a large crowd gathered for the 131st Holstein Canada AGM held on Saturday morning of Convention. Reports from outgoing President Richard Bosma, Board Chairman Mario Perreault and CEO Ann Louise were given, in addition to the finance report, budget, resolutions, special awards and the new Canadian Breed Strategy was unveiled.

CEO Ann Louise's report shared an update on the Strategic Plan and highlighted the projects that have already been completed, as well as touched on year two of the plan. Ann Louise emphasized the

importance of continuing to listen to the membership and working together with industry partners to keep services, programs and processes relevant and essential to dairy farmers across the country.

National Directors Harry Van Der Linden and Elyse Gendron unveiled the new Canadian Breed Strategy document. It was well-received by the crowd and stimulated some great questions and discussion.

Several special award presentations were made to round out a great meeting before Guest Speaker, Mylène Paquette, took the stage and inspired the crowd with the incredible story of her journey across the North Atlantic Ocean by herself...in a row boat!

Lorraine Allen speaks to a resolution at the AGM.



2014 AGM AWARD PRESENTATIONS



2013 COW THE YEAR PRESENTATION

It is one of the most anticipated awards given out during the National Holstein Convention – the coveted Cow of the Year award as voted on by the Holstein Canada membership. There were seven fantastic cows nominated this year, with four of those being selected as the finalists on which the members

voted. At the end of the day, it was *Rainyridge Talent Barbara* who was named the 2013 Cow of the Year. Co-breeder, Ron Boerchers of Rainyridge Holsteins, Laurier, MB was on hand for the announcement and accepted the award on behalf of *Barbara's* owners, River Valley Dairy LLC, Tremont, IL.

LOOKING AT THE 2013 NUMBERS AS SHARED AT THE 2014 AGM

SERVICE ACTIVITY LEVELS

Number of Registrations (including Purebred, percentage and recorded registrations)	285,449
Number of Transfers	30,614
Number of Memberships	10,842
Total Animals Classified	266,578
Total Genomic Tests Submitted	14,712

FINANCES

Revenue	\$12,058,510
Expenses	\$11,897,078
Excess of Revenues over Expenses	\$161,432 (1.3% of revenue)



CENTURY OF HOLSTEINS AWARD

CENTURY OF HOLSTEINS AWARDS WERE GIVEN TO TWO RECIPIENTS CELEBRATING 100 YEARS AS HOLSTEIN CANADA MEMBERS. INTERESTINGLY, BOTH RECIPIENTS HAIL FROM THE SAME TOWN IN EASTERN ONTARIO! CONGRATULATION TO THE IRVINE FAMILY AND THE MACLEOD FAMILY BOTH OF DALKEITH, ONTARIO.



SCHOLARSHIP AWARD

YOUNG LEADER SCHOLARSHIP RECIPIENTS LAURIE JACOBS AND CINDY JATON WERE ON HAND TO ACCEPT THE AWARDS ON BEHALF OF THE SIX 2013 EDUCATION AWARD RECIPIENTS FROM ACROSS THE COUNTRY.

RESOLUTIONS

THE FOLLOWING 11 RESOLUTIONS WERE BROUGHT FORWARD FOR CONSIDERATION AT THE 2014 AGM. RESOLUTIONS 1, 3, 4, 5, 6, 7, 8 AND 11 WERE PASSED, WHILE 2, 9 AND 10 WERE DEFEATED.

P = Passed **D** = Defeated

- 1 **(P) WEBSITE** – A Holstein Canada mobile app for their website should be created. – Submitted by Ontario Holstein
- 2 **(D) CLASSIFICATION** – Any animal not classified by 200 days into lactation should be noted on the pedigree as “Not presented for classification.” – Submitted by Manitoba Holstein Branch
- 3 **(P) CLASSIFICATION TRAITS** – Evaluation of height at front end and stature should continue to allow dairy producers to have proof information that will allow them to make proper breeding decisions based on their own specific breeding goals. – Submitted by Ontario Holstein
- 4 **(P) BCA** – Holstein Canada should look at lowering the number of days so that a cow's BCA would not be penalized. – Submitted by Holstein Québec
- 5 **(P) LPI** – Holstein Canada, in consultation with industry partners and the GEB Committee, should update the LPI formula to reflect the mating choices currently being made by Canadian Holstein breeders. – Submitted by Ontario Holstein
- 6 **(P) JOHNES PROGRAM** – Holstein Canada, along with industry partners, including governments, collaborate to develop a long-term Johnes Program with the goal of eliminating Johnes from the Canadian Dairy Herd. – Submitted by Nova Scotia/Newfoundland Holstein Branch
- 7 **(P) IVF CALVES** – Calves resulting from IVF should be coded upon registration, and once coded, it may be a good research project to confirm/evaluate expected productivity/performance (i.e. influence of epigenomics). – Submitted by Holstein Québec & Ontario Holstein
- 8 **(P) FREEMARTINS** – Holstein Canada should not issue a registration certificate until the pregnancy is confirmed. – Submitted by Holstein Québec
- 9 **(D) PREMIER BREEDER AWARD** – The Premier Breeder award at shows should be presented to the breeder having the highest number of points won in individual female classes by not more than 10 animals bred, but not necessarily owned by the winner. Calculation of the Premier Breeder should be determined in all identified cases from the Certificates of Registry, either:
 - From the breeder section. The breeder's name must appear solely or jointly as the breeder of the animal.
 - In the case of a within-herd family transfer with alphanumeric code, by utilization of the animal's prefix. To be eligible for the Premier Breeder award, an exhibitor must file an entry form with show administrators prior to the start of the show listing all animals eligible for this award. Jointly bred animals can only appear on one entry form for Premier Breeder and will only receive points once. – Submitted by BC Holstein Branch
- 10 **(D) BREEDER'S HERD AWARD** – The Breeder's Herd award at Holstein shows should be an award presented to the exhibitor who solely or jointly has bred all three animals in the Breeder's Herd and whose name appears in the Breeder section of the Certificate of Registry. The exhibitor must solely or jointly own at least one animal in the group. The other two animals in the group may be owned by other exhibitors. – Submitted by BC Holstein Branch
- 11 **(P) ADMINISTRATION** – Holstein Canada investigate the possibility of a lifetime service fee for a cow including genomics, tags, registration and classification. – Submitted by Nova Scotia/Newfoundland Holstein Branch

RECEIVE YOUR FREE COPY OF THE 2013 ANNUAL REPORT

A FREE COPY OF THE 2013 ANNUAL REPORT IS AVAILABLE TO ANY HOLSTEIN CANADA MEMBER INTERESTED IN OBTAINING A COPY. HARDCOPIES CAN BE REQUESTED BY CONTACTING JENNIFER KYLE AT JKYLE@HOLSTEIN.CA

OR 1-855-756-8300 EXT. 234.

ELECTRONIC COPIES ARE ALSO AVAILABLE AS A FREE DOWNLOAD ON THE HOLSTEIN CANADA WEBSITE UNDER:

NEWS-EVENTS > ANNUAL REPORT



Holstein Canada's New President: Mario Perreault

FOLLOWING THE AGM, Holstein Canada welcomed a new President to the Board of Directors. Mario Perreault of Saint-Esprit, Québec is the newly elected President and is looking forward to his term. We will certainly hear a lot from President Mario in future editions of *InfoHolstein*, but for now, here is a little bit more about your new President!

Mario hails from Vieux Saule Holstein where the Perreault family farms in the Lanaudière Region of Québec. Mario owns and operates the farm in partnership with his wife, Lynda and their son, Jimmy. They milk 50 cows with a herd classification of 6 EX, 35 VG and 9 GP and a herd average of 10,875 kg, 4.5% F and 3.6% P.

Mario and Lynda are blessed with three children, Jimmy, Tanya and Cynthia, who all participate on the farm in some way. Currently Tanya works for Alliance Boviteq, while Cynthia is studying psychology in university. As mentioned, Jimmy is a partner in the farm and is very passionate about the marketing, genomics and show aspects of the herd while always pushing his dad to think ahead to the future!

Vieuxsaule Outside Mary Sol (EX-95-3E 4*) is the herd favourite at *Vieux Saule*. At 14 years old, she is the dam of 2013 Cow of the Year nominee Vieuxsaule Allen Dragonfly (EX-94-2E 14*), and is the



foundation cow that allowed the Perreault family to build upon a great cow family and build an international reputation.

MARIO HAS THREE GOALS FOR HIS TERM AS HOLSTEIN CANADA PRESIDENT:

1. To continue on the path the Board is on: thinking ahead and doing what is best for members and the Association.
2. To work closely with industry partners in the most efficient manner possible for our members, as dairy producers across Canada pay for the services.
3. To encourage the highest number of dairy producers possible to use Holstein Canada services and breed improvement tools in an effort to maintain Holstein Canada's leadership position and deal with any challenges the market may bring.

Watch for the first official message from Mario in the June/July issue of *InfoHolstein*. 🇨🇦

Holstein Canada Welcomes Two New National Directors

It was announced earlier this year, and made official during the 2014 National Holstein Convention that Holstein Canada has welcomed two new Directors to the Board of Directors. Both positions are one of two National Director positions in their respective electoral districts, and were vacant as a result of the Holstein Canada Board of Directors moving from a 10-person to a 12-person board this year as requested by the membership.

Representing Québec at Large is Gilles Côté of Saint-Bruno, QC. Gilles milks 160 cows under the *Jeanri* prefix and operates the 1,400 acre farm with his brothers Daniel and Dominic. Gilles is Past President of the Saguenay/Lac-Saint-Jean Holstein Club; a Holstein Canada Judge; and a former member of the Holstein Québec Genetics Committee. At the national level, he served six years on the Holstein Canada Breed Advisory Committee.

Representing Western Ontario is Doug Peart of Hagersville, ON. Doug milks 70 cows under the three-time Master Breeder *Peartome* prefix, and operates the 700 acre farm in partnership with his wife,



DOUG PEART AND GILLES CÔTÉ

Mary-Ann and daughters, Jennifer and Heather. Doug served as the Chairman of the 2013 National Holstein Convention in Niagara Falls, ON and is an Official Judge with Holstein Canada. 🇨🇦

Young Leaders add Vibrancy & Enthusiasm to 2014 Convention



IF THE 2014 YOUNG LEADER PROGRAM is any indication of the future of the Canadian dairy industry, the industry is in great hands. A staple event at each National Holstein Convention is the Young Leader program held in conjunction with Convention events. This year, close to 40 Young Leaders from across Canada gathered in Sherbrooke, Qc to enjoy a five-day program which kept them busy but eager to learn and participate. The atmosphere amongst Young Leaders was fantastic as many engaging and stimulating conversations were had throughout the week facilitated by Holstein Canada Young Leader Coordinator, Christina Crowley. Young Leaders were willing to openly share their ideas about the future of the industry and the services and programs that Holstein Canada offers to support it.

Ample opportunity to network and socialize among Young Leader participants and Convention-goers was provided, and different forums and sessions were held for Young Leaders to learn more about the many facets of the dairy industry. New to the program this year was the kick-off networking event on Wednesday which included a personality testing session that helped Young Leaders get to know more about themselves and the personality styles of their peers. While taking in the Vente National Spring Sale and Expo Printemps shows, a first-time judging demonstration was held during the Black and White show on Thursday to educate participants on what Canadian judges are looking for in the modern-day show ring when selecting animals.

After making the trek from Victoriaville to Sherbrooke, Young



Leaders were treated to maple taffy as part of the Sugar Shack event before taking in a full-day of farm tours on Friday. A specialized farm tour was organized for Young Leaders which included stops to Les Fermes Huard, Santschi Holstein, Lookout Holsteins & Jerseys and Ferme Jatou et Grémion (Provetaz). An extremely constructive classification demonstration was done at the free-stall operation of Les Ferme Huard where Young Leaders worked as a group with the help of six classifiers, to score a cow with handheld devices. Many Young Leaders found this extremely helpful in identifying the parts of the cow that are assessed and scored as part of the classification system in Canada. A useful conversation took place at Santschi Holsteins with soon-to-be owners Shayne Brus and Annette Santschi about the opportunities and challenges to farm succession planning as the young couple recently completed their farm succession plan with Annette's parents. Callum McKinven of Lookout sold the Young Leader crowd on the ability to market genetics in the industry, leaving the Young Leaders with two key messages: know the value of what you have with the goal of having repeat customers, and secondly, it is all about the contacts you make and the relationships you cultivate. To end the day, Young Leaders were part of the fun-filled Follow the Rhythm music event on Friday evening.

A learning opportunity that is always beneficial is the chance for Young Leaders to watch democracy at its best while attending the Association's Annual General Meeting. Some observed the meeting while others took an active role in voting and voicing their opinions and ideas on resolutions brought forward. Young Leaders also helped to unveil the new Canadian Breed Strategy by handing out copies to AGM attendees. The highly-regarded Master Breeder panel was held Saturday afternoon with three newly-crowned Master Breeders from 2013 in attendance: Elgin Craig, Craigcrest Holsteins, Arthur, ON; Karen Versloot of Combination Holsteins, Keswick Ridge, NB; and Francis Roberge, classifier at Holstein Canada whose family received their Master Breeder shield under the *Allwick* prefix from Tingwick, Qc. The intimate setting with only the three Master Breeders and the Young Leaders in attendance provided the perfect



venue for participants to ask forthright questions and receive honest answers from the panel.

To end a fantastic week as part of the 2014 National Convention Young Leader Convention, the Young Leaders celebrated the efforts of fellow members and Master Breeders who were honoured at the Master Breeder Banquet. Thank you to the branches across Canada who selected and supported the Young Leaders from nine provinces who attended the 2014 Young Leader Program and a big thank you to the incredible crop of 40 Young Leaders who were a dynamic addition to the 2014 Convention! 🇨🇦



INTERESTED IN GETTING INVOLVED AS A YOUNG LEADER OR WANT TO LEARN MORE ABOUT HOLSTEIN CANADA'S YOUNG LEADER PROGRAM?

Join the Young Leader database for news and updates by providing your name and email address to youngleader@holstein.ca

Top Classifying Herds in Canada of 2013

The following are the top classifying herds across the country based on first lactation classifications only in 2013. Herds are grouped according to the number of females registered in 2013 (the same herd groupings under Master Breeder requirements). In order to

make a meaningful comparison, Holstein Canada defined the top 10 in each herd group according to the average Final Score of first lactation animals scored (minimum of 5) in 2013.

Herd size based on the number of registrations per year.

5-9 REGISTRATIONS

CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
HILLOVER	8	84.75	QC
OCONCREST	9	84.56	ON
SUNNYCREEK	22	83.86	ON
DELTERRA	7	83.71	BC
DARWELL	13	83.62	ON
CLEARRENK	6	83.50	ON
ROCKABERRY	7	83.29	ON
MARANIE	12	83.25	QC
DOUGFORD	5	83.20	ON
VALVIEW	5	83.20	ON

25-29 REGISTRATIONS

CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
ROTALY	12	85.50	QC
VALE-O-SKENE	19	85.26	ON
HEATHER HOLME	12	85.08	ON
KAWARTHA	19	84.79	ON
EARINCLIFFE	28	84.75	ON
MALARKY	17	84.59	MB
HILLMARK	12	84.42	ON
VELLHAVEN	15	84.33	ON
DELCREEK	13	84.31	ON
DURHAM	8	84.25	QC

10-14 REGISTRATIONS

CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
CLAREMOUNT	12	84.83	ON
DAMESTAR	7	84.57	QC
AROLENE	12	84.50	QC
MAKE	7	84.29	QC
LEACHLAND	10	84.20	ON
KAMLAKE	15	84.13	QC
LECLERCVALE	5	84.00	QC
ROCKMONT	7	83.86	ON
TRENT VALLEY	13	83.85	ON
TRESY	13	83.77	QC

30-39 REGISTRATIONS

CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
JOLIBOIS	15	86.40	QC
KARONA	21	85.71	QC
LOOKOUT	18	85.67	QC
HOLTBYHOLME	13	85.23	ON
FARISVIEW	20	84.85	ON
SICY	25	84.76	QC
MILLBROOKE	13	84.62	ON
HARVDALE	10	84.60	ON
RONBETH	17	84.59	ON
DULET	32	84.47	QC

15-19 REGISTRATIONS

CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
CEDARPATCH	10	84.80	ON
ELIZADON	19	84.79	ON
PHOENIX	8	84.63	ON
MEADOWBLOOM	10	84.30	ON
SKYLINE	21	84.29	ON
CAR594	8	84.25	ON
WELANE	10	84.20	ON
LOVSHIN	22	84.00	ON
VAUDAL	6	84.00	QC
COMCO	18	83.89	QC

40-59 REGISTRATIONS

CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
HOLZER	28	84.93	ON
CRAIGCREST	35	84.83	ON
CRACKHOLM	45	84.76	QC
CROVALLEY	12	84.75	ON
CLOVIS	43	84.70	QC
WENDON	26	84.50	AB
PATIENCE	14	84.36	ON
LEGAULT	17	84.35	QC
SKYCREST	23	84.35	AB
WALNUTLAWN	11	84.18	ON

20-24 REGISTRATIONS

CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
VANHAVEN	12	85.25	ON
BONNIE BRAE	16	85.00	ON
HIGH POINT	16	84.88	ON
GREENLARK	9	84.56	ON
RUBIS	17	84.47	QC
TOMALYNN	10	84.30	ON
KENTVILLE	8	84.25	ON
PLOEGSWAY	14	83.86	ON
RUTI	18	83.67	ON
ELKA	12	83.50	QC

60+ REGISTRATIONS

CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
CALBRETT	19	85.89	ON
QUALITY	32	85.75	ON
BLONDIN	73	85.48	QC
EASTSIDE	28	84.96	PE
TOLAMIKA	59	84.69	BC
KINGSWAY	44	84.64	ON
BREEZE HILL	14	84.57	ON
MORSAN	95	84.24	AB
BOSDALE	30	84.17	ON
WESTCOAST	64	84.16	BC

Update on Genomic Panel Names and Reports

GENOMICS IS YET ANOTHER TOOL that producers can use, providing them with more information for use in making management and breeding decisions. Holstein Canada is constantly working to inform members about genomics and the advantages of genotypic testing. Genomic technology is still relatively new, and its value is still being learned and understood. Like most technologies, it is constantly evolving. As processes advance and become streamlined, members will benefit from these improvements.

As the science evolves, our knowledge of SNP Panels or 'markers' grows as well. This means we are able to read more SNPs, and this trend is forecasted to continue. Due to additional SNP readings and to avoid confusion, the genomic test panels are named according to SNP range. This will help to simplify the addition of more SNP readings in the future.

<p>Low Density (LD)</p> <p>LD + parentage verification</p> <p>\$45</p>	<p>LD+</p> <p>LD + DUMPS + BLAD + COAT COLOUR + parentage verification</p> <p>\$60</p>
<p>Medium Density (MD) (previously referred to as 50K)</p> <p>MD +parentage verification Standard SNP panel for genomic testing around the world. To enable genomic enhanced evaluation</p> <p>\$135</p>	<p>High Density (HD)</p> <p>HD Research</p>

While the costs remain the same, a \$2 discount will be applied to registered animals less than 3 months of age, at the time their Genotest sample is received.

CHANGE IN FEES FOR MALES

Holstein Canada members may have noticed that the Genotype Request Form was updated earlier this year. This update stems from the need to make the form more user-friendly and easier to complete. Members may have also noticed a fee change on the form for members looking to receive US Genomic values for Holstein males. The fee has been decreased from \$350 to \$250, effective January 1st, 2014 as a result of reduced fees charged to Holstein Canada by the Council on Dairy Cattle Breeding (the US genetic evaluation organization). Breeders of males should also note CDN's updated fee structure for Genetic and Genomic Evaluation Services for males. The cost of receiving an official Genomic Parent Average (GPA) published by CDN, for bulls 36 months and younger, has been reduced to \$4,500 from the original cost of \$7,500. This fee is charged by CDN.

REPORTS

As a reminder, reports for genomic evaluations are not sent through regular mail. Members can access their genomic results through their MEMBER LOGIN on the Holstein Canada website, as well as on CDN's website. On the Holstein Canada web account, the results are available in PDF format or as an excel spreadsheet.

DID YOU KNOW?
For both PDF and Excel formats it is possible to do a specific word or number search to find a particular animal. Hint: Hold down the Ctrl key while also clicking the F key on your keyboard. This should bring up a small search box that will allow you to type words or numbers to run a search of the entire document.

For members who are using the excel spreadsheet you can also organize/sort the spreadsheet so that it is easier to read based on what you are looking for. You can sort columns based on largest to smallest numbers (vice versa), alphabetically, and oldest to youngest (vice versa). To do so, simply highlight the first line of the document, click on "Data" in the menu, and click on the option "Filter". You can then use the arrows in each column to sort the document to the column of your choice. For example, you can sort your herd according to LPI, by birth date, or any trait of importance for your herd.

DID YOU KNOW?
The PDF report is sorted by birth date – youngest to oldest. For official releases (quarterly reports) all animals are sorted from youngest to oldest. For Interim releases (monthly reports), only new animals genotyped that month will be sorted youngest to oldest. This makes it easier to search for the animals you are looking for.

For any questions regarding your herd's genomic evaluation reports, please contact Customer Service at 1-855-756-8300 ext. 600.

WE WERE THERE

2014 HAS PROVEN TO BE A VERY EXCITING YEAR SO FAR WITH MANY TRIPS FROM COAST-TO-COAST FOR HOLSTEIN CANADA OFFICIALS. HERE IS A SNEAK PEEK OF THE ROADS THAT HAVE

BEEN TRAVELLED; THE MEMBERS AND COWS HOLSTEIN CANADA BOARD OF DIRECTORS AND STAFF MET; AND THE MANY GREAT MEMORIES MADE ALONG THE WAY!

1. Outgoing President **Richard Bosma**, CEO **Ann Louise Carson** and National Director (Atlantic Provinces) **Harry Van Der Linden** visit with Gerrit Damsteegt of Boundary Lane Farms in Nova Scotia. Boundary Lane was one of the hosts of the farm tours held in conjunction with the Nova Scotia/Newfoundland Branch AGM in February.
2. Board Chairman **Mario Perreault**, **Ann Louise** and President **Richard** visited a number of farms during the Holstein Québec AGM at the end of January. They are pictured here with the Hudon brothers of Ferme Hudon – 2012 Master Breeder herd and host of the classification workshop earlier in the week.
3. Training and Extension Coordinator, **Valérie Tremblay**, delivered a presentation on Genomics at the BC Dairy Genetics Marketing Workshop. Field Service Coordinator, **Janet Walker** also attended this successful event.
4. Classifier **Dave Weitzel** and Extension and Education Specialist **Jeanette Van Der Linden** were stationed at Skipwell Farms during the Western Ontario farm tours held in conjunction with the Ontario Holstein AGM. Dave and Jeanette were on-hand to promote and answer questions about classification and other Holstein Canada programs and services.
5. National Director **Orville Schmidt** visits with members during the Alberta Holstein Branch AGM farm tours.
6. Newly retired classifier and current Holstein Canada Ambassador **Tom Byers** was invited to serve as guest speaker at the Atlantic Young Breeders' School (AYBS) in Charlottetown, PEI.
7. As a token of their thanks, the AYBS group presented Tom with a pair of overalls custom embroidered just for him that read:
"Mr. Ambassador – Forever Young"
Seems appropriate for Tom!





Montvic Prints Available for All

IN RECENT YEARS, unframed prints of the revenue going towards Holstein Canada's painting "Once Upon A Time", featuring the famous Montvic farm and livestock, Young Leader program, have been available at Holstein Canada for fundraising efforts to benefit youth programs such as 4-H. These prints have raised thousands of dollars for local youth activities.

These prints are now available to everyone for purchase at \$250, with

revenue going towards Holstein Canada's Young Leader program. If you are interested in purchasing an unframed Montvic print while limited quantities last, please contact Catherine McGill at extension 241 or email: cmcgill@holstein.ca

These are true collector items as the Montvic barn and buildings were taken down in 2013. 🐄

TOP SIRES ACCORDING TO AVERAGE FINAL SCORE OF 1ST LACTATION DAUGHTERS

Based on 1st Lactation Classifications from January/February 2014

Top 10 Sires with 100+ Daughters Classified in Two-Month Period

Top 10 Sires with 30-100 Daughters Classified in Two-Month Period

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score	Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
SID	476	81.95	82.04	CONTRAST	34	82.26	80.91
DEMPSEY	254	81.79	81.20	AFTERSHOCK	43	82.00	81.09
WINDBROOK	841	81.78	82.03	DAMION	94	81.87	81.48
BRAXTON	358	81.71	82.23	MR TOP RC	30	81.80	81.03
SEAVAR	386	81.41	80.96	BOLTON	85	81.36	81.60
FEVER	1048	81.29	81.43	HILL	47	81.32	81.70
LAUTHORITY	557	81.19	81.70	LAVANGUARD	34	81.15	79.12
ALTAIOTA	180	80.64	80.78	KRUSADER	52	80.88	80.50
REGINALD	205	80.49	80.12	VAN GOGH	45	80.80	80.64
STEADY	673	80.29	80.42	BRAWLER	46	80.74	80.26

NOTE: Daughters are included in the statistics only if both the daughter and her dam calved for the first time before 30 months and were both first classified within the first six months of lactation. Sires listed must have >=50% of daughters that improve in score over the dam.

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

MAY

ON **MR** Dundas, Stormont, Glengarry, Prescott, Niagara, Wentworth, Brant, Haldimand, Norfolk

QC Wolfe, Lotbinière

QC **MR** Brome, Compton, Sherbrooke, Stanstead

BC Lower & Central Fraser Valley, Richmond, Delta

ON Lanark

ON **MR** Carleton, Russell

QC Yamaska, Nicolet

BC Upper Fraser Valley, Okanagan, Vancouver Island

ON Leeds, Grenville

QC Drummond, Bagot, Richelieu, Verchères, Rouville

JUNE

ON Renfrew, Grey, Bruce

QC Saint-Hyacinthe, Papineau, Gatineau

ON Huron, Halton & York, Peel, Dufferin, Ontario

QC Pontiac, Labelle, Deux-Montagnes, Terrebonne, L'Assomption

QC **MR** Dorchester

AB **MR**

ON Simcoe

QC Abitibi, Témiscamingue, Argenteuil, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice

QC **MR** Frontenac, Beauce, Lévis, Québec, Montmorency, Bellechasse

MB **MR**

JULY

ON Northumberland, Durham, Victoria, Peterborough

ON **MR** Middlesex, Essex, Kent, Elgin, Lambton

QC Champlain, Lavolette, Portneuf

QC **MR** Montmagny, L'Islet, Kamouraska

ON Lennox & Addington, Hastings, Prince Edward, Frontenac

QC Lac Saint-Jean, Roberval, Lapointe, Dubuc, Charlevoix, Chicoutimi

PE, NB, NS, NL

GT Codes

GT = INDICATES ON THE ANIMAL INFO SHEET (AIS)
THAT THE ANIMAL HAS BEEN GENOTYPED.

HOLSTEIN CANADA has been using the code GT to indicate an animal has been genotyped. The genotype could be on file from a DNA micro-satellite test or a SNP genomic test.

To support semen, embryo and live animal exports, a DNA micro-satellite or SNP genomic test may be required, or in some cases both tests may be required.

Therefore, to better indicate which test Holstein

Canada has on file: Holstein Canada has updated the GT code as of **MAY 1, 2014** to appear as follows:

GTM – GENOTYPE ON FILE FROM DNA MICRO-SATELLITE TEST

GTS – GENOTYPE ON FILE FROM SNP GENOMIC TEST

***IF BOTH TESTS HAVE BEEN DONE, THE CODE GTSM WILL BE DISPLAYED.**

The new GT codes will be available on the Holstein Canada website on the animal information sheets (AIS) and located on the right-hand side beside the secondary codes such as coat colour, birth codes, etc.

ARMSTRONG MANOR BASYA 3442

HOCANF11861015
PB #3442
Genomic Testing Application
Order 4-Gen Pedigree
Canadian Dairy Network

Born 2013 Nov 21

Sire: HOCANM183455217
Dam: HOCANF9639917

Genetic: Production

		%Rel
Apr*14	Production	+2593 72%
Reliability 75%	Production	+1284 75%
	Durability	+899 71%
	Health & Fertility	+410 66%

Genetic: Conformation

		CAN-GPA	%Rk
Apr*14	Conformation	+6	85%
Reliability 71%	Rump	-1	Dairy Strength +2
	Mammary System	+6	Feet & Legs +6

PLEASE NOTE: Due to physical spacing limitations on official documents, some secondary codes may not fully appear. Always check Holstein Canada's website for the most up-to-date and current information. For those without internet capability, or if there are any questions, please contact Customer Service at 1-855-756-8300 extension 600.



Independent expression by contributors is welcomed, but is not necessarily that of the Association. Reproduction and use is encouraged for research, education, personal, and other non-commercial use, provided that the author and source are clearly identified.

Editor: Christina Crowley
ccrowley@holstein.ca

Published six times annually
Subscription: \$18 outside Canada

Publications Mail
Agreement 40008691

Return undeliverable Canadian addresses to:

HOLSTEIN CANADA
P.O. BOX 610, BRANTFORD, ON N3T 5R4

Tel: 519-756-8300 Fax: 519-756-3502

Toll Free: 1-855-756-8300

www.holstein.ca