

info Holstein

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



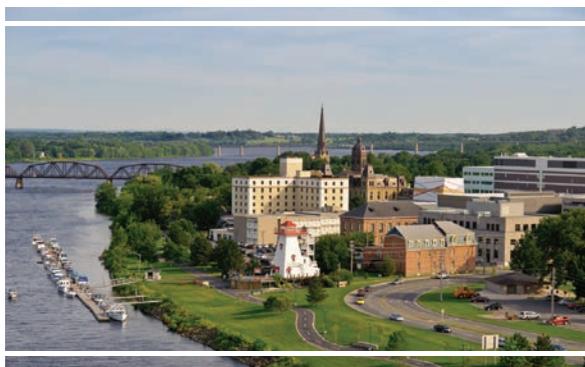
Sharing an Everyday Love of the Industry

Catch the tide

to the 2015 National Holstein Convention
in New Brunswick April 8 to 11, 2015

Registration: NOW OPEN

www.events.holstein.ca



Convention starts at the **Delta Beausejour in Moncton, NB** (April 8), and ends at the **Delta Fredericton in Fredericton, NB** (April 9-11).

To book your hotel, please call Delta Reservations: 1-888-890-3222. Quote "Holstein Canada" for special room rates.

If you're driving to Convention, we're making a list of farms opening their doors to host you en route.

Explore Our Farms

Jump on the buses in Moncton for Farm or Sightseeing Tours around the region. Buses will end in Fredericton in time for the Sale.

Tuesday: Pre-tours to P.E.I and Nova Scotia are available. Check details online.

The Wave Tour

The "Wave Tour" will take you on a journey to the Sussex area, better known as the "Dairytown" of New Brunswick.

Visit:

[Walkerville Farm](#)
[Lonsview Farm](#)
[Pascobac Holsteins Inc.](#)
[Samorah Farm](#)

The High Tide Tour

The "High Tide Tour" will explore the area surrounding Moncton a.k.a. the "Hub of the Maritimes".

Visit:

[Shadowwave Holsteins](#)
[Mullin Dairy Farm](#)
[Dejong van der Heide Farm](#)
[Home Creek Farm](#)
[Clarke Farm](#)

The Mighty River Tour

The "Mighty River Tour" will bring you along the Saint John River, which flows through the heart of our Capital City: Fredericton.

Visit:

[Schuttens Holsteins](#)
[Lawrence's Dairy Farm](#)
[Combination Holsteins](#)
[Dunphy's Holsteins](#)

The Beachcomber Tour

Alternate Tour: The "Beachcomber Tour" stops include: the Acadian Museum at the University of Moncton, "The Rocks" where you can walk on the ocean floor at Hopewell Cape and have a warm meal at the Lutz Mountain Heritage Museum.

The Chocolate Wave Tour

Alternate Tour: The "Chocolate Wave Tour" to St. Stephen and St. Andrews will be available. We will tour the Chocolate Museum in St. Stephens. We will explore St. Andrews "By the Sea", the Huntsman Aquarium, and stop at Christie Farm Ltd. as we travel back to Fredericton.

Don't forget the **AGM & Master Breeders Gala on April 11th!**

For more information, visit WWW.EVENTS.HOLSTEIN.CA

Find Holstein2015 on [f](#) [t](#) [#CATCHTHETIDE](#)

Editor 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

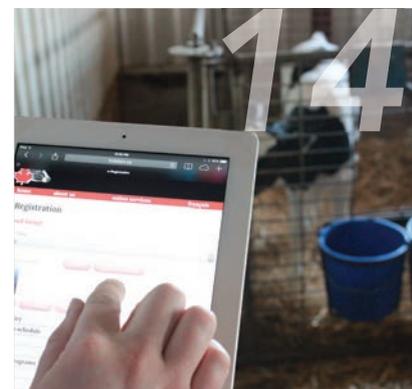
Gilles Côté, QC
418-343-2597
lacnor@hotmail.ca

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



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Another Royal has come and gone! See **PAGE 6** for the Royal Review!

ON THE COVER: Stephanie Murphy of Ronbeth Holsteins was the recipient of the Andrea Crowe Achievement Award presented by Andrea's mom, Anne Crowe and family. Please see **PAGE 10** for the full story.

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by Holstein Canada President,
Mario Perreault, Saint-Esprit, Québec



Genetics is the Starting Point

IN THE EDITORIALS I have had the pleasure of writing since becoming President, I have talked about various aspects of our Holstein Canada team. Genetics is without a doubt the most important part that affects ALL members. This component of our everyday lives is what our internationally respected Canadian Holsteins are built upon.

With innovations and technology calling on us to move forward, genetics is also the component of our industry that has undergone the greatest change. Think about:

- **Genomics** bringing a novel and innovative approach to genetic evaluations at a very young age and thereby quickly advancing progress and reducing the generation interval.
- Genetic information being shared incredibly fast via **Social Media**.
- **Enhanced technology in our barns** continually changing our herd management style.
- **Global competition** increasing as genetics can travel easily and more rapidly.

In light of this new context, the Canadian Dairy Network (CDN) hosted a Strategic Planning Session last February with producers drawn from a wide variety of backgrounds and industry stakeholders. Holstein Canada was present of course to find solutions to this new reality and to ensure Canadian genetics continue to meet the needs of our members, as well as the requirements of international markets.

The main highlight of this brainstorming session was to explore a second economic-based index.

As the year has progressed, the CDN Team, along with the various stakeholders, has put a lot of work into the project. Holstein Canada has been at the forefront of these discussions for you, in order to ensure you, our members, benefit as much as possible, while still maintaining our Canadian identity. After having analysed and discussed the results, the Holstein

Canada Board of Directors is confident that the implementation of a new economically based index, expressed in dollars (\$) and based on milk recording data (a world first) is the way to go.

Adding a second economic-based index gives us ample room to adjust the LPI to where you need it to be (which was strongly expressed on our branch tour last year). We think it is important the indexes be distinctly different to better meet your wide variety and fast-changing needs. We need to give you the tools so you can choose which one better suits your breeding and management philosophy and goals.

Working closely with our industry partners has always been our strength. This new economic-based index and the refining of our LPI (expected for the August 2015 proofs) is concrete proof that our partnership approach is alive and well. I invite you to attend meetings and read the various articles published by industry stakeholders, as they will thoroughly explain the expected indexes.

As you read these lines, our provincial annual meeting tour will be well underway. What a great opportunity for me to meet you! I look forward to talking to you about genetics, the new index and any other subject that is important to you. 🇨🇦



THE HOLSTEIN CANADA MANAGEMENT TEAM

(L to r): Peter Brand, Dr. Bethany Muir, Lynne Berwick, Linda Markle, Linda Ness and Mark Cummings. Front: Ann Louise Carson, CEO with Cranholme Windbrook Frolic.



It Starts with Leadership

by Holstein Canada Chief Executive Officer, Ann Louise Carson, agr.



IT CAN'T BE SAID ENOUGH – success is having the right people at the right place. No one knows this better than dairy farmers – whether it is with farm workers, or the many external resources you rely on to manage your herd and your farm. And, we all know it starts with leadership.

I am very excited to introduce the revamped “leadership team” at Holstein Canada. We have a great team that is proud to work **for and with** the Members, the Branches, the Board, Industry Partners and the devoted team of staff in the office and in the field.

Our newest member is **Linda Ness, Manager of Strategic Communications**. Linda may be a new face to Holstein Canada however is no stranger to the dairy industry. As past CEO of Ayrshire Canada, Linda brings deep management experience, bilingualism, an extensive network and her strong work ethic among her other talents to Holstein Canada. Linda was raised on a dairy farm in Southern Québec. Most recently, Linda worked in the AI industry. Another new face at Holstein Canada is **Mark Cummings, CPA, CGA**, our **Finance Manager**. Mark joined the team in September 2014, and his in-depth financial knowledge and management experience have already made a great impact on the Association in this era of technology. Mark comes to us from the private sector, with over 20 years’ experience in small businesses and service organizations.

People are our greatest asset so our **Human Resources Manager Lynne Berwick, CHRP**, is a very important member of the team! Lynne joined Holstein Canada’s team 18 months ago as part of a succession. Team members appreciate Lynne’s “innovative and get-it-done” approach to human resources, which includes some very successful recruiting in recent months.

Linda, Mark and Lynne join current and well-established Managers:

Linda Markle, Assistant CEO/Herdbook & Genotyping Services.

Linda has devoted over 30 years to Holstein Canada and when it comes to knowing the ins and outs of our Herdbook and our

bylaws, no one does it better! Many members have had the chance to appreciate Linda’s dedication to their daily on-farm realities over the years.

Dr. Bethany Muir, Manager of Classification and Field Services has the perfect background to oversee the Classification and Extension aspects of our Association. With a PhD in genetics, a great career at the Canadian Dairy Network (CDN) and nearly 10 years at Holstein Canada, along with being a gifted presenter, Bethany is constantly striving to make our classification program and new technologies, such as genomics, the most relevant they can be for our membership.

Rounding out the team is **Peter Brand as Manager of Business and Technology Solutions**, another very familiar face for our members. A farm boy from Huron County in Ontario, Peter has learned from the ground up – from an AI technician, to a great career at CDN and now to Manager and “brain” behind the many technological developments happening at Holstein Canada. Peter feels it is our duty to keep up and lead the changing industry that technology brings at the farm level.

And then there is “moi” – a bilingual Holstein gal from a Master Breeder farm in Québec’s Eastern Townships, who has been fortunate enough to land at Holstein Canada after very enjoyable stints with other Industry Partners over the years. I am very lucky to be shouldered by these six individuals who make a winning combination – each contributing specialized skills and knowledge. And each of these talented Managers is in turn supported by very dedicated staff, many whom you see on your farm or chat with on the phone.

Together, we look forward to supporting the Board in the 2015-2017 Strategic Plan, and beyond, for the good of our members in this ever-changing and exciting industry. 🇨🇦

The Royal REVIEW 2014



The Royal

has come and gone for another year, and what a fantastic Royal week it was for Holstein Canada and all of the breeders, exhibitors and spectators! The week kicked off with the superb TD Canadian 4-H Dairy Classic and culminated with the National Holstein Shows. Historically the National Holstein Shows have been a highlight at the RAWF. This year proved no exception as large crowds of domestic and international enthusiasts gathered to see our impressive breed take centre stage in both world-class shows. In the National Red and White Holstein Show, judged by Carl Phoenix of Sunderland, ON, it was *Blondin Destry Sally* (VG-89-3YR-CAN) who wore the roses and captured her first Grand Champion title at the RAWF. In the National Black and White Holstein Show, judged

by Donald Dubois of Princeville, Qc, it was the winning Mature Cow *RF Goldwyn Hailey* (EX-97-3E-CAN 3*) who donned the rose garland for the second time at the RAWF. Not only did *Hailey* repeat her 2012 performance, she also completed her hat-trick for 2014 as she was named Grand Champion at World Dairy Expo this fall, and Grand Champion at the Suprême Laitier in Québec the week before. There were nearly 400 Red and White and Black and White animals exhibited at the 2014 National Holstein Shows.

The success of both National Holstein Shows would not be possible without the generous support of a number of sponsors who help make the shows the world-class events that they are.



Judge Donald Dubois.



National Red & White Holstein Show Grand Champion Blondin Destry Sally owned by ferme Blondin and Oscar Dupasquier.



National Black & White Holstein Show Grand Champion RF Goldwyn Hailey owned by Gen-Com Holstein Ltd.

We sincerely thank the following:

BLACK & WHITE SHOW SPONSORS

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The Adventures of Goldie

The Holstein Canada team welcomed a new member to the social media team just in time for the RAWF: *Goldie*! No one could have predicted how fast *Goldie* would skyrocket to superstardom, but she took the Royal and social media by storm! *Goldie* met with members and international guests, visited industry partners and TD Classic teams, hung out with her fellow bovine friends, helped out at the booth, checked out the various events around the Royal, rubbed elbows with champions and, of course, participated at both Holstein shows. For all of those who followed the Adventures of *Goldie*, thank you for your support and rest assured you have not seen the last of her yet! Watch for *Goldie* to make appearances at future Holstein Canada events across the country!

The Winners' Circle



NATIONAL RED & WHITE SHOW

JUDGE: Carl Phoenix, Sunderland, ON

NUMBER OF HEAD: 80

JUNIOR CHAMPION: Royalier Ladd Lizianne

RESERVE JUNIOR CHAMPION: Eastwest LJ Destry McIntosh

JUNIOR BREEDER'S HERD: Ferme Larochelle SENC

JUNIOR PREMIER BREEDER: Ferme Larochelle SENC

JUNIOR PREMIER EXHIBITOR: Ferme Rolandale

INTERMEDIATE CHAMPION: Blondin Destry Sally

RESERVE INTERMEDIATE CHAMPION: Blondin Artie Saphyr

GRAND CHAMPION: Blondin Destry Sally

RESERVE GRAND CHAMPION: MS-SRP Absolute Pro-Red

SENIOR BREEDER'S HERD: Ferme Blondin

PREMIER BREEDER: Ferme Blondin

PREMIER EXHIBITOR: Deslacs Holstein

NATIONAL BLACK & WHITE SHOW

JUDGE: Donald Dubois, Princeville, QC

NUMBER OF HEAD: 299

JUNIOR CHAMPION: Solid Gold De Gsun Disco

RESERVE JUNIOR CHAMPION: Stranshome Gold Annice

JUNIOR BREEDER'S HERD: Budjon Farms & Joel Kietzman

JUNIOR PREMIER BREEDER: Comestar Holstein

JUNIOR PREMIER EXHIBITOR: Ferme Jean-Paul Petitclerc

INTERMEDIATE CHAMPION: Brookvilla Goldwyn Brooks

RESERVE INTERMEDIATE CHAMPION: Charwill Attic Marcy

GRAND CHAMPION: RF Goldwyn Hailey

RESERVE GRAND CHAMPION: Lovhill Goldwyn Katrysha

SENIOR BREEDER'S HERD: Ferme Jacobs Inc.

PREMIER BREEDER: Ferme Jacobs Inc.

PREMIER EXHIBITOR: Ferme Jacobs Inc.

Pedigree Analysis

OF ANIMALS EXHIBITED AT THE NATIONAL HOLSTEIN SHOW AT THE 2014 RAWF

A pedigree analysis was completed at the conclusion of this year's National Holstein Shows. The following charts summarize the results of various data from animals exhibited at the shows.

LEADING SIRES OF ANIMALS EXHIBITED AT 2014 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Sires
282 animals included in the total

Rank	Sire x MGS	# of Daus
1	BRAEDALE GOLDWYN	74
2	PINE-TREE SID-ET	24
3	MR CHASSITY GOLD CHIP-ET	19
4	MAPLE-DOWNS-I G W ATWOOD	17
5	GILLETTE WINDBROOK	16
6	VAL-BISSON DOORMAN	9
7	MR ATWOOD BROKAW-ET	7
7	CRACKHOLM FEVER	7
7	LIRR DREW DEMPSEY	7
7	GEN-MARK STMATIC SANCHEZ	7

LEADING SIRES STACKS OF ANIMALS EXHIBITED AT 2014 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Sires
282 animals included in the total

Rank	Sire x MGS	# of Daus
1	SID X GOLDWYN	18
2	GOLDWYN X DUNDEE	17
3	WINDBROOK X GOLDWYN	9
4	GOLDWYN X JASPER	8
5	GOLDWYN X CHAMPION	6
6	GOLDWYN X SHOTTLE	4
6	ALEXANDER X GOLDWYN	4
8	GOLDWYN X ROY	3
8	GOLD CHIP X JASPER	3
8	AFTERSHOCK X GOLDWYN	3
8	SANCHEZ X GOLDWYN	3

LEADING SIRES OF ANIMALS EXHIBITED AT 2014 NATIONAL RED & WHITE HOLSTEIN SHOW

Overall Leading Sires
72 animals included in the total

Rank	Sire x MGS	# of Daus
1	SCIENTIFIC DESTROY-ET	7
1	TIGER-LILY LADD P-RED-ET	7
3	PATIENCE SHOWLINE CONTENDER	6
4	HURTGEM-VUE REALITY-RED	5
5	FRADON REDLINER	4
6	DUDOC MR BURNS	3
6	APPLES ABSOLUTE-RED-ET	3
6	ORBE-VIEW S STRM HVEZDA-ET	3
6	HYLITE BARBWIRE	3
6	BLUECHIP MRAUSSIE APPLE-IMP-ET-RED	3

LEADING MATERNAL GRAND SIRES OF ANIMALS EXHIBITED AT 2014 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Maternal Grand Sires
282 animals included in the total

Rank	Sire x MGS	# of Daus
1	BRAEDALE GOLDWYN	51
2	REGANCREST DUNDEE-ET	27
3	WILCOXVIEW JASPER-ET	23
4	CALBRETT-I H H CHAMPION	14
5	GEN-MARK STMATIC SANCHEZ	12
6	PICSTON SHOTTLE-ET	9
7	ROYLANE JORDAN-ET	6
8	ERBACRES DAMION	5
8	SILKY GIBSON	5
10	LYSTEL LEDUC	4
10	CEDARWAL SPIRTE	4
10	OSEEANA ASTRONOMICAL-ET	4

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT THE 2014 NATIONAL RED & WHITE HOLSTEIN SHOW

33 animals included in the total
(Canadian classifications only)

Class	Category	# cows	# cows with scores	Avg Score
10	MILKING YEARLING	3	3	85
11	JUNIOR 2-YR.-OLD	5	4	85
12	SENIOR 2-YR.-OLD	4	4	86
13	JUNIOR 3-YR.-OLD	2	2	86
14	SENIOR 3-YR.-OLD	8	8	87
16	4-YR.-OLD	5	4	86
18	MATURE COW	6	6	88

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT THE 2014 NATIONAL BLACK & WHITE HOLSTEIN SHOW

129 animals included in the total
(Canadian classifications only)

Class	Category	# cows	# cows with scores	Avg Score
10	MILKING YEARLING	25	11	85
11	JUNIOR 2-YR.-OLD	19	14	86
12	SENIOR 2-YR.-OLD	21	17	87
13	JUNIOR 3-YR.-OLD	11	11	88
14	SENIOR 3-YR.-OLD	19	16	88
16	4-YR.-OLD	11	10	89
17	5-YR.-OLD	14	14	92
18	MATURE COW	9	9	94

Sharing an Everyday Love of

young LEADER PROGRAM

YOUNG LEADER ADVISORY COMMITTEE member Stephanie Murphy was incredibly honoured and humbled to have been awarded the Andrea Crowe Achievement Award during the National Holstein Show at the Royal.

Over the years Stephanie has earned the respect of her family, friends and industry peers, and as a result, those around her hold her in the highest regard. She is likeable, cheerful, hardworking, humble, and is a shining example of an individual with “the everyday love of the industry” required of an Andrea Crowe Achievement Award recipient.

“Receiving the Andrea Crowe Achievement Award is a huge honour – words cannot describe how humbling it is,” says Stephanie. “Andrea was a friend of mine, we shared a love for our farm and a passion for our cows. She was a real inspiration. I hope that in the future I can also inspire young breeders as Andrea did.”

Stephanie hails from Hastings, ON where she and her sister Lacey were raised on their family’s Master Breeder farm of Ronbeth Holsteins by their parents Dean and Carol Warner. Stephanie married her husband Camron in 2012, and together they are poised to become the fourth generation to operate Ronbeth – a three-time Master Breeder herd.

In addition to working on the farm morning and evening, Stephanie works full-time off the farm as a Dairy Sales Specialist for Grand Valley Fortifiers so she will be able to buy into the family farm business with Camron. On the farm she is involved in the herd

breeding decisions and looks after raising and registering heifers, record keeping, and exhibits animals at a number of local, regional and national shows.

A graduate of the 4-H program, Stephanie continues to be heavily involved both locally as the county secretary/administrator and provincially as a director on the 4-H Ontario Board of Directors. A Holstein girl through and through, she currently serves as a director on the Peterborough County Holstein Club and as the Ontario representative on the Holstein Canada Young Leader Advisory Committee. In addition, Stephanie is also an aspiring judge and has judged a number of shows in the past few years.

“I wanted to be involved in my community as it has given me so many opportunities throughout my life and it is one way that I can give back,” says Stephanie. “It is a great way to network with people and can help you in both your professional and personal lives. I feel it is important for young people to be involved in their communities as they are setting an example for the next generation as well as bringing new ideas to make our communities better.”

Stephanie’s passion, positive attitude, perseverance and love of cows make up the foundation on which she builds her life – characteristics she shared with Andrea Crowe and characteristics that make her a wonderful and deserving recipient of the Andrea Crowe Achievement Award. Congratulations Stephanie!

the Industry

What is the Andrea Crowe Achievement Award?

An incredibly positive, determined and hardworking young woman, Andrea Crowe was very passionate about life, our dairy industry and Holstein cattle.

To honour her life and legacy as a passionate Holstein breeder, exhibitor and community-minded individual, a committee of her friends created an annual award to recognize young Canadian adults who demonstrate enthusiasm and dedication to the dairy industry, and to their community. Recipients have the ability to inspire others through a positive attitude and industry involvement; to foster industry knowledge and interest in youth; and to demonstrate good sportsmanship. Like Andrea, the recipient must also possess "the everyday love of the industry" through their personality, integrity and knowledge, making them well-respected within the dairy fraternity.

Each year the award is presented by her family during the junior yearling class of the National Holstein Show at the Royal Agricultural Winter Fair in Toronto. 🐄



Stephanie was presented with the Andrea Crowe Achievement Award by Andrea's brother Andrew, sister Elizabeth, mother Anne and the 2013 recipient Joel Phoenix.

NATIONAL DIRECTOR ELECTIONS X

ELECTIONS for National Directors will be taking place from January 8 – February 8, 2015. At press time, it was not yet confirmed which districts would be required to hold an election as nominations were still open. However, elections are a possibility in the following districts, and members in these districts are encouraged to watch their mailboxes for ballots in the event an election is required in that district. Ballots must be received at Holstein Canada head office by February 8, 2015. For more information, please contact Catherine McGill at cmcgill@holstein.ca or 1-855-756-8300 ext. 241.

ELECTORAL DISTRICTS 2015

- Atlantic Canada
- Eastern Québec
- Western Québec
- Québec at Large (Director retiring)
- Eastern Ontario (Director retiring)
- Central & Northern Ontario
- Western Ontario
- British Columbia (Director retiring)

NOT ALL 83-POINT COWS LOOK THE SAME

COWS ARE LIKE HOTELS – not every four-star hotel is the same. The features and amenities can be compared and contrasted using additional information on hotel websites and guest reviews. Two cows, much like hotels, can have the same Final Score yet look and function significantly different. Yet the Final Score of an animal is what most people hear about in conversation, Facebook posts and on Twitter feeds – not her rear leg rear view or rump angle score, which may be her weakest attributes.

Conformation Assessment is much more complex than a single number. Individual trait strengths and weaknesses are highlighted in order to identify opportunities for improvement, management and breeding.

Take for example two 83-point first lactation heifers that calved at the same age and were assessed at the same stage of lactation: **"MARY"** and **"SUSAN"**. Would a producer manage them the same way, breed them to the same bull and keep them both in the herd?

The two have marked differences in conformation shown on their score sheets: **Mary's** rump is more structurally sound and she walks on a more functional set of legs. Through breeding, there are opportunities to improve her mammary system and increase chest width and body depth. Though **Mary** will move around the barn more easily, **Susan** is likely a higher producing cow and will continue to be long term if she doesn't experience reproductive issues. In addition, **Susan's** mobility may be hampered in the long-term by her feet and legs if not managed appropriately. Depending on the herd's existing weaknesses and long-term goals of a producer's mating program, one of the animals may be more valuable to the producer than the other.

It can be easy to "label" cows based on their Final Score alone – with reference to a certain style of cow desired in the barn or with special emphasis given to her mammary system as a point of reference. **Mary** is more likely to be criticized as an 83 point animal

MARY		
Section	Score	Descriptive Traits
Rump (10%)	88	Rump Angle (34%) high 1 2 3 4 5 6 7 8 9 low Pin Width (21%) narrow 1 2 3 4 5 6 7 8 9 wide Loin Strength (32%) weak 1 2 3 4 5 6 7 8 9 strong Thurl Placement (13%) back 1 2 3 4 5 6 7 8 9 ahead
Mammary System (42%)	80	Udder Depth (16%) deep 1 2 3 4 5 6 7 8 9 shallow Udder Texture (14%) fleshy 1 2 3 4 5 6 7 8 9 soft Median Suspensory (14%) weak 1 2 3 4 5 6 7 8 9 strong Fore Attachment (18%) weak 1 2 3 4 5 6 7 8 9 strong Front Teat Placement (7%) wide 1 2 3 4 5 6 7 8 9 close Rear Attachment Height (12%) low 1 2 3 4 5 6 7 8 9 high Rear Attachment Width (10%) narrow 1 2 3 4 5 6 7 8 9 wide Rear Teat Placement (7%) wide 1 2 3 4 5 6 7 8 9 close Teat Length (2%) short 1 2 3 4 5 6 7 8 9 long
Dairy Strength (20%)	81	Stature (12%) short 1 2 3 4 5 6 7 8 9 tall Height at Front End (7%) low 1 2 3 4 5 6 7 8 9 high Chest Width (23%) narrow 1 2 3 4 5 6 7 8 9 wide Body Depth (17%) shallow 1 2 3 4 5 6 7 8 9 deep Angularity (28%) non-angular 1 2 3 4 5 6 7 8 9 angular Body Condition Score (5%) low 1 2 3 4 5 6 7 8 9 high Udder Texture (5%) Loin Strength (7%)
Feet & Legs (28%)	88	Foot Angle (18%) low 1 2 3 4 5 6 7 8 9 steep Heel Depth (22%) shallow 1 2 3 4 5 6 7 8 9 deep Bone Quality (12%) coarse 1 2 3 4 5 6 7 8 9 fat Rear Legs-Side View (17%) straight 1 2 3 4 5 6 7 8 9 curved Rear Legs-Rear View (31%) hocked-in 1 2 3 4 5 6 7 8 9 straight Locomotion (research) non-mobile 1 2 3 4 5 6 7 8 9 mobile
Class	GP	Score: 83 Comments:

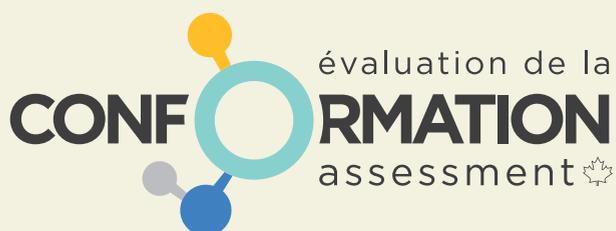
SUSAN		
Section	Score	Descriptive Traits
Rump (10%)	75	Rump Angle (34%) high 1 2 3 4 5 6 7 8 9 low Pin Width (21%) narrow 1 2 3 4 5 6 7 8 9 wide Loin Strength (32%) weak 1 2 3 4 5 6 7 8 9 strong Thurl Placement (13%) back 1 2 3 4 5 6 7 8 9 ahead
Mammary System (42%)	87	Udder Depth (16%) deep 1 2 3 4 5 6 7 8 9 shallow Udder Texture (14%) fleshy 1 2 3 4 5 6 7 8 9 soft Median Suspensory (14%) weak 1 2 3 4 5 6 7 8 9 strong Fore Attachment (18%) weak 1 2 3 4 5 6 7 8 9 strong Front Teat Placement (7%) wide 1 2 3 4 5 6 7 8 9 close Rear Attachment Height (12%) low 1 2 3 4 5 6 7 8 9 high Rear Attachment Width (10%) narrow 1 2 3 4 5 6 7 8 9 wide Rear Teat Placement (7%) wide 1 2 3 4 5 6 7 8 9 close Teat Length (2%) short 1 2 3 4 5 6 7 8 9 long
Dairy Strength (20%)	87	Stature (12%) short 1 2 3 4 5 6 7 8 9 tall Height at Front End (7%) low 1 2 3 4 5 6 7 8 9 high Chest Width (23%) narrow 1 2 3 4 5 6 7 8 9 wide Body Depth (17%) shallow 1 2 3 4 5 6 7 8 9 deep Angularity (28%) non-angular 1 2 3 4 5 6 7 8 9 angular Body Condition Score (5%) low 1 2 3 4 5 6 7 8 9 high Udder Texture (5%) Loin Strength (7%)
Feet & Legs (28%)	81	Foot Angle (18%) low 1 2 3 4 5 6 7 8 9 steep Heel Depth (22%) shallow 1 2 3 4 5 6 7 8 9 deep Bone Quality (12%) coarse 1 2 3 4 5 6 7 8 9 fat Rear Legs-Side View (17%) straight 1 2 3 4 5 6 7 8 9 curved Rear Legs-Rear View (31%) hocked-in 1 2 3 4 5 6 7 8 9 straight Locomotion (research) non-mobile 1 2 3 4 5 6 7 8 9 mobile
Class	GP	Score: 83 Comments: Advanced Anus

compared to **Susan** because her mammary system is her weakest part even though she stands on a set of 88-point feet and legs and her traits as a whole merit the 83-point final score.

The **Canadian Conformation Assessment** program adjusts scores based on age at calving, stage of lactation and udder fullness. Calculations for some traits on a heifer that calves out at 22 months – assessed at two weeks fresh – will vary from that of a mid-lactation assessment of a heifer that freshened at 24 months of age. Because of the diversity in herd breeding philosophies, in reality there exists an array of different looking cows for each Final Score. It is a mathematical combination of 24 important and connected parts.

Conformation Assessment has been developed and continually updated for use as a management tool. The emphasis on sections and individual traits is related to researched relationships between profitability and longevity. These weights are updated frequently to reflect timely and accurate information. The service is used by some for marketing purposes, though that is not the primary goal of the program. Instead, accompanied by individual animal evaluation reports and herd trend reports, **Conformation Assessment** is designed to equip producers with the knowledge and insight to manage each animal and subsequently set goals for whole herd improvement.

Final Score alone does not indicate the individual strengths or weaknesses of an animal. A Final Score is a combination of 24 individual parts related to production and longevity. By looking at an assessment score sheet, producers should be able to visualize the animal from this description. Individual corrective adjustments in breeding and management can then be made to increase animal performance in the context of their environment to benefit the whole herd in the long-term.



Automatic email notifications

TIME TO UPDATE YOUR CONTACT INFORMATION

HOLSTEIN CANADA is looking forward to offering a new service beginning early 2015. With the upcoming weekly genomic results release for females and the needs of busy dairy producers, we are planning to send automatic email notifications for new genomic results straight to the inbox of producers with online accounts who have sent samples for genomic testing. The notification will alert producers when they have new genomic results available. At the same time, we plan to provide email notifications for new Herd Trend Reports – updated online three times per year – to clients using Holstein Canada Conformation Assessment (Classification) services.

To ensure the notifications are received, we ask that clients update the email address in their "User Profile". This is accessed through the last option under the Online Services heading after logging into an online account. The genotyping request form will also have a new email field that we ask clients use when submitting samples.

The reports are available in online accounts; therefore clients will need to request an account ID through the Holstein Canada website "Member Login" link if they do not yet have an online account. Only those with account signing authority can submit the request. Please contact Customer Service to update signing authorities if necessary.

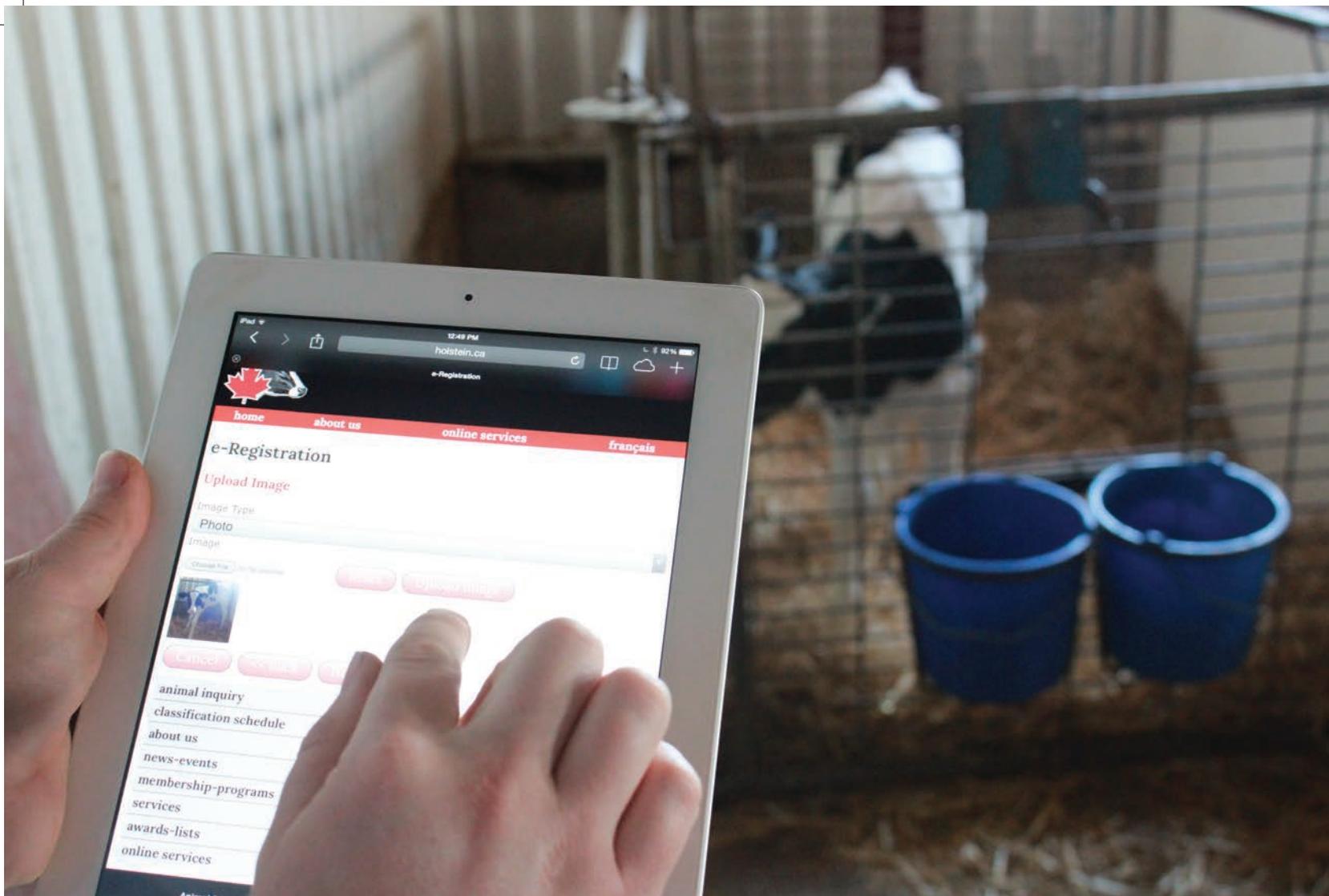
CUSTOMER SERVICE

T 1.855.756.8300 x 600

E customerservice@holstein.ca

Cow of the Year Voting Reminder

Vote for the 20th Annual Cow of the Year!
Deadline is **FRIDAY, MARCH 13, 2015** – See the official Cow of the Year booklet and ballot, or visit www.holstein.ca for details.



Say Cheese!

Photos Enhance Animal Identification

OFFICIAL TAGS are the required means of animal identification for registration. A routine and consistent policy of replacing lost tags will ensure uninterrupted animal identification.

38% of applications for registry submitted to Holstein Canada include a secondary identification by means of photograph or sketch. Breeders who continue to provide sketches or photograph calves for registration do so as a secondary means of identification for herd management, security identification or marketing purposes. Photos and sketches can act as supplementary identification in herds and environments where tag retention is challenging.

Photos or sketches submitted with registration applications are printed on your Certificate of Registry; colour photographs will be printed in colour.

Today, with the convenience of digital and cell phone cameras, photos are more common than sketches. The image can be sent with your electronic applications or printed and attached to your hardcopy applications. One side-view image of the animal generally provides the desired supplementary identification; however, images of both sides can be merged into one image file to show both sides of the animal. It is recommended that the calf tag number be visible in the photo.

If photos or sketches are not included initially with registration applications; they can be added after for an administration fee of \$2.00.

Want to find out how easy it is to send the photo with your registrations? Contact our Customer Service staff for help at 855-756-8300 x 600. 🇨🇦

2015 Dairy Farm Sustainability Award



EACH YEAR at the Dairy Farmers of Canada (DFC) AGM, DFC awards one farm the Dairy Farm Sustainability Award. Sponsored by DeLaval Canada, the award recognizes dairy farmers across Canada who produce milk in a highly sustainable way. The Dairy Farm Sustainability Award is given to Canadian dairy farmers who have adopted environmentally sustainable practices that are also financially viable, and must bring social benefits to Canadians and future generations.

TO BE ELIGIBLE FOR THE AWARD, AN INDIVIDUAL MUST:

- Be a dairy farmer with quota holdings in Canada; and
- Have a dairy operation with an up-to-date Environmental Farm Plan developed in the last five years in accordance with applicable provincial programs.

NOMINATIONS WILL BE EVALUATED BASED ON FOUR CRITERIA:

- Environmental Sustainability
- Financial viability
- Social impacts
- Leadership and reproducibility of on-farm practices

Submit your nomination, or that of a fellow farmer, by **March 6th, 2015**, along with two letters of recommendation. Application forms can be found at DairyFarmers.ca/award or by contacting your provincial office. 🇨🇦

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

Based on 1st Lactation Classifications from September/October 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	528	81.98	82.45	G W ATWOOD	83	82.34	82.86
DEMPSEY	536	81.89	81.70	GOLD CHIP	71	82.24	82.21
WINDBROOK	935	81.40	81.70	BRADNICK	30	82.23	81.77
LAUTHORITY	569	81.05	81.44	GOLDWYN	93	82.03	83.90
SEAVAR	125	80.94	80.98	MR TOP RC	38	81.95	82.18
REGINALD	199	80.79	80.22	ANGELMAN	30	81.80	80.63
LAVANGUARD	314	80.79	80.96	DUDE	80	81.66	81.53
BRAXTON	254	80.78	81.76	GUTHRIE	57	81.61	81.56
FEVER	985	80.70	80.76	HERO	71	81.55	81.24
SPECTRUM	144	80.57	80.86	AFTERSHOCK	58	81.45	81.66

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**

JANUARY

- ON Leeds
- ON **MR** Dundas, Glengarry, Stormont, Prescott, Niagara, Wentworth, Brant, Haldimand, Norfolk, Carleton, Russell
- QC Arthabaska, Mégantic, Wolfe
- QC **MR** Sherbrooke, Stanstead
- BC Lower & Central Fraser Valley, Richmond, Delta

EARLY

- ON Renfrew, Bruce
- QC Lotbinière, Nicolet, Yamaska
- QC **MR** Brome, Compton
- BC Upper Fraser Valley, Okanagan, Vancouver Island

MID

- ON Grenville, Lanark, Grey, Huron
- QC Drummond

LATE

FEBRUARY

- ON Halton, York, Peel, Simcoe, Dufferin, Ontario
- QC Bagot, Richelieu, Verchères, Rouville, Saint-Hyacinthe, Pontiac
- QC **MR** Frontenac, Beauce, Lévis, Québec, Montmorency

EARLY

- QC Abitibi, Témiscamingue, Labelle, Papineau, Gatineau, Argenteuil, Deux-Montagnes, Terrebonne

MID

- QC **MR** Dorchester

- AB **MR**

- QC L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice, Lavolette

LATE

- QC **MR** Bellechasse, Montmagny, L'Islet

- MB **MR**

MARCH

- ON Northumberland, Durham, Victoria, Peterborough

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

EARLY

- QC Champlain, Portneuf

- QC **MR** Kamouraska

FREEMARTIN • What is it and How does Holstein Canada deal with it?



What Is It?

Freemartinism is defined as a sterile female bovine calf born twin to a male. Approximately 92% of females born co-twin to a male are freemartin or a non-breeder.

Freemartinism traces its origin to what happens in the womb. Specifically, it begins with the blood supply from the carrying dam to the two placental sacs of male and female calves. If there's blood transfer between placentas, the H-Y antigen starts affecting the female calf's neo-natal development, causing defects in her reproductive tract. As a result, the female's reproductive system does not develop properly due to exposure to the male twin's blood and hormones. The extent of malformation of the reproductive system will depend on when the blood transfer occurred, and at which stage of neo-natal development.

In the remaining 8% of twin females that are fertile, the blood exchange did not occur. Research shows that one in 13 female calves born twin to a male are, in fact, normal and can reproduce.

How does Holstein Canada deal with it?

Submit your applications for registry to the Association clearly indicating female and "twin to male." We will date stamp your application*, and return it to you for future resubmission. If and when the female twin is confirmed to be a breeder**, you may resubmit the application to receive the certificate of registry for that animal. A female born twin to a male will not be registered until she is confirmed a breeder.

Is a test available?

A DNA freemartin test is available at a cost of \$35. The freemartin test is a predictive test and is not an absolute indicator of the reproductive ability of an animal. While the test may be used as a management tool, the result of the test is no longer accepted for registration.

Freemartin test requests can be noted either on the animal's application for registry, or by contacting our customer service at 1-855-756-8300 ext. 600. A test kit and corresponding directions will be provided. Test results are reported either positive or negative for the "detection of male DNA" only. The test is not intended or sufficient to definitively detect freemartinism or determine sterility. 🇨🇦

*To avoid late fees, ensure the application is submitted less than three months after birth. The original date stamped submission date will be used to calculate the fees.

**When the female "twin to a male" is confirmed pregnant by your veterinarian or has calved, forward the application for registry to the office along with a statement to this effect.



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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

Editor: Jennifer Kyle
jkyle@holstein.ca

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