

info Holstein

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

Catching the Tide at the 2015 National Holstein Convention



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ON THE COVER: The 2015 National Holstein Convention, including the Genetic Wave Sale featured on the cover, was a great success! Turn to page five to read more about the great event. (Cover photo and many Convention photos by Nina Linton)

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Ann Louise connected with the Young Leaders at convention and gave them the opportunity to “take a shot at the CEO” during their final farm tour stop.



It's really about **CONNECTING...**

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

I love our slogan: **Connecting Passion & Profit**. This slogan is the result of a staff brainstorming session. Indeed, we asked staff what words came to mind when they thought about the daily reality of our 10 000+ members. The result is this catchy phrase we now use on a daily basis since its launch in 2013.

Passion is an obvious word to describe dairy producers. What else would motivate you to get up well before the sun to deal with sick cows, bad weather and broken machinery? You are so **passionate** about what you do. Fortunately, most days are about high producing, healthy cows; good weather; and smooth running machinery!

Profitability is also a given. After all, we live in a world based on economics. This is why Holstein Canada services are there to contribute to your profitability, as clearly stated in our Mission statement.¹

However, I think **Connecting** is the most relevant word. Connecting Passion and Profit is obvious, but it is also about **connecting people**.

It touches me how the Holstein cow brings people together despite physical distance; cultural and language barriers; and age difference. There are so many examples of this “connecting” phenomenon among our membership. I am sure each of you reading these few lines has your own example of new and/or longtime friends thanks to the Holstein cow. They may be your neighbour, or live in a province or country far away!

In this issue of *InfoHolstein*, you will read about our 2015 Convention which was a great success for two reasons: a very

devoted N.B. Organizing Committee and members from all provinces wanting to connect with other Holstein Canada members. During every Convention, I love to watch new friendships develop between Holstein breeders from opposite corners of the country while standing in a barn (usually while discussing the great cow in front of them). To see “old friends” hug when they meet and quickly catch up on family and herd updates. To witness Young Leaders be inspired by “not-so-young” leaders (and vice versa). And, to hear people promise to “see you next year in Alberta”!

Not everyone can make it to Convention – I get that. However, every Holstein Canada member is first and foremost a member of their local club and provincial Branch, both of which organize meetings and activities to allow members to stay on top of today’s issues – and to connect with others. So when people ask me “**Why be a Holstein Canada member?**” the human aspect is right up there for me with the profitable services. This is a people industry, and we all learn from each other.

As human nature dictates, we need each other to get through the tough times and to celebrate the good times. It just makes sense that people who share the same passion will gravitate towards each other. Holstein Canada’s structure simply facilitates the process. I, for one, feel this is one of our greatest roles.

Summer is a great season for Holstein Canada members to **connect**. I look forward to connecting with many of you at a summer event! 🇨🇦

¹ Holstein Canada's Mission: To provide leadership through genetic improvement programs to enhance the profitability for all dairy producers.



Catching the Tide

2015 National Holstein Convention

NEARLY 450 HOLSTEIN ENTHUSIASTS descended on New Brunswick as Holstein Canada's National Holstein Convention and 132nd Annual General Meeting was held April 8-11, 2015 in Moncton and Fredericton. Despite a very harsh winter, visitors were welcomed to the East Coast with true Maritime spirit! The volunteer organizing committee, under the co-chairmanship of Karen Versloot and Brent Dunphy, went well above the call of duty to ensure everything was "ship shape".

FARM TOURS, SALE, SHOW & FESTIVITIES

It was a week full of incredible Maritime hospitality. Attendees were welcomed by more than 25 different Holstein families who opened their barn doors for farm tour day to showcase their fantastic herds and operations. The Genetic Wave Sale drew a large crowd and averaged \$7,172 on 90 lots. Topping the sale was Lot #4, *Progenesis Monterey Ruby*, who sold for an impressive \$80,000.

The National Spring Showcase was another great success with 145 head being placed by Judge Nathan Thomas of North Lewisburg, Ohio. At the end of the show, it was the winning Mature Cow, *Ms Goldwyn Alana*, who captured the attention of Judge Thomas and was crowned Grand Champion of the show for owners Pierre Boulet, Ferme Fortale Holstein Inc. and Isabelle Verville, all of Québec.

Throughout the week, convention participants were treated to lots of events, socializing, food and entertainment all infused with true Maritime spirit.

MASTER BREEDERS CELEBRATED

To conclude a fantastic week in New Brunswick, a wonderful, energy-filled and East Coast-inspired evening took place to

celebrate and honour the achievements of the 21 Master Breeders. The 2014 Master Breeders celebrated that evening were: Josh & Mark Ireland & Family (Albadon); Don, Tim & Scott Penner & Family (Benner); Jean-Pierre, Alain, Shana, Rachel, Adèle, Vercin, Flavien & Isakiel Lavigne (Deric); Sandra Verville, Carl, Laurie & Marianne Desrochers (Desnette); Henriette Ghielen, Pierre, Pierre-Luc, Samuel & Geneviève Drolet (Drolie); Patti Alsop & Family (Glenwin); Barry, Vera, Scott & Jason Gould (Gouldhaven); Walter & Heidi Von Ah (Heiwa); Louise Marcoux, Pierre, Odrey, Marie-Michelle & Pierre-Olivier Caron (Karona); Lillian & Brian Drummond (Lilbri); Marcel Bilodeau, Jean-Sébastien Savaria, Sébastien Roy & Rick Favreau (Maskita); Daniel Brochu & Isabelle Dubois (Milibro); Don & Diane Catt & Family (Narwood); Eric Bréniel & Elise Sawyer (Ricstar); Joe & Kathy McGriskin & Family (Riskinbrook); Michael & Thea Farlinger (Signature); Charlie & Dan Dykxhoorn (Silverridge); Fred, Ruth & Sheila Sundborg and Kevin Sundborg & Amanda Lukassen (Suntor); Jim & Julie Telford (Telford); Burnell, Darlene, Adam & Bethany Zehr (Walnutlawn); and Howard & Ineke Augustine (Whitnell). Congratulations again to the families and individuals who received their Master Breeder shield and achieved this amazing feat!

2016 CONVENTION PLANS ALREADY UNDERWAY – HEAD WEST FOR ALBERTA 2016!

A keen 2016 Convention committee gave an entertaining sneak peak to the great things planned in Alberta where the 2016 Convention will be held from April 19-24, 2016 in Calgary and Banff. Look forward to seeing more details as the final 2016 Convention schedule is set and website is launched later this year!



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12

PREVIOUS PAGE (LEFT): The National Spring Showcase was a fantastic show with quality animals all the way through.

PREVIOUS PAGE (RIGHT): Judge Nathan Thomas sorted through the great cattle paraded through the ring at the National Spring Showcase.

1. Enthusiastic committee member Alain Blanchette gets the crowd pumped up at the Land & Sea welcome event.

2. Convention committee Co-Chair Karen Versloot welcomes the crowd on behalf of the committee at the Land & Sea welcome event.

3. Wanda Shuttensbeld welcomes the participants on the "Mighty River Tour" to Schuttens Holsteins.

4. Glenvista Holsteins was one of the great stops on the "High Tide Tour." Thank you to the over 25 families who opened their barn doors for visitors on Farm Tour Day!

5. Even Goldie went out on farm tours for the day. She made fast friends with a young Holstein Enthusiast at Dairy Mountain.

6. Young Leader Convention participant James Cranston checks out the sale consignments at the Genetic Wave Sale.

7. Tyler Doiron takes bids during the Genetic Wave Sale.

8. Patti Alsop (right) and her family enjoy the EastGen Grand Kitchen Party following the show.

9. The EastGen Grand Kitchen Party was a true taste of Maritime culture for convention participants.

10. Joe & Kathy McGriskin of Riskinbrook receive a high-five from CEO Ann Louise during their walk-up to receive their first Master Breeder Shield at the Master Breeder Gala.

11. The Master Breeder Gala was a beautiful, maritime-infused celebration!

12. Sandra Verville and Carl Desrochers were one of 21 breeders to receive their Master Breeder Shield from outgoing Presidential couple Mario and Lynda Perreault. 🇨🇦

Glenn Hockley of Alberta speaks to a resolution at the AGM.



THE 132ND HOLSTEIN CANADA ANNUAL GENERAL MEETING

(AGM) was well-attended with close to 400 people in attendance both in person in Fredericton, N.B. and via the live stream. The live stream was available for all members across Canada for the third year in a row, and provided the opportunity to tune in and follow along with the full AGM agenda. In addition, the Convention's official Twitter hashtag #catchthetide was used to share information and updates from the 2015 AGM on social media channels.

Outgoing President Mario Perreault of Saint-Esprit, Québec thanked the membership for a very rewarding year. He commented on the importance of teamwork and highlighted several instances of great teamwork over the past year. In his parting words, he asked the membership to continue to take their responsibility of sending great leaders to the Holstein Canada Board (and other industry boards) very seriously.

CEO Ann Louise Carson presented the administrative report, outlining top business highlights from 2014 where she stated "Profitability and Technology" were the two key words guiding the Holstein Canada Team. Carson reported that Holstein Canada continues to be "full steam ahead" as the 2013-2014 Strategic Plan wrapped-up and the new 2015-2017 Strategic Plan launched.

Additionally, it was reported that the rewrite of the Herdbook software will be implemented in late 2015.

Breed Advisory Chair Elyse Gendron gave an update on year one of the Canadian Breed Strategy *Vision 2020*, launched at the

Sherbrooke AGM last year. The main project was Holstein Canada's involvement in and support of a new profit-based genetic index with CDN and industry partners (Pro\$) to be launched in August 2015, and the new 40-40-20 formula for our LPI.

Several special award presentations were made to round out a great meeting before guest speaker Martin Latulippe took the stage and captivated the audience with his presentation on "living the zerolimit attitude" and encouraged everyone to "choose a keyword to keep you focused in the moment".

THE 2014 NUMBERS AS SHARED AT THE 2015 AGM

SERVICE ACTIVITY LEVELS	
Registrations	275,069
Transfers	31,936
Memberships	10,584
Animals Classified	262,898
Genomic Tests Submitted	21,893

FINANCES	
Revenue	\$12,167,656
Expenses	\$12,082,106
Excess of Revenue over Expenses	\$85,550 (0.7% of revenue)



1. HOLSTEIN CANADA AGM

President Mario Perreault addresses the crowd during the 132nd AGM.

2. 2014 COW OF THE YEAR ANNOUNCED

Earning the 2014 title and becoming the 20th Cow of the Year was *Belfast M Goldwyn Shelly*. Bred by Belfast Holstein and Ferme Maryclerc of Québec, Shelly is owned by Donnanview Farms and Arcadia Farms in Ontario. Don Donnan was on-hand to accept the award and share the great story of Shelly's arrival in his herd as a calf purchased at the Sale of Stars. Donnan told the crowd it was a dream come true, and expressed his heartfelt thanks to those who voted for Shelly.

3. CENTURY OF HOLSTEINS AWARD

Century of Holsteins Awards were given to four families recognized for 100 years of continuous membership with Holstein Canada: the MacDonell family, Williamstown, Ont.; Floraholme Farms Ltd., Floradale, Ont.; the MacLeod family, Dalkeith, Ont.; and the Blanchette family, La Présentation, Que. Congratulations!

4. JOHN BUCKLEY ELECTED NEW PRESIDENT FOR 2015-2016

Following the AGM, the Holstein Canada Board of Directors elected John Buckley of Lindsay, Ont. as the 2015-2016 Holstein Canada President. John will be supported by 1st Vice-President, Robert Chabot of Saint-Patrice-de-Beaurivage, Que. with Orville Schmidt of Rollyview, Alta. selected to fill the 2nd Vice-President position.

2015/2016 BOARD: Back row (left to right): Nancy Beerwort (Ont.), Angus MacKinnon (Que.), Ron Boerchers (Man./Sask.), Doug Peart (Ont.), Harry Van der Linden (Atlantic Canada), Gerald Schipper (Ont.), Gilles Côté (Que.), Ben Cuthbert (B.C.) and Elyse Gendron (Que.). Front row (left to right): 1st Vice President Robert Chabot (Que.), President John Buckley (Ont.) and 2nd Vice President Orville Schmidt (Alta.)

5. HOLSTEIN CANADA EDUCATION AWARDS

Education awards were also presented. Maggy Desrochers, Laurence Boulet and Dennis Catt— three of the four 2014 winners— made the trip to N.B. to participate in the event and be recognized by the participants. 🐄

RESOLUTIONS

THE FOLLOWING 11 RESOLUTIONS WERE BROUGHT FORWARD FOR CONSIDERATION AT THE 2015 AGM. RESOLUTIONS 1, 2, 5, 7, 8, 9, 10 AND 11 WERE PASSED, WHILE 3, 4 AND 6 WERE DEFEATED.

P = Passed D = Defeated

- 1 **(P) DATA EXCHANGE** – Holstein Canada look at ways to efficiently exchange data from on-farm software for registrations. – Submitted by Manitoba Holstein Branch
- 2 **(P) DATA EXCHANGE** – Holstein Canada make the necessary recommendations for data compiled by robotic systems to be recognized by Holstein Canada and DHI agencies (CDN, Valacta, etc.), and in return, said herds must use Holstein Canada's classification systems on a regular basis. – Submitted by Holstein Québec
- 3 **(D) NATIONAL RW SHOW** – Holstein Canada recognize the Red & White Holstein Show at the St-Hyacinthe's Supreme Dairy Show as the National Red & White Show. – Submitted by Holstein Québec
- 4 **(D) NATIONAL HOLSTEIN SHOW** – Holstein Canada revisit the pros and cons for both exhibitors and visitors attending the National Show and that following this analysis, Holstein Canada consider making improvements or looking at the pros of moving the National Show elsewhere in the future. – Submitted by Holstein Québec
- 5 **(P) PROGENY OF DAM CLASS** – Holstein Canada add the progeny of the dam class at the Royal Agricultural Winter Fair in Toronto. – Submitted by Holstein Québec
- 6 **(D) RW SHOW RULES** – Holstein Canada make recommendations to show organizers to make it mandatory for the owners willing to show their animals in the Black & White category to also show their animals in the Red & White Show, should there be an existing Red & White Show. – Submitted by Holstein Québec
- 7 **(P) CRAMPY SIRE CODES** – Any sire identified as being crampy by Holstein Canada is coded on their pedigree as such. – Submitted by P.E.I. Holstein Branch
- 8 **(P) TAGS** – Holstein Canada link NLID tag data with the animal's registration number and other core animal data needed for a show catalogue. – Submitted by Nova Scotia/Newfoundland Holstein branch
- 9 **(P) GENOMIC INVENTORY REPORTS** – Holstein Canada improve the Excel Genomic Inventory Report so that it becomes a useful and valuable herd management tool. – Submitted by New Brunswick Holstein Branch
- 10 **(P) GENETIC DEFECTS** – Holstein Canada develop a plan to both educate breeders about how to handle these genetic defects, and how to communicate carriers to breeders. – Submitted by New Brunswick Holstein Branch
- 11 **(P) LONGTIME PRODUCTION AWARDS** – Holstein Canada revisits the current way of awarding Longtime Production, and makes changes to award cows based on total Fat and Protein yield, instead of milk yield. – Submitted by Saskatchewan Holstein Branch

RECEIVE YOUR FREE COPY OF THE 2014 ANNUAL REPORT

A free copy of the 2014 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



LAMENESS, LESIONS & CONFORMATION

Lameness is the most prevalent health and welfare issue on Canadian dairy farms. Problems with mobility can arise for many reasons: sub-optimal conformation; environmental challenges such as rough cement flooring, mucky pastures harboring pathogens, stone bruising, etc.; disease; or nutritional deficiencies.

HOOF DISEASE does not necessarily cause cows to limp or have challenges walking. However it does represent an economic loss on dairy farms due to the costs of treatment, as well as the loss in revenue as a result of decreased performance. Therefore, it is important to reduce the incidence of lesions, which can be achieved both by improving herd management and through genetic selection.

Hoof lesions can be difficult to assess and are categorized as infectious (dermatitis, foot rot, heel erosions) or metabolic and mechanical (sole ulcer or hemorrhage, white line disease). Incidences of lesions are most often recorded by hoof trimmers, vets and farm managers, and not necessarily in a standardized fashion. It is important to keep in mind as free-stall facilities continue to replace tie-stall barns, farm managers are trending towards regular maintenance routines for trimming, and investing in more frequent treatments for animals with hoof issues or lesions.

Hoof lesion data recorded from 2010 – 2012 in HoofSupervisor® by Alberta, British Columbia and Ontario hoof trimmers was recently analyzed. **At least one hoof lesion was observed in 40% of the hoof trimming events.** The prevalence of hoof lesions ranged from an average of 25% in first lactation to 35% in 7th lactation. The most prevalent lesion was digital dermatitis – 14% in first lactation. The heritability of hoof lesions is reportedly very low at less than 1%.

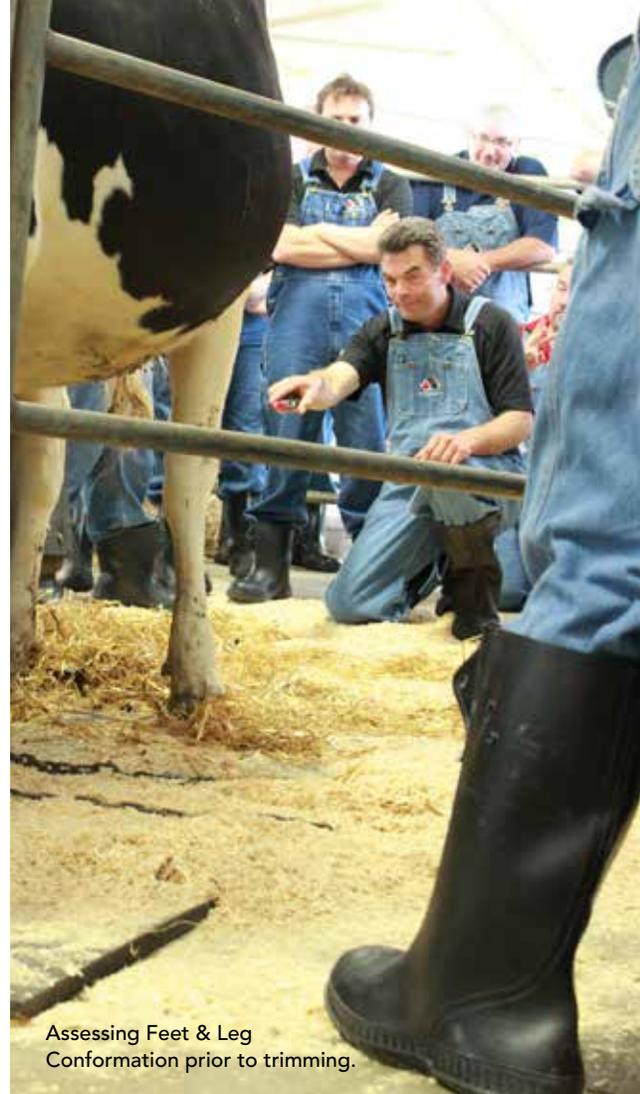
Feet & Leg conformation has been used for generations as an indication of mobility, longevity and resistance to breakdown. However, we are less clear on the relationship between Feet & Leg conformation and resistance to hoof disease and horn lesions. Classifiers must look past injuries and other negative



Healthy foot after trimming.



"It is commonly believed that it is easy to alter a cow's Foot Angle dramatically by hoof trimming. In general, this is not true. On farms that trim regularly for the purpose of maintaining proper foot health and welfare, the angle of the hoof cannot be altered significantly from before to after trimming."



effects resulting from management or environment in order to accurately describe the structural strengths and weaknesses she was born with. For instance, cows housed in tie-stalls that may not have been trimmed frequently, or that have bruising of hocks or knees and stand uncomfortably will be more difficult to assess for feet and leg conformation.

It is commonly believed that it is easy to alter a cow's Foot Angle dramatically by hoof trimming. In general, this is not true. On farms that trim regularly for the purpose of maintaining proper foot health and welfare, the angle of the hoof cannot be altered significantly from before to after trimming. Trimming to purposely remove significant portions of the hoof to alter the angle is not ethical and can permanently damage the integrity of the hoof. More recently, the emphasis on Foot Angle in the evaluation of Feet & Legs of Holsteins was lowered from 18% to 9% to include the contribution of Thurl Placement in the assessment for increased accuracy.

Cows require sufficient Heel Depth to be able to withstand the challenges of their environment. Whether it is rougher cement flooring or sand bedding, walking in most free-stall barns forces a normal amount of erosion to the hoof substance and cows do not

have to be trimmed as often. If heel erosion is excessive and the heel depth is not sufficient, lesions may result and become highly prevalent.

The structure of the rear legs can also indirectly affect hoof health. If a cow hocks-in and scores low for Rear Leg Rear View (4 or lower), there will be an imbalanced wear to the outside claws of the rear foot as she walks about the barn. If this type of cow – even as a heifer with sufficient heel depth – is not properly maintained, the imbalanced wear can lead to heel erosions on the outside claw.

With ideal Feet & Leg conformation (intermediate steep foot angle, sufficient depth of heel and straight rear leg rear view), regular maintenance, proper nutrition and an optimal housing environment, **cows should not get sore feet.**

Lameness evaluations will become part of the ProAction Animal Welfare assessments scheduled to begin later in 2015. For the first two years of the program all farms in Canada will be benchmarked against the Canada Animal Care Code in order to identify problems and plan for corrective measures for improvement. Conformation appraisal is the single best national source for assessing animal welfare on Canadian dairy farms. 🇨🇦

By Michael Hall, Executive Director,
Canadian Livestock Genetics Association



The Canadian Livestock Genetics Association

The Voice of the Industry

LIVE CATTLE EXPORTS at the end of 2014 were 32 million dollars as compared to 17 million at the end of 2013. The United States led the way as the biggest increase in Canadian live cattle genetics. Total dairy genetic exports, (live cattle, semen and embryos), was \$158 million at the end of 2014. This is well ahead of the \$122 million of dairy genetics exported in 2013. The latest case of BSE in February was unexpected at best, but had minimal impact on current genetic export markets. It did impact some of the larger markets Canada was hoping to gain access to in the near future. Canada was preparing

to apply for the OIE country status of Negligible Risk for BSE in 2016. This would have provided the opportunity to export live cattle to a number of the larger markets around the world, namely China, Indonesia and Malaysia. The latest case of BSE has pushed access to these markets back another 5 years. World demand for dairy continues to grow and the dairy industry needs a strong food inspection agency to ensure Canadian exporters have access to new and developing markets.

"A primary role of the Canadian Livestock Genetics Association (CLGA) is to be the link between industry and government. One of the biggest issues facing the genetic exporting community today is the diminished resources at the Canadian Food Inspection Agency (CFIA) and other government departments that work to facilitate trade and exports."

CFIA performs a number of necessary tasks related to the import and export of dairy genetics. For example, it is the CFIA that works on the documentation and negotiations needed to open new markets and maintain existing markets. They also do health testing on animals for export, provide import permits, and work with industry for any required inspection visits by our trading partners. The government has also begun to change the way they deliver services needed for import and export. An example is the move to a centralized administrative process for obtaining import permits. This change has resulted in time delays of 25 to 30 days to obtain an import permit during the winter months. This was a process that used to take 2 or 3 days. CLGA has kept this issue in front of the government and is working to ensure that next year we don't have the same issues. The continued budget cuts and resulting lack of resources has resulted in not enough people left to do the job. CLGA continues to lobby the

CFIA and Agriculture and Agrifood Canada to re-invest in the CFIA and the people and process that facilitate exports.

Beyond the pressure CLGA is putting on the government to invest in the people needed to enhance trade, I would ask each and every one of you that benefit from genetic exports and the strong breed improvement programs we have in Canada to lobby your MP on this issue. Your Member of Parliament needs to be made aware that trade is being negatively impacted, and Canadian exporters are being placed at a competitive disadvantage by the current structure at CFIA. Livestock genetics are a Canadian success story, and the numbers at the beginning of the article provide further proof that investment in facilitating exports of genetics pays big dividends. Please take the time to visit your MP and anyone else running in the upcoming election to make them understand the importance of this issue. 🇨🇦

Field Service Update

FIELD SERVICE WORK is an essential part of Holstein Canada's service provision. Field Service representatives for Holstein Canada, Ontario Holstein and Holstein Québec connect with existing members and/or potential customers by phone, email and social media – but the most impactful are their face-to-face interactions. The goal of Field Service is to provide a visual and local presence for client retention and recruitment for all core services, as well as a connection between the head office in Brantford, ON, our provincial branches and our members across Canada.

Ontario Holstein and Holstein Québec provide Field Service for their respective provinces. Both branches have a team of dedicated field service reps that travel throughout their region in order to connect with members both on and off the farm. In recent years, the Western (B.C., Alta., Sask. & Man.) and Eastern (N.B., P.E.I., N.S./N.L.) branches, who do not have full-time staff, have partnered with Holstein Canada for field service support. This partnership allowed the national association and provincial branches to join forces and

resources to meet the needs of their joint members.

Holstein Canada is pleased to announce a "new approach" for the Western and Eastern branches. In the past, Holstein Canada has dedicated one Field Service Rep to be responsible for both Western and Atlantic Canada. Starting in June 2015, we are pleased to welcome two new Field Service Business Partners. One will be responsible for the Western territory and the other will focus on the Eastern territory. With this revamp, we plan to double the current presence in these areas and increase networking with local Young Leaders and provincial Industry Partners to foster opportunities for knowledge sharing and retention efforts. Both Field Service Business Partners will be action driven and focused on client retention and recruitment by liaising with head office and Branches to facilitate the "paper work" and "to-do lists" associated with their visits.

For more information on Field Service, check out Field Service under the Services tab on the Holstein Canada website.

Show Update for 2015

HOLSTEIN CANADA'S SHOW Committee met in February 2015 to discuss show and judging related matters. The following is an update regarding the Show Committee's recommendations to the Board of Directors that were reviewed and approved in February.

1. Royal exhibitors will have the option of exhibiting their animal in the Red & White show and/or the Black & White show, in order to promote the quality and number of animals in the Red & White show at the Royal Winter Fair.
2. There will be a Champion Bred & Owned class at the 2015 Royal for both the Red & White and Black & White shows.

3. Bred & Owned winners at the Royal Black & White and Red & White shows will be determined by prefix belonging to the owner (or one of the owners). This standardizes our rules as Banners and Breeder's Herd currently use prefix.
4. To reflect our ever-improving breed, production requirements have been increased from 50,000 kg to 60,000 kg produced to date for the longtime production class at the Royal Black & White show.
5. The Code of Ethics rule will be changed to permit exhibitors to trim hair one time if they are over 1.5 inches at the hair measuring station.
6. The following guidelines for show placings on pedigrees will be implemented for the 2015 show season: **HEIFER ONLY SHOWS** Under 50 head: Champions only; 50+ head: top 3 placings. **REGULAR SHOWS** Under 75 head: Champions only; 75+ head: top 3 placings.

Retraction: Fee Change for US Genomic Values for Males

In the May/June 2015 issue of InfoHolstein an update on the fee change for US Genomic Values of Males was published. Regrettably, there was an error in the new pricing that affected the **English printed copies only**. The online and French versions contained the correct information. It was reported that the fee for US values

decreased from \$250 to \$150 per male. However, the English printed copies should have read as follows: "Recently the fee for US values decreased significantly from **\$250 to \$225** per male being tested." We apologize for any confusion this error may have caused.

2015 Young Leader Convention



ONCE AGAIN, THE YOUNG LEADER PROGRAM, held in conjunction with the National Holstein Convention, was a resounding success. Close to 40 Young Leaders from across Canada gathered in Atlantic Canada for a jam-packed, four-day program that included farm tours, workshops and numerous networking opportunities. The atmosphere was fantastic as the Young Leaders were excited for the opportunity to participate in the program, and were eager to share their experiences and ideas about the industry and where they see it heading in the future.

The Young Leaders started off their week in Moncton visiting Leighside Farm before an afternoon of workshops including topics such as succession planning and genomics. The group had a chance to mix and mingle with the Board of Directors at a local pub. This provided an opportunity to help bridge the gap between the two generations. The first night was capped off with a

Welcome Evening put on by the local committee.

As the Young Leaders departed from Moncton and made their way to Fredericton, they had the chance to take in a day of farm tours along the way. This specialized tour included stops at Ravenwood Holsteins, Little River, Brownsville Farms and Schutten Holsteins, each with a special focus and workshop.

The day started at Ravenwood Holsteins where the group was treated to breakfast sponsored by Valacta and a tour of the facility. An extremely constructive classification demonstration took place at Little River with Young Leaders working in groups, with the help of four classifiers, to score a cow with the handheld devices.

Young Leader Advisory Committee member, Nick Brown, welcomed everyone to his farm next where the group had a great discussion about genomics and their role specifically at Nick's farm, as well as mating practices used in large herds.



The 2015 Young Leader Convention Participants.



Ontario participant Brad Hulshof and Alberta participant Lisa Wiens take part in the hands-on classification demonstration with National Classification Coordinator, Carolyn Turner.

Thank you to the branches across Canada who selected and supported the Young Leaders from all regions who attended the 2015 Young Leader Program, and a big thank you to the incredible crop of 40 Young Leaders who were a dynamic addition to the 2015 Convention!



Director and Official Judge, Orville Schmidt, shares judging tips and insights with the group during the show.



The Master Breeder panel was one of the highlights of the week for many participants.

The tour ended at Schutten Holsteins where the group saw a robotic milking system in action and Donnie Anderson, a cow comfort specialist with Quality Milk Management, talked about the pros and cons of the different robotic systems available. As a surprise finish to the tour, Holstein Canada CEO, Ann Louise Carson, joined the group with hockey sticks and ping pong balls in hand, proudly sporting a Montreal Canadiens jersey and offering the Young Leaders an opportunity to “take a shot” at the CEO in exchange for an idea or suggestion to improve Holstein Canada services.

After settling in at the hotel in Fredericton, the group spent the evening at the Genetic Wave Sale where industry members with experience in marketing cattle and sales spoke to the group about that aspect of the industry. During the National Holstein Show the next day, official judges were teamed up with Young Leaders to provide insight on what Canadian judges are looking for in the modern-day show ring when selecting animals. At the completion of the show, the Young Leaders took a break from the activities at the fairgrounds to attend the highly-anticipated Master Breeder panel including four newly-crowned Master Breeders: Josh Ireland, Albadon Farms, Teeswater, Ont.; Kevin Sundborg, Suntor Holsteins, Ormstown, Que.; Tim Penner, Benner Holsteins, Steinbach, Man.; and Patti Alsop, Glenwin Holsteins, Singhampton, Ont. In a low-pressure setting, participants had the opportunity to ask forthright questions and receive honest answers. That evening saw the group return to the fairgrounds for a good ol’ fashioned Grand Kitchen Party.

On Saturday, the Young Leaders witnessed democracy at its finest at the Annual General Meeting. Some members simply observed, while others took an active role in voting and voicing their opinions and ideas on resolutions brought forward. They also helped announce the 2014 Cow of the Year winner. To round out a full and successful week, the Young Leaders took part in the celebration honouring this year’s Master Breeders at the Master Breeder Gala. 🇨🇦

Weekly Genomic Releases

AS GENOMIC TECHNOLOGY ADVANCES, so do our processes. Starting in April 2015, the Canadian Dairy Network (CDN) began releasing genetic evaluations on a weekly basis. This results in approximately forty-five (45) genetic releases throughout the year. Releases will not take place two (2) weeks prior to official genetic evaluations. Aside from those weeks, CDN will release results every Tuesday at 12 noon (EST) and Holstein's member login accounts should have updated reports by Wednesday at 12 noon (EST).

For producers, this means genomic results will be made available

through their Member Login account as soon as they are available instead of monthly as was the previous procedure. Keep in mind genomic samples will still take approximately six (6) weeks from the time the sample is submitted to the time producers will receive the results in their accounts. While results will now be published weekly, it is still important to allow yourself at least six weeks if results are needed by a specific date.

If you have any further questions regarding genotyping, please call Customer Service at 1-855-756-8300 ext. 411.

Premises-ID for Traceability

LIVESTOCK TRACEABILITY SYSTEMS ARE BASED ON THREE (3) BASIC ELEMENTS CALLED THE "PILLARS" OF TRACEABILITY:

- 1. ANIMAL IDENTIFICATION**
- 2. PREMISES IDENTIFICATION**
- 3. ANIMAL MOVEMENT REPORTING**

Dual tagging is the standard for dairy cattle traceability and herdbook registration. This means one official tag set, one pair in each ear at all times. Tagging young calves at birth provides an efficient way to permanently identify the animal with a unique number. This unique number will serve for national health purposes, animal tracking, on-farm management, milk quality programs, genetic improvement programs, all industry related services and herdbook registration.

PREMISES IDENTIFICATION NUMBER is a unique identifier assigned to a "premises" within a province or territory. The premises-ID number is the only location identifier used for animal movement reporting.

Knowing where your dairy animals are located will provide valuable information in responding to animal disease outbreaks and food safety issues. This allows for quick and accurate response in the event of an animal disease outbreak or natural disaster.



ALL DAIRY ANIMALS UNIQUELY AND DUAL IDENTIFIED + YOUR UNIQUELY IDENTIFIED PREMISES = PREPARED FOR FULL TRACEABILITY REPORTING CANADA.

DO YOU KNOW YOUR PREMISES IDENTIFICATION NUMBER?

The premises are defined by a legal land description of the lot or geo-coordinates. The identification of premises is the responsibility of the provincial government. If you have not obtained your premises-ID you can contact your provincial association or provincial department of agriculture directly. If you need provincial contact information contact us at customerservice@holstein.ca or 1-855-756-8300 ext. 411.

THE NATIONAL STANDARD FOR PREMISES-ID NUMBERS IS:

2 LETTERS FOR THE PROVINCE

+ 6 ALPHA-NUMERIC CHARACTERS;

+ 1 CHECK DIGIT

(Example – ON1234565 or AB1234561)



Each province varies in terms of where a premises ID can be found. For instance, PEI offers the above wallet card containing this information.

Update to Variant Red Coding



TO PREPARE FOR THE VARIANT RED TEST and support the coding endorsed by the World Holstein-Friesian Federation, Holstein Canada will be updating our current VR coding.

VRC coding was introduced in 2007 to represent carriers of variant red e.g. Champions Mutant. This coding has helped breeders to distinguish between the sources of red coat colour in Holsteins, from either traditional red or variant red. A test for the variant red and VR coding was not available at that time. Testing through Holstein Canada will be available later this year.

A team of researchers have been successful in identifying the specific gene responsible for causing red coat colour in Holsteins, referred to as Variant Red. This project was funded by Dairy Cattle Genetics Research and Development (DairyGen) Council of Canadian Dairy Network (CDN) on behalf of industry partners involved with dairy cattle improvement in Canada.

From CDN's article *Researchers Identify the "Dominant Red" Gene in Holsteins*, Brian Van Doormaal notes, "Given that the 'Dominant Red' gene is automatically expressed by producing a Red & White animal when it carries at least one copy of the gene, the genotyping test will be most valuable for identifying animals that possess two copies of the gene (i.e. Homozygous), and for identifying carriers of the 'Dominant Red' gene when both parents of the animal are carriers of traditional recessive red gene." ¹

The "Dominant Red" gene will be labelled as "VR" for Variant Red. When the test for Variant Red is available through Holstein Canada, breeders in Canada and worldwide will be able to select for Red & White Holsteins using the VRC coding for Variant Red Carrier – tested carrier (heterozygous).

World Holstein-Friesian Federation has adopted a new coat colour expression code to now include the Variant Red gene. The gene and expression code is as follows:

VRR – NOT TESTED / DETERMINED BY LINEAGE

VRS – TESTED TRUE (HOMOZYGOUS)

VRC – TESTED CARRIER (HETEROZYGOUS)

VRF – TESTED FREE

All animals currently coded with VRC that have not been tested will be updated in Holstein Canada's database to be coded as VRR. This update will take place July 2nd 2015.

Owners with Certificates of Registry coded VRC printed prior to July 2015 can request a new Certificate of Registration by contacting Holstein Canada's customer service at customerservice@holstein.ca or 1-855-756-8300 ext. 411.

¹ **Researchers Identify the "Dominant Red" Gene in Holsteins – DEC 2013 – Author Brian Van Doormaal**

Save the Date

THE CDN AGM & INDUSTRY FORUM IS BEING HELD IN CHARLOTTETOWN, P.E.I. SEPTEMBER 22 – 24, 2015 AND HOLSTEIN CANADA IS CO-HOSTING THE INDUSTRY FORUM!

THE FORUM IS OPEN TO ALL PRODUCERS WHO WISH TO ATTEND, SO WATCH FOR MORE INFORMATION ON THE CDN AND HOLSTEIN CANADA WEBSITES THIS SUMMER.

SEE YOU THERE!



Holstein Canada Committees

THE STRENGTH OF HOLSTEIN CANADA lies in grassroots: our members, clubs and Branches who give feedback, ideas and direction to the Board of Directors and Team. This is something we never take for granted.

Another great tool to collect this grassroots input is our Committee structure. Nine committees covering areas including, but not limited to Classification and Finance, have specific mandates. The committees have an advisory capacity as members examine specific issues, give input and make recommendations to the Board of Directors on how the bar can be continuously raised.

Each committee has Board representation, and the vast majority of the committees also consist of members and Industry representatives from across Canada, selected for their subject area expertise.

Along with the Committees assigned to Holstein Canada's specific responsibilities, we are also pleased to delegate representatives to various CDN and DFC committees, ensuring a leadership role with our Industry Partners.

The complete list of 2015-2016 Committees can be found on the website under: About Us>Governance>Committees. Feel free to pass along your ideas to the Committee members as YOU are our grassroots!

2014 Most Improved Classifying Herds in Canada

The following are the most improved classifying herds across Canada based on comparison of first lactation classifications in 2010 and 2014. The number of registrations was calculated based on the number of purebred female Holsteins registered in 2014 with an "Active Registration Status" for a prefix who owned those animals at the time of registrations. Herds were then categorized by the grouping system (eight groups) existing for the Master Breeder program. A prefix was qualified only when it had 5+

animals with the above-mentioned conditions registered in 2014. Then the 1st lactation recent classification of Holsteins classified under each prefix was extracted for 2010 and 2014 visits. Based on those, the number of animals and score average for each prefix and each year were calculated. Only the herds that had +5 first lactation classifications in 2010 as well as 2014 qualified. Finally, the difference or improvement was calculated and on that basis, herds were ranked.

5-9 REGISTRATIONS	Client	Classifications in 2014	Final Score Improvement	Prov.
	BARSALOU	8	5.88	QC
MJC	5	5.26	QC	
COYA	7	4.79	QC	
ROMABEL	6	4.39	QC	
FRASERCLE	9	4.29	QC	
DEUXCOTEAUX	7	4.29	QC	
BEL-ANGE	5	3.60	QC	
REHAM	12	3.58	QC	
MONTBLEU	16	3.55	QC	
MONRUBEL	11	3.49	QC	

10-14 REGISTRATIONS	Client	Classifications in 2014	Final Score Improvement	Prov.
	FSD	5	10.77	QC
PASDA	7	8.71	QC	
FRANCLAU	7	6.56	QC	
JANTIN	13	6.24	QC	
RHECO	8	6.17	QC	
BASTILAIT	7	5.23	QC	
BANVILLE	7	4.95	NB	
DORESYMA	9	4.87	QC	
LAUBEL	9	4.60	QC	
STEPHANIEL	7	4.43	QC	

15-19 REGISTRATIONS	Client	Classifications in 2014	Final Score Improvement	Prov.
	DELACROIX	9	5.33	QC
WOODBIDGE	9	5.00	ON	
DAIRY MOUNTAIN	7	4.53	NB	
FRANCLAIN	7	4.51	QC	
PHILIDOR	21	4.31	QC	
BONA	9	3.93	QC	
ELMMUR	6	3.86	NB	
AMERET	27	3.83	BC	
ABRAHAM	15	3.80	QC	
NORBERTO	5	3.78	QC	

20-24 REGISTRATIONS	Client	Classifications in 2014	Final Score Improvement	Prov.
	VA CA SA	15	5.55	QC
LAPIERANN	22	4.76	QC	
AGRIGESCO	12	4.67	QC	
MIKASYL	12	4.64	QC	
CHAMVERT	18	4.51	QC	
GAELAINE	8	4.40	QC	
HILDEN	15	4.18	NS	
CREEK EDGE	5	3.87	ON	
RAPIDEL	12	3.83	QC	
WISHINGWELL	16	3.83	ON	

25-29 REGISTRATIONS	Client	Classifications in 2014	Final Score Improvement	Prov.
	FRECY	9	5.42	QC
LAITOURNEAU	23	5.24	QC	
BOSSEVILLE	31	4.88	QC	
MELNA	15	4.53	ON	
MATTHEWS	13	4.34	NS	
LAHAISE	29	4.23	QC	
NORTHUMBERLAND	10	4.13	NS	
CLIFFSIDE	19	4.06	NS	
KOOSTAR	10	4.04	QC	
SHADOWAVE	28	3.89	NB	

30-39 REGISTRATIONS	Client	Classifications in 2014	Final Score Improvement	Prov.
	COALVIEW	43	5.30	AB
SANHAVEN	20	4.79	NS	
SWIGLI	10	4.70	QC	
BENOAKS	6	3.64	ON	
DROCHERS	14	3.54	QC	
FOXVALLEY	14	3.38	SK	
DELESTRIE	16	3.33	QC	
HOEVE'S	46	3.30	AB	
HARBOURSIDE	21	3.26	NS	
GOLDSTREAK	27	3.23	NS	

40-59 REGISTRATIONS	Client	Classifications in 2014	Final Score Improvement	Prov.
	LADAME	16	4.95	QC
BRIHOLAIT	37	4.05	QC	
SEVERINSKI	23	3.56	BC	
LONELYMAPLE	13	3.54	NS	
DIAMONDPARK	47	3.29	AB	
PVF	17	3.25	NL	
MIL-EN-ROY	41	3.24	SK	
TRI-YULL	9	3.21	ON	
VEROLOU	20	3.17	QC	
FALLOWCREST	44	3.11	ON	

60+ REGISTRATIONS	Client	Classifications in 2014	Final Score Improvement	Prov.
	LAFORGE	10	4.50	NB
SCHWEIGERT	33	4.06	BC	
KLEINACRES	21	3.63	BC	
GOUWENBERG	60	3.53	BC	
FORTEL	59	3.38	QC	
LARCH GROVE	63	3.17	NL	
MELDEL	63	3.16	BC	
KAISON	125	3.07	QC	
ECLATIERE	48	2.95	QC	
J S F L	125	2.94	BC	



National Holstein Show Sponsorship

CONSIDERED SOME of the best shows in the world, the National Holstein Shows at the Royal Agricultural Winter Fair taking place every November, are a display of the best genetics from Canada and around the world. Close to 400 of North America's finest Holsteins are paraded in front of a huge crowd of Holstein enthusiasts both in the stands and online.

Shows of this caliber are made possible through the generosity of the many

sponsoring organizations and individuals. Sponsors are recognized throughout the show as well as in the *InfoHolstein* and on the Holstein Canada website.

We would ask you to please consider sponsoring a class in the National Holstein Shows at the 2015 Royal Agricultural Winter Fair. For more information on show sponsorship opportunities, contact Linda Ness at Iness@holstein.ca. 🐄

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

Based on 1st Lactation Classifications from March/April 2015

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
REGINALD	140	81.26	80.71	BRADNICK	50	82.36	82.42
DEMPSEY	395	82.12	81.99	G W ATWOOD	62	82.29	82.56
SPECTRUM	137	80.95	80.67	GOLD CHIP	66	82.15	82.03
ALTAIOTA	176	80.56	80.47	CHAP	39	81.87	81.36
LAVANGUARD	258	80.66	80.92	EPIC	89	81.79	82.11
WINDBROOK	801	81.28	81.40	SUDAN	40	81.70	81.30
FEVER	976	81.08	81.16	DUDE	99	81.45	81.57
STEADY	333	79.79	80.21	AFTERSHOCK	61	81.39	82.05
SANCHEZ	154	81.83	81.90	SHADOW	71	81.27	81.04
LAUTHORITY	485	80.99	81.31	SEAVAR	60	81.23	81.15

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**

JULY

- ON Middlesex, Essex & Kent, Elgin
- ON **MR** Lennox & Addington, Frontenac, Hastings, Prince Edward
- QC Kamouraska
- QC **MR** Portneuf, Lac Saint-Jean, Roberval

EARLY

- ON **MR** Peterborough, Northumberland
- QC Rivière du Loup, Témiscouata, Rimouski
- QC **MR** Lapointe, Dubuc, Charlevoix, Chicoutimi
- PE, NB, NS, NL **MR**

MID

- ON **MR** Victoria, Durham, Waterloo

LATE

AUGUST

- ON Oxford
- QC Matapédia, Bonaventure, Matane
- QC **MR** Laprairie, Napierville, Saint-Jean, Iberville

EARLY

- ON **MR** Wellington, Northern Ontario
- QC Arthabaska
- QC **MR** Vaudreuil, Soulanges, Huntingdon, Châteauguay, Beauharnois, Shefford, Richmond, Missisquoi, Compton, Brome
- SK **MR**

MID

- ON Thunder Bay
- QC Mégantic

LATE

SEPTEMBER

- ON Perth
- QC **MR** Dundas, Stormont, Glengarry, Prescott, Niagara, Wentworth
- QC Wolfe, Lotbinière, Nicolet, Yamaska, Drummond

EARLY

Tissue Sampling Unit (TSU)

AS AN ALTERNATIVE COLLECTION DEVICE, Tissue Sampling Units can be used to collect tissue samples for all animals. The sampling units contain small vials for sampling and preserving the tissue sample taken from the ear. A specific applicator is required to retrieve the samples, which is sold separately.

TSU should be stored at room temperature prior to use for a maximum period of 12 months. Care should be taken not to expose the unused product to extreme heat or cold prior to sampling. Once the tissue has been extracted, it can be sent to Holstein Canada for testing immediately, or stored in the refrigerator or freezer to ensure complete preservation. The best results are obtained when the samples are analyzed within one year of the collection.

Mail all DNA samples to Holstein Canada with a completed

Genotyping Request Form available on our website or by calling customer service. For your convenience, a set of labels matching the TSU tubes unique sample number is included and can be used on the genotyping request forms.

The tissue punches and/or applicator can be ordered by e-mailing customerservice@holstein.ca or calling 1-855-756-8300 ext. 411. **NEW!**

TO ORDER YOUR SETS OF TAGS WITH TSU:

Producers should contact NLID at 1-877-771-6543 or by email at: nlidorder@holstein.ca.

Quebec producers should contact ATQ at 1-866-270-4319 or visit their website: www.atq.qc.ca/index.php/en to order tags and sampling units. At this time the combined sets are not available through ATQ, tags and TSU are sold separately.

YOU NOW HAVE 3 OPTIONS TO COLLECT YOUR DNA SAMPLES FOR GENOMIC TESTING!



SWABS are used to collect a nasal sample. They have a 2-year shelf life and can be stored in a wide range of conditions. Kits cost \$6 each or \$50 for a pack of ten and can be ordered through Holstein Canada.



HAIR can be collected by pulling at least 40 hairs with visible hair follicles (roots) from a clean, dry tail. Sample should be submitted along with the Genotyping Request Form.



TISSUE SAMPLING UNIT is used to collect a tissue sample. The sampling punches are available in boxes of 10 for \$30/box or three boxes (30 punches) for \$75.

The tissue sampling units (punches) and NLID ear tags can now be purchased as a combined set. Each set will carry matching ID numbers on the tags and TSU to help facilitate genomic testing at birth. **They must always be used as a set – tag and sample from the same animal.** When you purchase your tag sets with TSU; an additional \$2.00 per tag set will apply (additional \$60.00 for 30 tag sets). 🇨🇦



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