

# Info Holstein

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

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Young adult William Judge, ON measures width of rear udder during the classifier's workshop at Ferme du Vieux Saule, Qc.

## 2010 Annual Convention

### Convention achieves top score

**T**eam dynamics emerged as the underlying theme for Holstein members taking part in diverse activities at their annual Holstein Convention.

Chairman Martin Gregoire and his gregarious roster of volunteers put together a thought-provoking and entertaining program in Saint-Hyacinthe, Qc from April 7-10.

Over 6,000 people visited 17+ farms in the surrounding area during the action-packed Convention.

The welcoming *Taste of Québec* reception featured olympic-style events for teams of producer and industry competitors. Wearing meaningful, cherished sports jerseys, players vied for gold, silver, and bronze medals.

An overwhelming 650 people attended a full day of *Meeting of the Minds* seminars. This newly-embraced format focused on changes and challenges facing Canadian dairy producers and the dairy industry in the future (pages 6, 7).

Traditionally a highlight, 21 Master Breeders were cheered on during an elaborate banquet.

It was the third win for *Grasshill Farm Ltd.*, *Meadow Bridge Holsteins*, and *Quality Holsteins*. Claiming their second honour was *Comestar Holstein*, *Fawcettedale*, and *Stelbro Holsteins*.

Further testament to the relevance of Master Breeder, Holstein USA President Larry Tande stated, "We think your Master Breeder award is the highlight of the event; we wish we could duplicate this in the US. Frankly, we don't know how. Some of your breeders have expressed concern about keeping the Canadian cow *number one* in the world. But, after seeing those Master Breeders last night and those that we have seen in the past, you really don't have to worry. That is your foundation!"

The Annual Meeting, held Saturday, ran non-stop with efficiency and held attendees' interest. Further endorsing team spirit was captivating guest speaker Jacques Demers

(page 8).

The most votes were cast in the Cow of the Year contest for Blondin Skychief Supra (EX-93-3E 16\*) owned by Ferme Blondin, Saint-Placide and Pierre Boulet, Montmagny, Qc. Graciously accepting the enlarged *Skychief Supra* framed print an original artpiece, breeder Simon Lalonde thanked his father for inspiring and encouraging him to develop good cows. In 1984, Simon's father bought him a six-month-old purebred calf for his 15<sup>th</sup> birthday. This calf became the grandam of *Skychief Supra* and the backbone of Simon's Master Breeder herd.

Three Ontario families were presented with the Century of Holsteins certificate recognizing at least 100 years of continuous membership in Holstein Canada. Scoring were the Cornwell Family, Norwich, ON; the Roger Dymont Family, Dundas, ON; and 3) the Leslie Family, Caledon, ON.

The attentive audience included young adults from across Canada. Throughout the Annual Meeting,

accolades were expressed to outgoing Secretary-Manager Keith Flaman. President Germain Lehoux thanked Keith for guiding the Association's destiny. Germain relayed, "You shared your wonderful, professional qualifications, and human attributes for 17 years."

USA Holstein President Larry Tande added, "Thank you for your friendship to Holstein USA. You have a life parable that comes close and tells me more about what you are thinking than if you explained it to me all the way."

Keith stressed, "We have some of the most efficient dairy farms in history. We have a lot more diverse members and customers; this poses challenges to the organization to meet those different needs.

"Urge your Association to push the limits of its imagination to ensure the programs and services you need are there.

"It has been my pleasure to work with each and every one of you. The goal should always be to do the right thing at the right time!"

*Simon Lalonde accepts the 2009 Cow of the Year award for Blondin Skychief Supra.*



*Québec Branch Secretary-Manager James Peel is flanked by Québec Holstein President Barbara Paquet and Vice-President Marie-Édith Droulers.*



*USA President Larry Tande flatters Master Breeders and Holstein Canada's program.*



*Martha and Daniel Laemmler, ON proudly receive their first Master Breeder shield from Germain and Claire Lehoux.*

*Convention Chairman Martin Gregoire, Qc*



*Dan and Howard Cornwell obtain the Century of Holsteins certificate on behalf of family members (1910-2009) of Holstein Canada.*

*Congo line with Susan and Gary Cain and Joan and Brian Coleman, ON*

# Young Adult Convention

## Developing future industry leaders

**W**ith a turnout of 34 enthusiastic young adults, the customized Young Adult program was a whopping success.

Participants were particularly impressed with the full day of high-profile herd visits and CIAQ. Jens van der Heide, Steeves Mountain, NB, states, "We got to see some great herds." Complimenting Boviteq, another added, "It's not every day you can observe two, 97-point cows standing beside each other in a working environment."

At the Master Breeder operation of *Vieux Saule*, type classification staff provided an interesting, detailed workshop. "I really enjoyed the hands-on classifier training," declares William Judge, Caledon East, ON. This day concluded with an authentic meal at a Québec sugar shack.

While the *Taste of Québec* social evening was a great icebreaker, participants totally relished the Master Breeder gala. All decked out, they seized the opportunity to converse with famed Master Breeders.

Taking this enthusiasm into the General Annual Meeting, observations were made as to how keen and involved the participants were during the business portion. This bodes well for future leaders within the Holstein industry.

Natalie Kellogg, Port Hope, ON has interest in attending future conventions. She concludes, "I had an amazing time and lots of fun. I learned so much and met so many great people. This is an experience that will be with me for a lifetime. Thanks Holstein Ontario and Holstein Canada for this *Québécois* opportunity!"



Taste of Québec partiers



A good-uddered lineup of cows is carefully viewed by young adults at Richard Blanchette and Fils inc., Qc.



Classifier Tom Byers explains computer scoring to Joel Korbeld, BC and Stefani Kootstra, AB.



Classifier Bruno Jubinville talks cows with Nicolas Landry, Qc and Marie-Pier Allard, Qc.

*"Thank you dear members and guests.*

*"Your presence here, your involvement, your opinions, your concerns are ours.*

*"Be assured we will give them our utmost attention in the coming months. You are the reason for this Association.*

*"Our strength is defined by the passion, expertise, and determination we show in each of our operations to make the Holstein what she is."*

*Germain Lehoux  
(comments at concluding banquet)*

## 2009 Annual Report

For your direct link to Holstein Canada's 2009 Annual Report go to:

- > [www.holstein.ca](http://www.holstein.ca)
- > Company
- > Holstein Association
- > Related docs (top right corner)
- > Annual Report

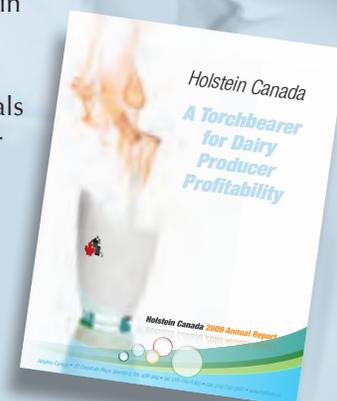
Read it online or print it easily from your home computer.

Alternatively, if you wish to receive the bilingual booklet by mail, contact Nicole Faubert by e-mail [nfaubert@holstein.ca](mailto:nfaubert@holstein.ca), phone 519-756-8300, or fax 519-756-9982.

Featured in the Association's annual booklet are reports from President Germain Lehoux, Board Chairman Glen McNeil, and Secretary-Manager Keith Flaman.

Year-end stats and top achievers regarding people and animals are also provided in this attractive publication.

The financials convey a clear picture of how Holstein Canada fared in 2009.



# Annual Business Meeting

**The Association shoots to win through a creative and relevant game plan.**

Foremost at the 127<sup>th</sup> Convention is the Annual General Meeting of Members, which progressed full-speed on Saturday.

Dropping the puck shortly after 10:00 a.m., President Germain Lehoux called the meeting to order with attendees from all across Canada.

While there were no By-law amendments this year, considerable discussion took place during the resolutions' portion.

Seven resolutions passed by the membership include that 1) Holstein Canada consider eliminating the \$100 fee for mid-round classification visits and that the charge for mid-round classifications be the same as regular-round classifications; 2) Holstein Canada proceed with caution before allowing members to print their own computer-generated registration papers; 3) Holstein Canada develop a system that would allow professional animal portraits to be displayed along with pedigree information on the animal inquiry portion of its website; 4) Holstein Canada create an application for its website that would allow users to create lists that can be formatted for show programs or other uses; 5) Canadian Dairy Network (CDN) be requested to continue to make Direct Genomic Values (DGV) available on animals to all breeders; 6) Holstein Canada consider awarding additional points for cows scoring 3E or higher or producing over 120,000 kg milk lifetime in the Master Breeder program; and that 7) Holstein Canada continue to press for mandatory identification and full traceability of movement from birth to post-death for bovines.

Defeated was a resolution asking that all animal transfers require a signature of the seller if done by paper, or a special password of the seller if completed electronically.

All resolutions will go to the Board of Directors for consideration.

During the members' input session, Québec National Director Serge Blanchette expressed concern about the growing instability of Canadian genetic evaluations. Serge moved a motion requesting CDN to take action to ensure the Canadian genetic evaluation system is as precise as possible to ensure greater reliability and stability in bull proofs. Holstein Canada's Board strongly supports this passed motion.

Reg Dillman, NS commented on recent changes in the classification system. He reflected that Holstein Canada has the *number one* dairy cow in the world. He is concerned that as classifiers take emphasis off dairy strength, it could get left behind. He acknowledges that the classification system was changed to reflect an emphasis on traits that needed greater improvement.

However, Reg is afraid that as emphasis is taken off dairy strength, Canada would be left with a cow that has perfect slope to her wide rump; a strongly-attached udder with tremendous texture; clean, dairy-boned legs; and a perfect foot angle and heel depth. However, Canadian producers want a cow **that is wide and deep about her chest**. While tall, but not too tall, they want flat and open rib and an angular front-end with a sharp chine that has a slight, uphill run to it."

Greg Kuepfer, ON, speaking on behalf of Young Adults, thanked Holstein Canada for the tremendous opportunity to participate in the Young Adult Convention.

The National President, Board Chairman, and Secretary-Manager

highlighted activities during 2009.

Holstein Canada had revenue of \$10.8 million and expenses of \$11.0 million—a deficit of \$195,000. There is over \$6.3 million in the Reserve Fund.

**In 2009, Holstein Canada achieved new records in animal registrations and classifications. It registered 275,557 animals and classified 240,422. This represents a 2% growth over 2008 and significant gains in market share.**

Total revenues of \$10.8 million reflect a 4.5% increase from 2008 primarily due to a 2% growth in both registration and breed improvement services. Revenue generated by registrations is steadily decreasing due to increased, electronically-submitted applications. An 11% increase in breed improvement revenue is mainly attributed to greater classification and genomic-testing activity.

Membership is down by 1%; this is much less than the national dairy herd decline rate of 3%. National Livestock Identification (NLID) revenue increased 1.8% due to brisk tag demand.

Total operating expenses of \$11 million increased 7% compared to the previous year. The Association incurred additional expenses related to staff changes, building maintenance, governance, and administration.

The outlook for 2010 remains optimistic with an expectation of modest growth in activity and a small surplus budgeted for the Operating Fund. Steady performance is expected from the Reserve Fund investments as the markets continue to recover from the 2008 economic downturn.

**President Germain Lehoux** spoke highly of his fellow board members and interactions with head office staff.



Reg Dillman, NS urges Directors to give credit for dairy strength when scoring cows.



Young adults vote on a resolution.



President Germain Lehoux, Board Chairman Glen McNeil, and Secretary-Manager Keith Flaman

He reported that the newly-named Governance Committee will assist the Board in its oversight responsibilities with respect to developing, reviewing, and assessing governance principles and guidelines for Holstein Canada that are consistent with high standards of governance.

The Association's vision is in line with its strategic plan, which resulted from the 2009 member survey. Board

**National traceability, in 2011, will be an opportunity for Holstein Canada to significantly advance the identification of Canada's dairy herd. Holstein Canada's leadership proposes to include a health component to this traceability.**

members must continue to pursue the goal of a financially-healthy organization to meet membership needs.

Noting the Canadian classification program is envied worldwide, Germain further desires that the talents and expertise of highly-trained classifiers be more efficiently used in the field to achieve breeding goals.

**Board Chairman Glen McNeil** reported that as a result of the member survey, the Board developed a strategic plan with six priorities:

- ensure that Holstein Canada provides continued value to membership;
- provide Board and staff leadership;
- improve communication effectiveness;
- develop strategic alliances;
- pursue research opportunities; and
- enhance advocacy of issues in the dairy industry, e.g. animal health and national traceability.

**Holstein Canada supports the Canadian National Health Project to create a National database to assist with herd management programs. A National Genetic Evaluation System will also be developed to allow for genetic selection to improve eight, significant, disease incidence rates.**

Glen reported that the Board had also established an Audit and Risk Committee to monitor and safeguard the ongoing finances of Holstein Canada.

**Secretary-Manager Keith Flaman** remains pleased with the high customer/member retention. Members appreciate any help or suggestions that make record keeping and managing their dairies less demanding.

Collaboration with industry partners has proven to be beneficial. By promoting and demonstrating the benefits of genetic improvement programs as important tools in adding to the profitability of dairy farms, the Association continues to generate new members.

While not all dairy producers wish to pursue only pure Holstein status, all progressive dairy producers recognize the value of good record keeping and maintaining performance documentation on their animals. The Association has progressed to ensure there is full disclosure of information, which aids breeders in making informed decisions.

**Seventy-seven percent of registrations now arrive electronically. Fifty percent of all registrations are completed by milk recording agencies.**

Holstein Canada continues to maximize and modernize electronic technology to better serve customers, considering 80% of dairy farms use electronic access in their day-to-day businesses.

The 2011 Convention will be staged in Halifax, NS.



# Meeting of the Minds

## Dairy producers ultimate winners in breeding arena ... and life

The Convention Committee seized the opportunity to offer a tailored *Meeting of the Minds* program in Saint-Hyacinthe.

The sessions, in partnership with the Conseil Provincial des Cercles d'Amélioration du Bétail Québec, were staged. Highly successful, five extremely knowledgeable, entertaining speakers were spotlighted.

During the day, intelligent comments and opinions were interjected by pre-recorded video conversations with Robert Chabot, *Belfast* Holsteins and Groupe *Génibeq, Qc*; Carol and Guy Levac of *Ferme Mirella Inc.*, ON; and Elizabeth and Dirk Appel of *Spruce Lane Dairies Ltd.*, AB.

Described as one of the year's most compelling agricultural events, over 650 breeders and industry people attended the well-organized symposium—200 under 30 years old.

Laval University Professor **Maurice Doyon** tackled the **Consumer of the Future**.

The dairy industry must now deal with very complex, fragmented consumers reflecting income disparity and cultural diversity.

Moreover, Canada has an aging population, modest population growth, low birth rate, and a decrease in family size—all impacting buying decisions. For example, the aged desire more yogurt and cheese with less milk and butter. Busy families are more commonly replacing meals with snacks.

**More dairy snacks must be developed for consumers who have significantly increased their snack consumption since 2006.**

Consumers' intentions to purchase dairy products in future rank 1) specialty cheeses, 2) other cheeses, 3) yogurt, 4) fluid milk, 5) butter, and 6) ice cream.

Current consumer talks centre on the *ecological footprint*. This is the estimated area required to produce

**“If you think you can do something or think you can't do something, you're right.” Henry Ford**

anything an individual consumes and to absorb the waste that individual generates. Other concerns are obesity, animal welfare, and functional foods.

Canadian dairy producers must concentrate on offsetting the ecological footprint of their products, e.g. transportation, through proactive measures in other areas, e.g. **Green House Gas** (GHG) at the production-processing stage.

The ecological footprint concept leads to the concept of buying locally.

Doyon concluded by noting the dairy industry's image is currently positive. However, it must get closer to consumers to explain its industry and show transparency.

### Emotional Intelligence Is ...

- **motivation**
- **commitment**
- **receiving unbiased feedback**
- **seeking help when needed**
- **practising how to develop EI**
- **deciphering benefits from EI**

Discussing the **Breeder of the Future**, Work Psychologist and Coach **Pierrette Desrosiers** noted that successful people require both IQ (Intelligence Quotient) and EI (Emotional Intelligence). In fact, EI is the most important at 80% and is the ability to identify, assess, manage emotions, and handle relations. If you can't deal with your emotions, they will manage you.

Using the letters **HOLSTEIN**, Pierrette



Maurice Doyon

Pierrette Desrosiers

identified eight skills required by the breeder of the future.

**Harmony**—each individual must possess the ability to manage his emotions and maintain harmony with everyone he comes into contact with. In future, your emotional footprint must be very positive in dealing with consumers.

**Objectives**—goals must be set for your herd and farm. This also applies to each individual person and all family relationships.

**Let it go**—dairy people must be able to manage their emotions. You should only struggle over something that is within your control—otherwise, let it go.

**Self-regard**—you must know yourself well. While 75% of leaders think they really understand themselves regarding competence and intelligence, only 10% really do.

**Tenacity**—success requires discipline and the ability to resist and manage temptation—otherwise you could fail.

**Emotions**—studies show that 80% of decisions are made by emotion, rather than rational reasoning. One should never make a decision when angry, as it will invariably be wrong. When emotions run high, one can't think properly.

**Innovator**—you must remain flexible and open to be able to adjust to the new generation. You may have to find alternate ways to achieve your objectives.

**Nature**—respect your true nature. Know your strengths and put energy into what you're best at. Then, delegate the rest.

**The Cow of the Future** was embraced by Canadian Dairy Network's Brian Van Doormaal and Holstein Canada's Jay Shannon. Both drew attention to genomics, with Brian describing current progress as *only the tip of the iceberg!* *There is still lots of potential to be realized regarding genomics.*

**Brian Van Doormaal** expects there will be genetic evaluations available for more traits like body condition score, disease resistance and immune response, value-added milk components, and feed efficiency.

Traditional data collection systems have been national in scope aiming for maximum herd participation. As traits become more complex and expensive to collect, more novel approaches will be needed to collect information. We may have to rely on detailed data collection from select *participation* or *research* herds that are genotyped.



Brian Van Doormaal



Jay Shannon



Dr. Patrick Blondin

Computerized AI mating programs may one day just use genomics to determine the mating. As genotyping costs decrease and more advancements are made, there will be broader use of various genotyping tools.

New traits will be added and more emphasis placed on functional traits in the **Lifetime Profit Index (LPI)**. However, conformation and production will still be maintained in the LPI formula.

**Jay Shannon** comforted breeders noting that they will achieve *power* with genomics as it offers tools beyond what they have ever experienced.

Information on young, genomic-tested heifers is just as accurate as that for young genomic bulls. This allows producers to select and develop

females at a younger age with greater accuracy rather than after calving. Genomics brings a focus to the youngest animals in the population.

**In the past, 90% of genetic gain in heifers was attributed to sires. Fifty-six percent of genetic gain in young sires was attributed to sires.**

**Going forward, young genomic heifers are just as accurate as young genomic bulls.**

There are pros and cons to having an ever-expanding number of genetic traits in the LPI because of genomics.

Positively, more available traits mean breeders can enhance their overall selection for economics and function, introduce diversity of bloodlines, and compete with world trends.

On the negative side, selection for more traits means less improvement for any given trait.

Pitching ideas to maintain the distinguishable, Canadian cow,

Jay hinted that the LPI be eliminated. Indexes could be divided into *product* lines, such as health and fertility, production, conformation and durability.

However, industry cannot forget the importance of phenotype information, e.g. classification and milk recording.

Genomics are only as good as the genetic evaluation model, which requires good data.

Regarding genomics on inbreeding, Jay says there are two trains of thought. Good will result from new, high genetics being identified. Bad could lead to an increased focus on the best genetics and a shorter generation

interval, thus increasing inbreeding.

In summary, genomics is not perfect and Canada is just at the frontier. This new technology has only identified the *diamonds in the diamonds, not the diamonds in the rough!*

**Dr. Patrick Blondin** from Boviteq (ET centre and research/development subsidiary of the Semex Alliance) addressed new technologies affecting embryos.

Work on sexing frozen semen after it thaws and using it for **In Vitro Fertilization (IVF)** will give breeders greater genetic progress and more females.

It is possible to conduct a biopsy on an embryo at collection, remove its DNA and, determine the sex of the embryo; red factor can also be verified.

In future, Boviteq will use embryo biopsies for parental genotyping. This means when a cow is flushed to two bulls, it is possible, through a biopsy and use of genomic tools, to determine exactly which embryos are sired by which bull.

It will also be able to determine the genomic value of the embryo itself; this will enable breeders to select embryos with the highest genomic value. It will also accelerate genetic selection and increase the value of the embryo.

Research is underway on **Ribonucleic Acid (RNA)** to determine what information it might provide on the quality and health of an embryo or recipient animal. For example, a biopsy of the embryo's RNA might tell if an embryo has the capacity to survive freezing or produce a pregnancy. On a recipient heifer, it could indicate if she is a good candidate for a successful implantation.

As exciting, different biotechnologies become accessible, producers will ultimately be the winners.

For full presentations go to:

>[www.holstein.ca](http://www.holstein.ca)

>click national convention (right side bar)

>copies of five presentations

**With genomics, breeders have the opportunity to have tools to make significant progress in their herds.**

## Guest Speaker Demers

### Hockey mentor scores winning philosophy



Jacques Demers graciously signs autographs following his motivational speech.

The Honourable Jacques Demers, drew on personal and hockey experiences to deliver a powerful *punch* on teamwork at the Annual Meeting.

Demers stressed that to succeed one needed discipline, desire, love for what you do, and belief in yourself.

*Jacques Demers stated, "I grew up in poverty and violence, with an alcoholic father. I had difficulty reading and writing. But I never gave up.*

*"I became an NHL coach without ever having played in the NHL or Junior Hockey League.*

*"I became a Canadian Senator, representing all of Canada and my wonderful Province of Québec, because I was persistent, overcame illiteracy, and persevered."*

Long-term success requires teamwork and a game plan. When you win or are successful, share it with others and have fun.

He advised that you always surround yourself with the best people you

can—those who also want to win and have the same goals. People who are negative or phoney hurt you or your company in the long run.

Leadership comes from within. When times are tough, a true leader never puts his head down. A sincere leader always breathes the fresh air. Whether a vocal or silent leader, he is always the one you want to follow. Leadership has no age limit and gender has no bearing.

Success only comes to people with character; personal, long-term discipline is an important component. Character people should never be attacked as they will prevail in the long run.

Teamwork is key to long-term success as individuals alone only realize short-term success. If you aim big and never give up, regardless of the time-frame, you will be successful. [It took Jacques 20 years to win the Stanley Cup in 1993.]

While dreaming is part of everyday life, you can't just sit on your couch

and never get up to act. You must reach out to obtain your maximum and never be satisfied with too little.

Jacques counselled that leaders should always pay attention to employees. You must get to know them on a personal basis and discover what makes them *tick* as an individual. If someone frustrates you or is bad for the team, get rid

of him and hire someone who is going to accomplish something and make the company grow.

Loyalty always starts with the leader. If you practise this, employees will stick with you.

People with heart should never be compromised as these are the ones that really want to perform and win. If you take the heart away from a good employee, you will destroy that person and, potentially, the team.

Leaders want people who don't bring problems to the workplace and constantly display sour faces. This brings everyone down.

When you win, have fun and be excited!

Responding to a question about his future, a humane Jacques Demers, and father of three daughters, stated that one in six females in Québec are mentally or physically abused. He has pledged his life to working on behalf of women's rights.



## Record Made in Master Breeder

For the first time ever, a father and son achieved Master Breeder honours in the same year. Parents Allison and Jean Fawcett (*Fawcettdale*) with son David and wife Sandra (*Coachside*) were obviously delighted with this achievement.

In a letter following the presentation, Jean Fawcett writes, "We really enjoyed the beautiful surroundings and Québec hospitality is certainly boundless.

"I guess we made history. We have four plaques on the table today—three generations.

"Allison's grandfather had Holsteins when Allison's father, W. J., returned from World War 1 in 1919."

# Meet New Directors



**J**ean-Albert Fleury, with wife Ginette Boulanger and son Jean-Claude, manage a 255-head setup near Victoriaville, Qc. Adrien Fleury founded the herd, which achieved Master Breeder in 2004.

Starting from scratch with the farm purchase in 1952, family members took numerous construction steps to make them profitable and self-sufficient on 500-cropped acres. Experts specializing in feeding, genetic selection, herd management, and finance steered the original cross-bred lineup toward purebred success.

One of their best home-bred females was **Fleury** Aerostar Lausa (VG-87-4yr 22\*). A large percentage of herdmates trace to this exported female. The current star is Calbrett Shottle Lisamaree (VG-87-2yr 1 Superior Lact.).

Eighty-four cows, including 4 EX, 45 VG, and 23 GP, currently average 11,400 kg milk, 3.9% fat, and 3.3% protein.

A dedicated, long-term member of his Bois-Francis Club and the Québec Branch, Jean-Albert looks forward to working alongside fellow national directors to meet the needs of members.

This personable gentleman believes classification must continue to be accessible and rewarding to breeders.



**R**aised on a stock farm, Élyse Gendron furthered her education studying agronomy. Today, she and partner Jean Bissonnette operate the successful, 155 hectare Ferme **Val-Bisson**, Saint-Polycarpe, Qc.

Their goal is to develop elite, productive cow families in an efficient manner. Seventy milkers (1EX-2E and 34 VG) average 11,500 kg milk; BCAs stand at 255, 277, and 260. Early calving (23 months) is practised.

Herd star is Val-Bisson Goldwyn Maya (VG-86-2yr 1 Superior Lact.) from a solid pedigree comprising six VG high-production dams. Maya and one daughter are drawing attention from their solid standings on genomic LPI lists.

Élyse has held responsible positions in various agricultural organizations. Currently, she is president of the Québec Agricultural and Agri-Food Reference Center Dairy Committee. Further, she has been appointed as a board member of this umbrella group with other prominent ag delegates.

Aiding Holstein Canada grow to further breeders' interests and profitability are top of Élyse's agenda. She promotes joint industry collaborations to meet production, management, and health challenges.



**O**rville Schmidt, Rolly View, AB, showed keen interest in good breeding lines and showing from an early age. He eventually took over his father's three-generation operation in 1988.

This go-getter used all breed-improvement tools to multiply top genetics for his **Southrise** tie-stall/free-stall operation comprising 120 cows. The herd attained Master Breeder in 1997 with several All-Canadians housed within.

Until 2008, when most of his cows and quota were dispersed, he farmed with two sons. Today, still keenly involved with buying and selling genetics throughout North America, Orville continues to crop 1,500 acres and milk a few cows.

Jovial and outgoing, this official judge was a popular Northern Alberta Club and Alberta Board member and president for many years. He has also served on numerous committees, including the **Genetic Evaluation Board**.

With his strong passion for Holsteins and its people, he brings a large-herd perspective to the National Board. Orville is excited about future enrichments to breeding, genetics, promotion, and management.

## Use Online Services for Herd Profitability

Holstein Canada's website contains a secure, online account, which is available to all active customers.

What can you do with your secure, versatile, online account?

1. View your **herd trend report**. This amazing, valuable feature allows you to track your herd's genetic progress and key performance trends.
2. Read the **message board**. This communication tool contains specific account notices and occasional general messages for all producers. In future, your input will be solicited through this tool.
3. Access **e-Registration**. This can be accomplished through Holstein's user-friendly application or by submission via your herd management software (ERA file). To access e-Registration, you will also need to sign and submit an Electronic Registration Filing Agreement (ERFA).
4. Adopt **e-Transfer**. This online application is used to submit a transfer of ownership.
5. Place an order for a **four-generation official pedigree**.
6. Order **NLID dairy tags** (all provinces except Québec).

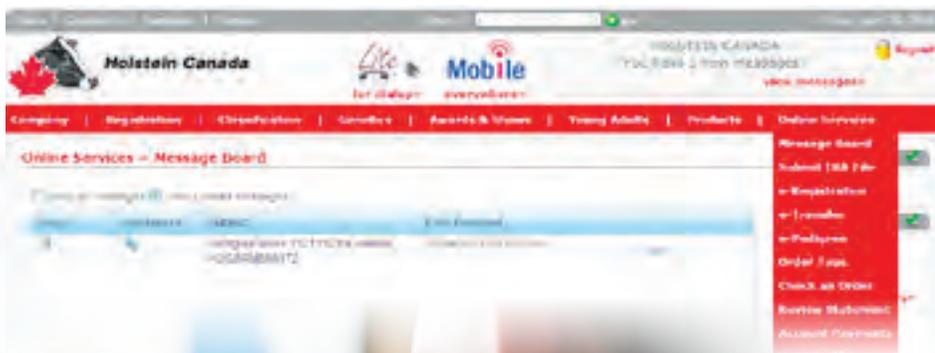
7. Review **statements** and check the **status of an order**. You can also make account **payments** using Visa or Mastercard.
8. **Update information** on your user profile, such as password, login name, and e-mail address.

Establishing an online account is very easy. Visit [www.holstein.ca](http://www.holstein.ca) and select the **Sign Up Now** link at the top-right side of the page. Then click **request account ID**. Complete the information requested and click **submit** at the bottom of the page.

If needed, other individuals associated with your membership can also set up online accounts. Holstein Canada has security options that can be modified for any individual account. The three areas where permission could be granted include e-Registration, purchases, and account inquiries.

As Holstein Canada's business evolves, you will be presented with more online services. For increased herd management and profitability, take full advantage of these offerings.

If you require assistance, please contact a client service team member at head office (519-756-8300).



With retirement pending August 6, 2010, Glenn Cherry was hailed for his outstanding dedication and knowledge during his illustrious career with Holstein Canada.

Keith Flaman proceeded to note that Glenn—dubbed Mr. Registration—has been at the centre of Herdbook innovation for 35 years.

This passionate and witty individual has witnessed significant enhancements—manual to electronic—surrounding Holstein Canada's foremost Herdbook.

He has also been a leader and mentor to numerous world organizations. Harmonization and breed integrity has been sought throughout the industry and with sister Herdbooks through the World Holstein-Friesian Federation.

Glenn has always taken a positive approach aiding dairy producers with accurate, convenient, record keeping and registration. National RFID and security dairy tagging has placed the Association in an enviable position worldwide.

He is an authority on traceability and zoning issues, carrying the torch for the Association and dairy industry for the last decade.

A former 4-H member and leader, with a sense of community, Glenn is a team player. While this applies to the plethora of national committees he has been involved with, it also applies in-office. A perfectionist, he is an encyclopaedia of information to all who seek his counsel.

Simply, family man Glenn Cherry will be missed!

# Premises ID

## Tagging the dirt

**H**olstein Canada's Board of Directors supports Dairy Farmers of Canada's vision to implement a comprehensive, mandatory, world-class animal traceability system.

Provincial registries (e.g. Ontario's OnTrace, Québec's ATQ, and Alberta's AF) have been charged with the responsibility to assign unique, premises-ID numbers to all land parcels (*the dirt*) across the country.

To advance traceability, a pilot project is underway with Ontario's OnTrace to verify and complete data sets for all Holstein Canada members and clients.

NLID's role currently involves tag ordering, distribution, birthdate/age verification, tag replacement, tag customization, and reporting to

**Much of the required traceability data already exists in electronic format within dairy's extensive network. However, it is not readily accessible for traceability purposes.**

national and provincial databases.

Now, for example, when any national tags are ordered, the client (customer) is assigned an internal, reference ID number. Because this number is not national in scope or common to other databases, it must be cross-referenced.

Long overdue, official premises IDs, assigned by provincial registries, would be unique both provincially and nationally and, replace internal, non-descript IDs.

This would allow tags, for example, to be allotted more accurately to a farm premises rather than an

individual. Moreover, the premises ID could be used for emergency management.

To accomplish this project, information must be shared and compared between agencies, while respecting the proprietary rights of producers.

## What is premises identification?

It is a parcel of land defined by a legal land description or by

*Example of Consistent, Reliable Provincial Premises ID Number*

ON1234567  
(2 alphas)(7 numerics)

geo-referenced co-ordinates, on which animals, plants, or food are grown, kept, assembled, or disposed of.

Premises identification consists of the characterization and the allocation of a unique identifier to a premise whose geographical location has been appropriately provided.

## Why do we need premises identification?

Premises identification is one of the *three*, key, building blocks for a traceability system. The other *two* components are *animal and animal product identification*, and *movement tracking*.

For both livestock and crops, premises identification is a critical element of an effective emergency response resulting from a natural disaster, a food safety concern, or animal/plant disease outbreak.

Tagging of land parcels is a necessary prerequisite to animal/plant product movement tracking.

# Transfer Those Newbies

Frequently, owners must be contacted for transfer information on a dam when her calf is submitted for registration.

Without current, complete ownership records, registration of resulting calves is delayed or even incorrectly aligned to an owner. A calf must be registered in the same name as the recorded owner of the dam at time of calving.

It is recommended that purchased females be transferred as soon as they enter the herd—at the very latest, when joining the milking line.

Whether the information is filed by phone, e-mail, hard copy, or electronically, the pertinent pieces of data include the animal's registration number, name and/or birth date (two key pieces for verification purposes), and date of sale or date the animal entered the herd.

# Unlimited Potential with Genomics

**G**enomics has been a popular topic for the past couple of years. But, what does this really mean for the average dairy producer?

The AI industry hails the merits of genomics to accelerate genetic progress. It also notes the tremendous opportunities that will exist for the Holstein breed.

However, producers must remain cognisant of the fact that first-crop daughters of young, genomically-selected bulls won't start calving until the spring of 2012. Once calved, their performance can truly be compared to genomic predictions.

Going forward, traditional services, such as milk recording and classification, will still be required to verify and correct genomic predictions.

What is the future potential of DNA?

Most likely, the cost of genomic testing will decrease with additional options envisioned for producers. Today, a high-density, 50,000 SNP panel is available. However, in future, a low density, more affordable ~3,000 SNP panel will be offered. Producers can use this low-density panel as an early selection tool.

Down the road, genomics will be used to confirm parentage, identify coat colour and carriers, predict disease resistance and, measure inbreeding and other traits. As more is learned about the bovine genome, other traits of economic importance to producers will be identified.

Like other countries, food traceability for consumers poses another opportunity as they look for assurance of food safety. Imagine being able to trace a retail product back to a specific animal and farm?

While it isn't known exactly how and where genomics will evolve, a system



is envisioned where dairy producers would have an efficient way to collect and submit DNA samples.

One concept being explored involves an ear tagging system. A tissue sample would be collected at the same time the calf is first identified at birth. The tag would include the national ID number, as well as a DNA component. The sample could then be processed for genomic predictions and/or saved in a national DNA bank for future use. This emerging technology has the potential of creating a competitive advantage for Canadian dairy producers.

Surely, these developments will involve change at the farm. However, this is just one more opportunity to expand Canada's leadership position in dairy genetics.

Scientists have completely mapped Braedale Goldwyn's gene pattern. Through genome sequencing, the order and nature of his three billion DNA

molecules have been determined—the ultimate in genotyping.

This additional step in the wave of genetics will likely occur for most key animals in future, as test prices fall.

Genome sequencing along with phenotypic measurements, on large numbers of animals, will lead to more fully-informed breeding decisions for production, conformation, health, and milk quality.

**Genomics** is the identification and study of gene sequences in the DNA of organisms.

**DNA** is the abbreviation for **deoxyribonucleic acid** and is known as the genetic building blocks of life. DNA stores the genetic roadmap that makes each animal a unique individual.

**SNP (Single Nucleotide Polymorphism)** markers are very specific spots on a DNA where there is a variation from the rest of the species.

**Genome sequencing** requires determining the order and nature of all the DNA molecules carried by an individual on its chromosomes.

# Royal Updates



## Longtime Production Class

The National Show Committee is proud of the seven, beautiful Holsteins that participated in the first-ever Longtime Production Class at the 2009 Black and White Show.

However, until entries are sufficient to stage a competitive class in the Red and White division, a Longtime Production Class will not be offered at the Royal.

## Showmanship Classes

Due to declining numbers, 2010 will witness the last President's Cup Showmanship Class to be administered by Holstein Canada.

The Association is pleased to remain a major sponsor of the popular Canadian 4-H Classic Junior Show featuring both conformation and showmanship classes.

## Ethical Practices at 2010 Royal

As in 2009, the length of hair on toplines must not exceed 1½ inches at this year's two national shows. Experienced inspectors will also check for false hair and frozen tails. Any animals not meeting established rules and regulations will not be allowed into the ring.

Moreover, the Board of Directors has requested that additional monitoring be allocated in 2010 to deter fitters/exhibitors from filling an animal's rumen unnaturally with liquid—tubing. Dairy men feel this action does not support good animal husbandry and does not present a positive image to domestic and international spectators.

Violators to any one of the 13 Rules and Regulations for Showing Holstein Cattle and/or other show rules and regulations are subject to discipline.

Holstein Canada contracts the Royal to put a monitoring system in place before and during the Black/White and Red/White shows. However, it is the Holstein Association of Canada



Spectator favourite Bridgeview Gibson Dottie (EX-96 4 lacts. 63,060 kg Milk, 4.4% Fat, 3.2% Protein), bred and owned by Brian Coleman, Brantford, ON, leads the Longtime Production class at the 2009 Royal.

that decides and enforces rules and regulations. It acts upon detailed reports from assigned inspectors, provided after the competitions. Penalties range from letters of reprimand, to probations, to suspensions for owners and/or fitters.

While questions have been raised

### Board members agree to more stringently monitor and enforce all rules and regulations at the 2010 Royal.

as to whether action is actually taken following the Royal, the answer is yes. All infractions are dealt with by the Secretary-Manager in accordance with the Association's *Infractions and Penalties* document. Go to [www.holstein.ca](http://www.holstein.ca) Awards & Shows Shows *Infractions and Penalties*.

## National Show Committee

The National Show Committee reports to the National Board of Directors and is responsible for issues related to all shows across the country. This includes general show classes and show awards.

The National Show Committee has

two main functions regarding both the Black/White and Red/White Shows at the Royal. It is responsible for 1) proposing three names to appear on ballots for exhibitor voting, and 2) recommending judges to place cattle at both shows. Prior to public announcement, these appointments must be endorsed by the Board.

The Committee also advises on the national judging program, which includes the official and aspiring judges' lists and the National Judging Conference.

Committee members, named by the Board, are Dale Bienert (Chair), John Buckley (Board rep.), Pete Coleman, Jocelyn Coté, Callum McKinven, and Jason Vis.

The Royal Show Committee, made up of representatives from all exhibiting breeds, is appointed by, and, reports to the Royal Agricultural Winter Fair.

It is responsible for issues related to the management of competitions. This pertains to the show schedule and specifically what happens in the barn concerning cattle and exhibitors. Duties include move-in and move-out, stabling, show rings, milk house, feed, etc.

Representing Holsteins are Ari Ekstein, currently Chairman, with John Crowley serving as Vice-Chair. Also named are Scott Brethet and Pete Coleman.



Donald Dubois



Gerald Coughlin



Chris Hill



Jeff West

## 2010 Royal Agricultural Winter Fair Holstein Schedule

Sun., Nov. 7	6:00 p.m.	Canadian 4-H Classic Junior Dairy Show - <i>Ricoh Coliseum</i>	Boyce Thompson, PE Carl Phoenix, ON Paul Trapp, WI
Mon., Nov. 8	8:30 a.m.		
Thurs., Nov. 11	9:00 a.m.	Red and White Holsteins - <i>Ring of Excellence</i>	Donald Dubois, Qc
Thurs., Nov. 11	2:00 p.m.	Black and White Junior and Intermediate Calves - <i>Ring of Excellence</i>	Gerald Coughlin, ON Chris Hill, MD
Thurs., Nov. 11	5:00 p.m.	Sale of Stars - <i>Ring of Excellence</i>	
Fri., Nov. 12	7:30 a.m.	Black and White Show (starting with Senior Calves) - <i>Ricoh Coliseum</i>	Gerald Coughlin, ON Chris Hill, MD
Fri., Nov. 12	6:30 p.m.	Holstein Canada's President's Cup - <i>Ring of Excellence</i>	Jeff West, ON
Sat., Nov. 13	2:00 p.m.	Supreme Champion - <i>Ring of Excellence</i>	

# Star Brood Spectacular

**N**oted as one of the most prestigious of the animal awards recognized by Holstein Canada, the Star Brood Cow program was established in 1958.

The goal is to recognize elite dams, which produce total merit progeny combining high production, longevity, and outstanding conformation.

Progeny, 75% purity or higher, may contribute points to their dam's star status. Only Canadian classifications are eligible. However, lactation records achieved in another country may be included in lifetime production.

Female progeny must meet the minimum qualifications (level 1) for both production and classification to contribute any points to their dam's star brood total. To qualify, the cow requires at least two daughters that contribute points and a minimum of five points to achieve one star. Each additional star requires five points (see point table).

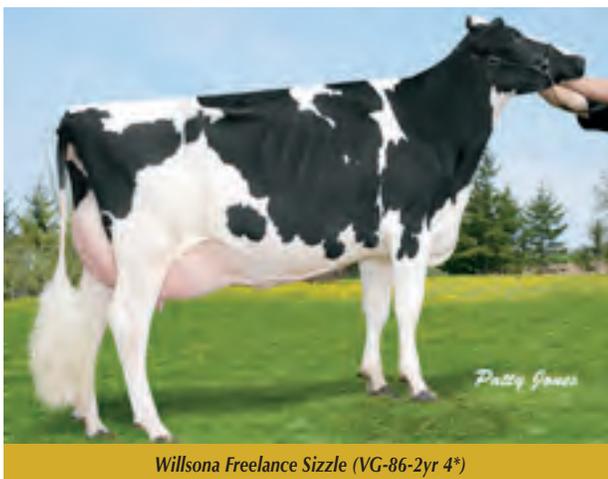
Male progeny contribute points by achieving Superior Type, Superior Production, and Class Extra awards.

The Star Brood Cow program is automatically processed at night with daily receipts of lactation records and new classifications.

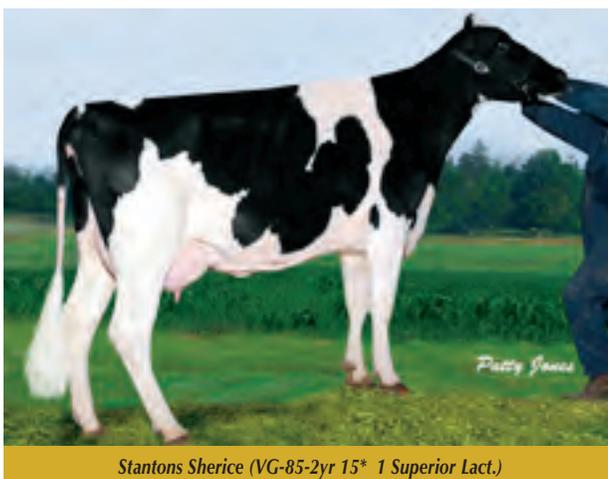
## 2009 Star Brood Awards

# of Stars	# of Cows	%
1 Star	2,401	47.4%
2 - 3 Stars	1,948	38.4%
4 - 9 Stars	631	12.4%
10+ Stars	91	1.8%

In 2009, the youngest cow to ever achieve four-star status was Willsona Freelance Sizzle at 67 months of age. She was bred by Glenn and Lorrie



Willsona Freelance Sizzle (VG-86-2yr 4\*)



Stantons Sherice (VG-85-2yr 15\* 1 Superior Lact.)

Willson, Bowmanville, ON and is currently owned by RockyMountain Holsteins, Cochrane, AB.

Sizzle was classified VG-86 as a 2-yr-old and has six classified daughters with an average ME of 15,297 kg milk, 4.2% fat, and 3.1% protein. Five of these daughters are VG 2-yr-olds, including VG-88, full-sisters Misty Springs Shottle Silk and Misty Springs Shottle Smoothie. There is also their high-genomic full sister, Misty Springs Shottle Satin (VG-86).

Last year also witnessed the youngest cow to ever achieve 10-star status. This was accomplished by Stantons Sherice at only 95 months of age. She is bred and owned by Stanton Bros. Limited, Ilderton, ON.

Sherice's popular Mr Sam son is Stantons Steady (Class EXTRA'10). With more daughters and sons performing in 2010, Sherice has already achieved 15\* at only eight years and five months. She currently has 27 daughters classified 93% GP or better, of which 13 are classified VG.

Sherice has 31 daughters averaging a ME of 14,291 kg milk at 4.0% fat and 3.1% protein.

Production				Conformation	
Points	Composite Deviations (F + P)	Composite BCAs (F + P)	Lifetime	Points	Final Score
1	1 lactation (+30)	or 1 lactation (+100) over National BCAs	or ≥ 60,000	1	83-84
2	2 lactations (+30)	or 2 lactations (+100) over National BCAs	or ≥ 70,000	2	85-86
3	2 lactations (+50)	or 2 lactations (+130) over National BCAs	or ≥ 80,000	3	87-89
4	3 lactations (+50)	or 3 lactations (+130) over National BCAs	or ≥ 90,000	4	EX
5	3 lactations (+70)	or 3 lactations (+160) over National BCAs	or ≥ 100,000	5	EX-2E+

Sire Awards	Points
ST	5
SP	5
EXTRA	15

# Star Brood Spectacular

# Ontario Johne's Initiative

## Be part of solution

Holstein Canada is an active, supporting member of the Ontario Johne's working group.

Launched January 2010, the goal of the program is to provide education on Johne's prevention and financial assistance for producers to test and remove high-titre cows.

Three main program criteria for a producer include 1) completing a Johne's Risk Assessment and Management Plan (RAMP) with the veterinarian; 2) testing all mature animals (milk or serum); and 3) removing all high-titre animals.

All Ontario producers have the

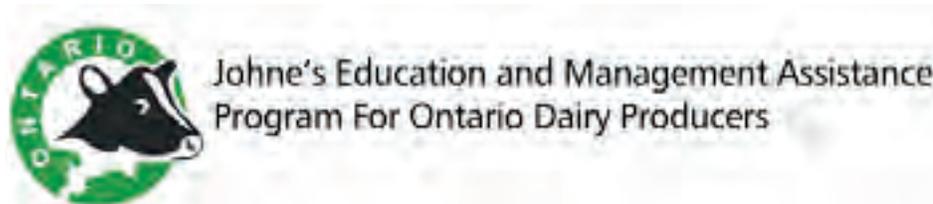
opportunity to participate in the Johne's program by May 2013.

Results to date:

- 170 veterinarians trained
- 163 farms completed RAMP
- 102 farms fulfilled *all* three program components (60% of eligible herds)
- 14,905 cows tested
- 28 high-titre animals removed from herds (0.2%)

Herds meeting program criteria will receive \$8 per cow tested and \$250 for removal of high-titre cows.

Additional information can be received by contacting Nicole Perkins at [johnes@uoguelph.ca](mailto:johnes@uoguelph.ca) or tel: 226-979-1664). Visit the website at [www.johnes.ca](http://www.johnes.ca).



# Classification Schedule

mid-round

Month	Classification	Region
June	ON - Oxford	Early
	ON -  Lennox & Addington, Frontenac, Hastings, Prince Edward, Wellington	
	Qc - Wolfe, Lotbinière, Nicolet	
Qc -  Compton, Brome	Mid	
Qc - Yamaska		
ON - Perth		
June	ON -  Thunder Bay, Northern Ontario	Late
	Qc - Drummond, Bagot	
	Qc -  Frontenac, Beauce, Lévis, Québec, Montmorency	
	SK -	
July	On -  Prescott, Glengarry	Early
	Qc - Richelieu	
	Qc -  Dorchester	
	BC - Lower & Central Fraser Valley, Richmond Delta	
July	ON - Leeds	Mid
	ON -  Dundas, Stormont, Niagara, Wentworth, Brant, Haldimand Norfolk	
	Qc - St-Hyacinthe, Verchères, Rouville, Abitibi, Témiscamingue, Pontiac	
	BC - Upper Fraser Valley, Okanagan, Vancouver Island	
August	ON - Renfrew	Late
	ON -  Carleton, Russell	
	Qc - Labelle, Papineau, Gatineau, Argenteuil, Deux-Montagnes, Terrebonne	
August	ON - Grenville, Lanark, Grey, Bruce, Huron	Early
	Qc -  Bellechasse	
	Qc - L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice	
AB -	Mid	
Qc - Champlain		
Qc -  Montmagny, L'Islet		
MB -	Late	
ON - Halton, York, Peel, Simcoe, Dufferin, Ontario		
Qc - Lavolette, Portneuf		

## Top Sires According to Average Final Score of 1st Lactation Daughters

Based on 1st Lactation Classifications from March/April 2010

Top 10 Sires with 120+ Daughters Classified in Two-Month Period				Top 10 Sires with 30-120 Daughters Classified in Two-Month Period			
Sire	Daughters Classified <sup>▲</sup>	Avg. Daus. Score	Avg. Dam Score	Sire	Daughters Classified <sup>▲</sup>	Avg. Daus. Score	Avg. Dam Score
Goldwyn	746	81.6	81.4	Damion	87	82.6	81.7
Dundee	217	81.3	81.7	Shottle	74	82.2	82.3
Bolton	287	81.2	81.6	Gillette Jordan *ys	34	82.0	80.4
Fortune	240	80.9	81.2	Crackholm Fever *ys	30	81.6	78.7
Talent	309	80.7	80.3	Starfire	36	81.6	82.2
Spirte	290	80.4	80.0	Roy	110	81.1	81.3
Blitz	147	80.4	80.6	Lheros	91	81.1	80.7
Final Cut	442	80.4	79.9	Re Design	97	81.0	80.6
Salto-RDC	199	80.1	79.8	Mr Sam	66	81.0	79.3
September Storm	233	80.1	80.1	Drake	66	80.8	79.8

\*ys - young sire — Note: <sup>▲</sup> 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.

Named the 2010 Australia Exchange winner by Holstein Canada and the Semex Alliance, personable Sandy Cole had a great experience *Down Under*.

Home after spending three months away from his farm in Middle Musquodoboit, NS, he only has great things to say about the trip and exchange program.

Sandy relays, "It was quite a learning experience and eye opener to see how the typical Australian dairy runs its operation, whether it's feeding, cropping, or milking practices. The lack of actual barns around the countryside was certainly an adjustment.

"I made many friends along the way that I know I will keep in touch with over the years. Many of these mates are keen on venturing to Canada to broaden their horizons and knowledge—just like I did.

"I toured many farms—Holstein, Jersey, Illawarra, and crossbred. I worked or attended 11 shows, three sales, and was placed on three different dairy farms. For weeks at a time, I participated as a farm hand and gained experience on their practices. Everyone I met was extremely friendly and helpful.

"The Sydney Royal Show was an excellent way to cap off things in this beautiful country."

(l-r) Jim Conroy, Semex Australia; Paul Larmer, Semex Alliance; Sandy Cole; Alain Lajeunesse, Holstein Canada



Page House Shottle Noni

## Cheerio to Cole

*"Of the three months I stayed in Australia, there was never a moment I didn't cherish—people, cows, landscape, culture."*

Sandy adds that he can't wait to return next year on his *own dime*.

This young adult also observes that many Aussies are interested in improving their herds by bringing in Canadian genetics. He thinks Canadian dairy breeders should place added focus on Australia, as there are marketing opportunities.

Easy-going and knowledgeable about the dairy industry, Sandy is a 2006 graduate of Olds College in Alberta with a diploma in Agriculture. Since then, he has been employed at his home farm *Colstein*. Sandy milks 60 cows with his father, Dean and uncle, David; he owns 18 head himself.

Sandy concludes, "The exchange is a great idea and I encourage everyone to apply; it's an excellent opportunity!"

To meet the final deadline of July 15, 2010, download the application form from:

>[www.holstein.ca](http://www.holstein.ca)

>>Young Adults

>>>Exchange Program



1,000 cows going to milk



Sydney Royal Show class winners



Sandy Cole clipping at Sydney

# InfoHolstein

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