



Info Holstein

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

One of the many spectacular views in Terra Nova National Park

Farming in Newfoundland

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Holstein producers in Newfoundland, like any other province, remain highly important to Holstein Canada.

In this *Info Holstein's* centre spread, we celebrate earnest dedication to profitable farming, day-to-day labours, and breeding achievements in this distinctive, picturesque area of the country.

This pasture field at Leo Ryan's heifer-raising facility overlooks Torbay. The indented coastline of Newfoundland could stretch back and forth across Canada four times. Newfoundland has 29,000 km of bays, guts, headlands, harbours, and coves.

Fall Reflections

by Holstein Canada President, Germain Lehoux, Saint-Elzéar, Qc

Hello everyone.
First off, I would like to thank *the One* who controls the weather in our part of the province this year. Kudos! You can start the weather the exact same way in future years without changing a thing!

After talking about God ... let's speak about our new Chief Executive Officer.

Brian Van Doormaal has certainly not relaxed much this summer. He was getting familiar with our organization, presenting new August proofs, and preparing for fall meetings! What a great summer!

Let's talk a bit about proofs. With the importance genomics is gaining from day-to-day, we ask ourselves if it is still useful to classify, to milk record, etc.? The answer is real simple. *Yes!*

We must absolutely continue to use the tools we have on hand and fine-tuned through the years. Genomics is only another tool to add to our genetic improvement toolbox. Also, this marvelous tool must be validated by the classification of our cows and their production recording. In fact, with more data, the genomic evaluations become even more precise.

It's also why Holstein Canada holds so dear the project for identifying all

cattle in Canada using DNA.

In addition to the research projects that will result, the available databank for genome analysis will be very useful. The benefits for our breeders (data reliability, dollars, and recognition of animals with added value) will be numerous and will ensure Canada's leadership throughout the world.

Speaking of the future, I want to mention the people who get involved at different levels.

With the progression of the show season, it is great to see so many young breeders passionate about the animals for which they are responsible. Taking on responsibilities requires a personal commitment. It involves using ones knowledge, his or her experiences and, taking the time to put them into practise. Congratulations to these young people and to their parents who have demonstrated faith in them.

But, even though the show is an ideal place to meet many people and make friends, the work on the farm is certainly a useful exercise in perseverance and a great learning experience valuable for life.

Many young breeders have worked on various farms locally and overseas. Congratulations to all of you! It is a great way to gain new experiences outside of the home and to benefit from the knowledge of others.

Finally, I would like to sincerely thank all those who give their time to various Association committees. Not only do they give of their time, but they

also contribute their experience and know-how. These different committees are the essence of the strength of the Canadian Holstein around the world. The science of our staff and knowledge of breeders are the envy of many countries! Thank you to those who are giving of their time. I am convinced that the experience you draw will make it worthwhile.

Meetings will soon take place on the amalgamation of our two organizations—Holstein Canada and CDN. We will keep you updated on the developments.

My directors and I always welcome your suggestions and comments.

Have a great fall!



Retired, but not Forgotten

As former Secretary-Manager Keith Flaman begins his new life of retirement, the Board of Directors would like to show its gratitude for his 17 years of contribution to Holstein Canada and the Canadian dairy industry.

An appreciation dinner will be held at the Westin Harbour Castle hotel in Toronto, ON on Friday, November 12, 2010 at 6:30 p.m.

Hopefully, many of Keith's friends and colleagues from across Canada and around the world will be able to join in this celebration.

Purchase your \$100 tickets from Nancy Watts by November 1 to reserve a seat. E-mail nwatts@holstein.ca or phone 1-519-756-8300, ext. 241.

Keith enjoyed his golf-theme cake and numerous well-wishes at an in-house event with national directors and staff in July.

Enforcing Show Rules and Regulations at Royal



Association serious about imposing penalties for show infractions following Royal Agricultural Winter Fair

Rules and regulations for showing Holstein cattle must be respected by all exhibitors and their associates to ensure a level playing field. Unacceptable practices and procedures are clearly described in Royal and Association documents.

Unfortunately, because not everyone adheres to the same ethical code, monitoring for unacceptable practices and procedures is required. When infractions are detected, the appropriate penalties must be applied. It is essential that monitoring and the application of penalties be carried out in a consistent, reasonable, and unbiased manner.

Beginning with the 2007 Royal Agricultural Winter Fair Holstein show, Holstein Canada and the administration of the RAWF modified their working arrangement. The Royal would be responsible for the monitoring component of enforcing the Rules and Regulations and Holstein Canada would apply penalties when

However, at the 2009 show, there were **seven** major infractions reported—two for tubing, one for failing the ultra-sound test, and four for not passing the blood test. Moreover, one letter concerning unfavourable behaviour was forwarded.

All infractions have been dealt with and the appropriate penalties imposed. When cases are not resolved or penalties remain outstanding, exhibitors are prohibited from participating in future Royal shows until all matters are settled.

Monitoring of practices and procedures will be in force to the *fullest extent* for the 2010 RAWF Holstein shows. Appropriate penalties will be assessed to any and all infractions. *The Rules and Regulations are in effect at all times while animals are on the fairgrounds.* Also, every treatment is presumed to have occurred on the fairgrounds.

Presenting the best Holsteins in the world and respecting all Rules and Regulations will ensure the first-rate reputation of Canadian Holstein breeders and their national show.

For complete information on the Rules and Regulations for showing Holsteins view:

- >www.holstein.ca
- >>Awards & Shows
- >>>Shows
- >>>>Rules and Forms
- >>>>>Related Docs

2010 Royal Agricultural Winter Fair Holstein Schedule

| | | | |
|-----------------|-----------|--|---|
| Sun., Nov. 7 | 6:00 p.m. | Canadian 4-H Classic Junior Dairy Show | Bloyce Thompson, PE Carl Phoenix, ON Paul Trapp, WI |
| Mon., Nov. 8 | 8:30 a.m. | <i>Ricoh Coliseum</i> | |
| 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> | |

Rules and regulations must be followed to the letter.

infractions occurred.

In 2007 and 2008, each show produced one infraction. Penalties were assessed in both cases.



Surprise!

What animal will be 2010's Cow of the Year?

The suspenseful announcement of this elite award has become the highlight of Holstein Canada's Annual General Meeting.

Following widespread attention and publicity, the four high-calibre finalists are voted on by members.

Breeders and owners of previous winners say the award provides both respect and notoriety for the animal and herd for years to come.

Various breed publications around the world use this elite distinction in articles and ads. Furthermore, the legacy of these favoured cows lives on in record books.

Canadian-bred animals (in milk, or having natural offspring born, or embryo recovery in 2010) may be nominated now. Until December 1, your entries will be accepted

online at www.holstein.ca, by e-mail jwhaley@holstein.ca, or fax 1-519-756-9982.

Four finalists are selected in December by a panel of members. A brochure in the February *Info Holstein* outlines achievements of these animals. Then, members simply vote using the postage-paid ballot, fax, e-mail, or online.



National Directors Serge Blanchette and John Buckley capily unveil the 2009 Cow of the Year Blondin Skychief Supra (EX-93-3E 19* 6 lacts. 119,657 kg M 4,630 kg F 4,062 kg P 1 Superior Lact.).

Influential Stewart to Hall of Fame

Undeniably, Bertram Stewart, Elora, ON is a most worthy inductee into the 2010 Canadian Agricultural Hall of Fame because of his sincere dedication to youth across Canada.

He emotionally relays, "This honour is a dream come true!"

As depicted in this photo with Cindy Hill, Woodstock, ON, Bert has become and remains a *professor* of the show ring. His first 4-H experience occurred over 60 years ago.

A 4-H leader for 45 years, Bert has developed innovative new initiatives to encourage future leaders. The Canadian 4-H Junior Classic Junior Dairy Show, Ontario Dairy Youth



Bert Stewart shows 4-H member Cindy Hill, Woodstock, ON how to correctly hold the halter when picturing and filming Holstein Canada's new showmanship manual and DVD.

Trust Fund, and international judging and fitting schools exist today thanks to his tireless contributions. Just recently, Bert piloted Holstein Canada's new Showmanship manual and DVD—*Leading to Win*.

Setting him apart is his sincere effort to share his in-depth knowledge and experience with others. Simply, he knows that judging and show experiences offer opportunities for young adults to meet others with similar interests, learn responsibility, and build character for future life experiences.

World renowned as Canada's pioneer in preparing and exhibiting dairy cattle, Bert's vision, initiative, and commitment to leadership and the national 4-H organization has inspired generations of youth.

Born in Bolton, Ontario, this role model attended the University of Guelph and received an associate diploma from the Ontario Agricultural College in 1954.

Congratulations Bert!

Bert would be the first to admit that young people actually motivate him and keep him young. And, while Bert coaches young people how to win, he also teaches that knowledge learned and experience gained are far more important than the placing.

Baring Splendour and Serenity From the Rock

Despite the challenges of dairy farming in Newfoundland, upbeat producers carve out fulfilling, profitable lives in Canada's youngest province—rugged and unique.

“We live in God's country,” states Leander Brophy of Brophy Dairy Farms Ltd., Daniel's Harbour. Young Ian Richardson of *Larch Grove* Holsteins, Cormack adds, “After moving from Prince Edward Island in 2001, I have come to love it here in Newfoundland; it is a beautiful place to farm with more opportunities and cheaper land.”

These sentiments are echoed by 34 Holstein dairy producers etching out a living in Canada's most easterly province.

Nestled among the mountainous terrain, farmers require much time and patience to fulfil their goals. Dr. Pauline Duivenvoorden of *Headline* Holsteins Ltd., Deer Lake observes, “It's like being a pioneer.”

In a sense, these people are homesteaders as they annually reclaim tillable land in an effort to become self sufficient in forages for their *entire* herds. Until this is feasible, about 50% of heifers are shipped to other Atlantic provinces to be raised before returning

to their respective milking lines. It costs about \$170 just to move an animal off the Island.

Newfoundland isn't nicknamed the *Rock* for naught. Rocks, of all sizes and shapes, pepper the landscape and cause considerable headaches to farmers. Even after trees are cut and removed, a field must be cleared as many as five times before it can be tilled. For this reason, all farmers own their own large, expensive, excavation equipment.

Ninety-percent of Newfoundland is Crown land. Farmers obtain long-term leases and many will never own all worked ground. Some families with exceptionally-long farming histories or involvement—including World War II veterans—have been granted ownership of varying size parcels of land.

There are three, primary, farming areas in the province—western, central, and eastern. Each producer is proud of his contribution to the province's successful, school milk program.

While land is relatively cheap (albeit leased), there are costs and challenges to living on an island. Everything, e.g. grain, must be brought in from the mainland—either by ferry or airplane. Even with one-day service, many producers carry a large inventory of extra parts. Moreover, each farm has its own machine shop and mechanic, if

A serene pasture shot at long-standing Hammond Farm Ltd., Corner Brook.



While rocks of all shapes and sizes dot the Island landscape, some develop into pieces of art, such as this matchless rock formation at Bunyans Cove.



Springing heifers graze in a rugged pasture on the most easterly, milk-producing farm in Newfoundland—Connoridge.

possible.

With milk consumption rising 2% annually in Newfoundland and Labrador, operations are expanding expecting more money for their milk. Herd size is the largest in Canada, averaging 189 cows. The total dairy

industry employs more than 1,200 people and is valued at \$125+ million.

Most producers use sexed semen on heifers to ensure a steady stream of herd replacements.

While some operators are reaching stabilization, others plan to keep on growing. For example, **New World Dairy** (NWD), St. David's, currently milks 1,200 cows with plans to double this size as soon as a new barn is constructed.

The price of milk remains a discussion point. Farmers are paid two prices—one for fluid and one for recently-accessible, industrial milk quota (MSQ). John Moores of **Dairy Farmers of Newfoundland and Labrador** states that fluid milk at \$1.04/litre pays the bills, compared to approximately \$.75/litre (same as P5) for MSQ. The average cost to produce one litre of milk is close to the fluid

While most producers state they are not very interested in show type, the Island houses high quality cows with good udders, feet/legs, and dairyness.

Observing the lineup of great mammaries at Connor Dairy Farm, Torbay, begs the question as to why animals from deep, cow families are not purchased from the Island as good type cows excelling in milk yield. In fact, the Connor brothers have been using AI for over 20 years in their *Connoridge* lineup, and are quite willing to spend \$50/vial for proven semen. As Crosbie Williams of Pondview Farms, Goulds, states, "If there happened to be a *cracker jack* of a cow or heifer, they will come—and it will happen!"

Timely for the *Rock*, a few energized, young people want to move the Holstein population to new heights.

Nestled among the mountainous terrain, farmers require much time and patience to fulfil their goals.

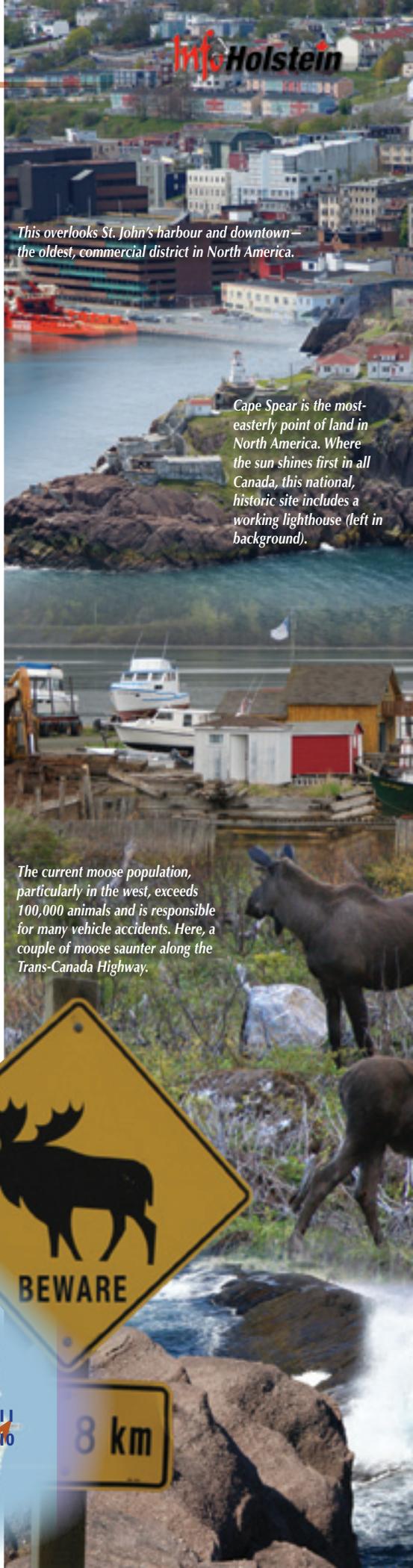
price; only the most efficient producers are profitable. Newfoundland joined the National Milk Marketing Plan in 2001.

While milk pickup can be unpredictable, especially in winter, even then it happens within an extra day or two. As a result, bulk tanks must be larger than normal. Most milk is shipped to St. John's, which is at least eight hours from dairy-populated Deer Lake. MSQ is then sent to the mainland to be processed—a costly proposition.

The processing component has not developed in accordance with increased expansion and milk production. However, the Island has a swiss cheese plant that has just begun production and there has been an expansion of the ice cream plant that will use a large amount of MSQ.

There is absolutely no market for cull cows or bull calves in the province. Much of the time, it is not worth shipping cull cows to Saint-Hyacinthe, Qc because of ferry and trucking costs, and animal shrinkage.

Shawn Ruby, who is breeding and developing his own high-scoring *Raisaview* animals, within the *Almalee* herd of Lee Noel, Cormack, is passionate about wanting exceptional Holsteins. Shawn is teaming up with David and Sara Simmons of Corner Brook, who manage the dairy division at Hammond Farm Ltd. These go-getters are serious about jump-starting a functioning Holstein Club, re-energizing the 4-H program, and reviving a Holstein show.



Inf. Holstein

This overlooks St. John's harbour and downtown—the oldest, commercial district in North America.

Cape Spear is the most-easterly point of land in North America. Where the sun shines first in all Canada, this national, historic site includes a working lighthouse (left in background).

The current moose population, particularly in the west, exceeds 100,000 animals and is responsible for many vehicle accidents. Here, a couple of moose saunter along the Trans-Canada Highway.

Newsmakers in Newfoundland



1. Headline Holsteins Ltd., Deer Lake

The energetic, ambitious Phil MacLean and sharp Dr. Pauline Duivenvoorden—from Nova Scotia and New Brunswick respectively—have developed a thriving farm enterprise.

Originally meeting at the Nova Scotia Agricultural College, they located in Newfoundland to pursue their dream of full-time farming.

With beautiful, free-stall facilities for all ages of Holsteins, they don't want to become stagnant and find it works well growing their own replacements.

Currently milking 450 cows three-times daily in a new, double-20 parlour, the herd average stands at 12,038 kg milk, 3.9% fat, and 3.1% protein. Pauline, a practising veterinarian, credits this achievement largely to good rumen health.

Working tirelessly to upgrade all animals to their highest levels, an unfortunate chain-of-events led to all *Headline* animal data being lost. To their credit, they are again actively reconstructing animal lineages. Pauline says, "After venting some frustration, we've moved on. We feel that having registered Holsteins adds a *fun factor* and adds to the pride and profitability of an operation."

Phil continues, "We are both cow people and want to improve our herd. We have always used top AI sires and now sexed semen. Time spent with a classifier is priceless and worth a fortune."

Now, Phil and Pauline spend more of their days managing the operation than labouring physically. At the top of their agenda is seeking out good employees. They spend considerable time recruiting, which involves a complete resumé and extensive interview. However, they offer numerous incentives, which appeal to

dedicated, long-time workers.

The 27-year married couple provide good wages, RRSP plans, and overtime bonuses for 10+ employees. In their separate, beautiful office building, they provide weekly luncheons for all employees. They also maintain locker facilities, washer/dryer, and good washrooms in the barn. They can train an employee to become a good cow person, but he or she must be a team player.

Believing in only setting two to three goals a year, Phil and Pauline now seek additional land to their current 1,000 acres for forage self-sufficiency. They also aim for more voluntary culling and are deciding whether to build a second barn to expand cow numbers.

Named Outstanding Young Farmers for the Atlantic Provinces in 1999, Pauline is currently Chair of Dairy Farmers of Newfoundland and Labrador, as well as a Board member of Dairy Farmers of Canada. Phil has also had his term with DFNL, and DFC.

2. Brophy Dairy Farms Ltd., Daniel's Harbour

Les and Leander Brophy have had their share of ups and downs in the Holstein business.

The only dairy farm north of Deer Lake (about 150 km.), they lost all cows in a free-stall, barn fire in 2002. The dry cows and heifers in another barn were saved.

Deciding to rebuild, the close brothers are pleased with their user-friendly, free-stall barn, built to catch the prevailing winds. Housing a double-10 Boumatic parlour, they milk about 200 *Blue Mountain* cows, which justifies the milk truck travelling so far.

When rebuilding cow numbers after the fire, BSE actually helped these two up-beat men. It was an opportunity to purchase two better quality Holsteins for the price of one. As Leander quotes, "It's not a bad wind that don't blow somebody some good."

Optimistic and proud of their herd, Les and Leander use sexed semen on heifers to obtain good herd replacements; this enables them to expand and cull more heavily. They strive for good udders, feet/



Phil MacLean and Dr. Pauline Duivenvoorden in their well-appointed meeting room within a separate dwelling from the barns and house.

The main occupation was fisheries with the largest cod fisheries in the world. Due to overexploitation, the Canadian government closed it in 1992, putting 40,000 people out of work. Newfoundland has seal, herring, salmon, and lobster fisheries as well.

Cape Spear

To reach Brophy Farms, one travels through scenic Gros Morne National Park. This UNESCO World Heritage Site is an area of great natural beauty with a rich variety of scenery, wildlife, and recreational activities.

legs, and milk production. Controlling inbreeding and comparing their animals with the rest of Canada comes with registration and classification.

The scenery surrounding their farm is unbelievable. They have the mountains on one side and the ocean on the other. With good government incentives for equipment, they continue to clear more land for forages. Les confirms, "We can't grow much more in cow numbers without another 150-200 acres." Fortunately, their area isn't as rocky as some parts of the province.

Currently, they have 80+ heifers being custom raised in Deer Lake; these return about one month before calving. Ideas are being tossed around for a new heifer barn.

From a farming family, rich in history, the brothers remember when their family sold bottles of milk throughout the nearby communities in the late '70s and also processing their own milk in the '80s. However, it was their father's foray into the outfitting business—flying US clients into the area for fishing and recreation—that helped to put the farm business on its feet.

Close brothers, they hope Leander's son, Jason, will be interested in taking over the farm near renowned Gros Morne National Park.

3. N and N Farm Ltd. and Raisaview Holsteins, Cormack

Lee Noel is the owner of a quality purebred Holstein operation with an average of 12,940 kg milk, 3.8% fat, and 3.6% protein. On his last classification, he added a couple of Excellent cows to his impressive free-stall establishment.

Key to the current success of Lee's *Almalee* herd is Shawn Ruby, herd manager for 3½ years. This 31-year-old is keen about breeding and managing top cows. Unfortunately, it wasn't feasible for him to take over his family's farm in St. John's.

Merging 60 head of his own *Raisaview* animals within *Almalee* and buying some quota, Shawn has acquired Holsteins from top herds such as *Cobequid* and *Wedgwood*. He is also buying quality embryos.

Inspiration has come, in part, from attending *Crasdale* events, which draw lots of visitors and spark marketing opportunities. Shawn desires to generate this kind of excitement and dynamics into a herd of his own and home province of Newfoundland!

One of Shawn's favourites is Raisaview Morty Champ (VG-87-4yr); she has one Super 3 and three Superior Lactations.

Hoping to propel progress, Shawn has brought in a veterinarian from Prince Edward Island to flush quality cows



N and N Farm Ltd.



Shawn Ruby

in both herds. At \$2,000 just to land him, Shawn and others have now applied for a government grant to introduce a vet for four visits, over one year, and make flushing available throughout the whole province.

Earlier this year, Shawn had a baby calf that wasn't faring well. He wrapped her in a blanket and took her home to warm by the furnace. Not able to stand for three days, she was fed with a sheep nipple on a pepsi bottle by Shawn's companion Edith.

When *Miracle* started prancing around the linoleum, it was time to move her into a converted hot tub in an old barn on Shawn's newly-acquired, 55-acre property. Edith says, "Everyone around the area will tell you how much Shawn loves cows!"



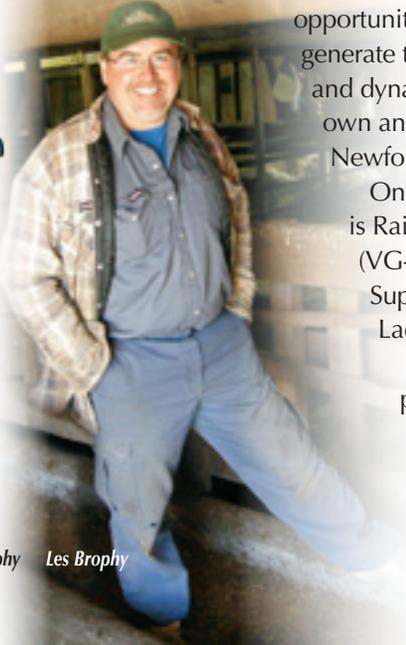
Edith Butler with spoiled Raisaview Damion Miracle

4. Ian Richardson, Cormack

Accustomed to beef and swine at his home farm in an expensive region of Prince Edward Island, Mike Richardson and second-oldest son Ian decided to



Leander Brophy Les Brophy





Ian Richardson in front of jumbo rock picker.

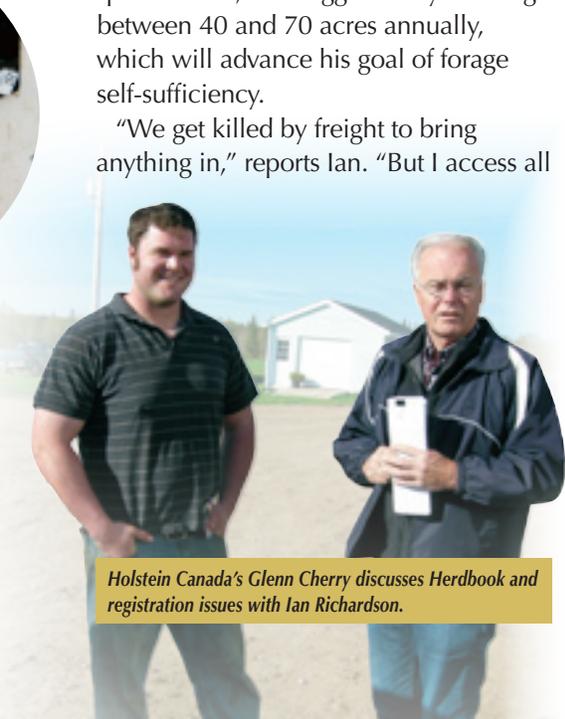
pursue the *Rock*.

Offering opportunities and cheap land, a registered Ayrshire farm and herd were subsequently purchased in 2001. Ian has bred completely Holstein since the acquisition and is pleased with how quickly the 100-head lineup has been upgraded to purebred *Larch Grove* Holsteins.

Able to buy his father out three years ago, Ian and wife Angela now love it in Newfoundland, despite the rock issues.

Totally overwhelmed, extra equipment and labour is needed just to clear the land. Firstly, an excavator buries the huge rocks. Bucket rocks [fit into bucket of tractor] are then plucked from the field before a rock picker captures the next size. Finally, smaller rocks are raked into rows and then gathered. "It's an expensive, frustrating process," notes Ian. "I may go over the same field four or five times before it's ready to work." Full speed ahead, he is aggressively clearing between 40 and 70 acres annually, which will advance his goal of forage self-sufficiency.

"We get killed by freight to bring anything in," reports Ian. "But I access all



Holstein Canada's Glenn Cherry discusses Herdbook and registration issues with Ian Richardson.

grain from Truro, NS."

Four to five-month-old heifers are moved to his father's PE farm and return about 18 months later to join the milking herd. One way amounts to about 15 hours—assuming all smooth sailing.

Ian is President of the Canadian Young Farmers' Forum. His third year as President, his group monitors federal funding and focuses on leadership and skill development. Interesting, but a time user, it allows Ian and Angela a chance to get away from the farm for a break.

Workaholic Ian concludes, "Newfoundland is a different place to farm."

5. Cornerstone Farm Ltd., Cormack



Eric Spears is the friendliest, most upbeat person that you'll ever meet.

He had worked all his life selling Purina feed and occasionally assisting others on farms. However, Eric and wife Michelle—with university degrees in horticulture and plant—had always yearned to become sole Holstein farmers.

Under the New Entrants' Program by Dairy Farmers of Newfoundland and Labrador, Eric was able to get his foot in the door obtaining quota, with payments starting five years later.

Firstly, he bought a farm. Then, the tie-stall barn was updated with second-hand equipment to accommodate larger cows and a milk tank.

Starting with 40 head, he bought heifers (mostly) in Nova Scotia and New Brunswick, as well as a herd sporting beautiful young stock from Art Gill.

Starting to milk in August 2005, he currently houses around 100 purebred, classified *Brookvale* cows. His priority is feet/legs on 165 acres of cleared land. Just like other dairy farmers, he is clearing land beyond his 165 acres, so he can eventually house all-age animals on-farm. Eric says, "When hay is in the yard, I put another cow in the barn."

Eric chuckles when he thinks about his rocky land located on Veterans Drive. "The government likely allocated the

worst quality of land in Newfoundland to those war vets."

With five, home-schooled children, Michelle is not able to spend much time in the barn. Eric doesn't mind as this is his favourite place of all, along with two full-time and a few seasonal employees.



Eric Spears enjoys spending time in the barn with his cows.

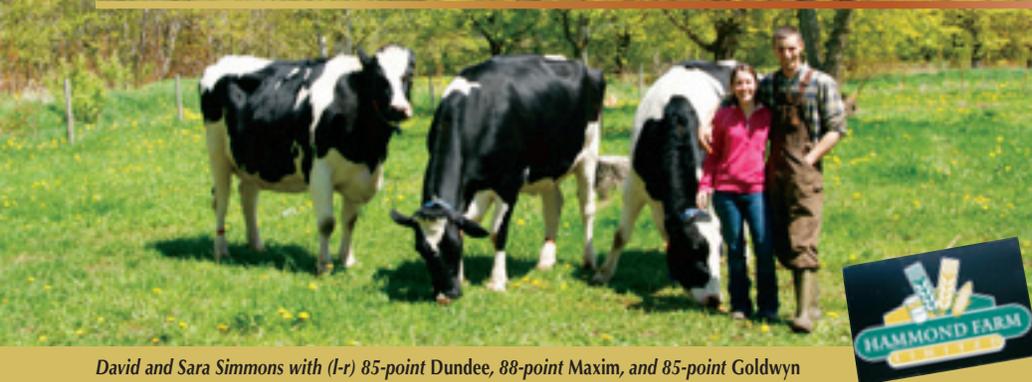
"Five years have flown," reflects Eric. "I just love farming; it is a dream come true!"

6. Hammond Farm Ltd., Corner Brook

"It's nice and it works," observes newly-wed David Simmons of his working relationship with wife Sara (Howe), originally from *Boreview Farms Ltd.*, Lower Coverdale, NB.

Together, they manage the dairy portion of the family farm and aim to help increase province pride in Holstein genetics. They want to breathe life into an Island Holstein Club, 4-H activities, and merchandizing opportunities to the mainland.

David acknowledges, "While every animal may not be show worthy, it's time to spread the word that good quality Holsteins exist in Newfoundland. In fact, conformation will increase as more herds become stabilized and have time to embrace breed improvement services. Farmers already spend a good sum of money purchasing top semen from



David and Sara Simmons with (l-r) 85-point Dundee, 88-point Maxim, and 85-point Goldwyn

various AI units."

Sara avidly studies and selects all sires for breeding *Scosim* Holsteins and the few they have purchased on their own, through the newly-acquired *Pure* prefix. This young couple already has two *Talents*, which score 83 and 88 points. Sara is also responsible for all calf feedings and related chores.

David completes the breedings and handles the feeding. Two employees help with milking the herd—including 2 EX, 21 VG, and 98 GP—to achieve an average of 11,933 kg milk. The new, free-stall barn for 220 cows was actually designed by David's uncle Wayne.

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Sara and David seize the opportunity to visit her family and attend shows and sales when they deliver calves and pick up heifers after maturing on the mainland.

Owning more land than most at 500 acres, because of the family's long-standing, agricultural background in poultry, they can make top dollar on harvested, round bales.

They make every attempt to ensure that all calves are registered correctly. They use 1) EBI's Advantage book, 2) their individual check-list of breedings, 3) information in computer, and 4) internet registration.

A love affair between two young adults and their addiction to good cows rank them high among Newfoundland newsmakers.

7. New World Dairy Inc., St. David's

Two hours south of Deer Lake resides one of the largest dairies in Canada. Following two herd mergers (Chaffy's Dairy Farm and Towerview Dairy), *New World Dairy* now has three owners. These include Brent Chaffy, Gerard Cormier, and Daniel Cormier.

Soliciting Jan Sas as herd manager in 2004 was a very clever move to improve management, genetics, and overall herd profitability. Jan hails from Holland, was raised and worked on dairy farms, and was previously employed by Select Sires and ABS Global Canada Inc.; he has a solid agricultural education. His wife, Leslie Jean, is a practising mixed-animal veterinarian.

Jan oversees 28 employees, which he closely monitors in attractive facilities. He says, "While we pay above-average wages, I expect a lot from my senior herdsman and staff—this is a serious business. I hold meetings every five weeks and expect all to attend. Because we are a food-producing facility, standard operating procedures are also followed."

Milking three-times daily in a 40-stall rotary parlour, 34 litres milk/cow/day are obtained on 1,200+ cows. Numbers are expected to double once another state-of-the-art, free-stall barn is constructed for 1,000 Holsteins.

Within 10 years, Jan aims for 40 litres milk/cow/day. Also aggressive and an innovator, he targets even sharper management practices and self-sufficiency in forage. While *NWD* harvests 850 acres of corn silage, forage must still be trucked in.

This keen herd manager never sacrifices good feet/legs and udders in his individualized breeding program; he chooses 20% young sires from his sole semen supplier, ABS. Four employees are trained to conduct AI.

In his office, Jan often refers to Dairy Comp 305 for up-to-date details on every animal. All herd records are backed-up daily and kept off-farm in case of fire. His two-way radio buzzes constantly as employees keep this multi-tasker current on farm happenings and seek direction.

Healthy calves are managed in a brand-new facility that holds 400. Grouped in lots of 25, RFID tags are their key to automatic feeders, which result in better-growing calves.

Two months prior to calving, heifers receive a foot trim, magnets, and needles. Foot trimming then becomes a regular occurrence for life by Sherry Chaffy.

Currently, about 500, 23½-month-old heifers calve annually. For a couple of weeks, these fresh individuals are milked six times daily. Jan believes they 1) become accustomed to the rotary wheel more quickly, 2) lose swelling



Herd Manager Jan Sas remains a very competent multi-tasker overseeing 28 employees at NWD.

in udders faster, 3) peak higher, and 4) produce more milk.

Logically, his number one goal is to produce milk efficiently—and lots of it! To meet this, healthy, good quality cows are housed as comfortably as possible in different production groups. If an animal becomes sick, she spends a minimum 36 hours in a sick pen.

Due to location and large, daily shipments with close proximity to ferry service to the mainland, milk travels to New Brunswick for processing.

Jan is encouraged by what ownership



Newfoundland herd owners look forward to hosting visitors at the time of the 2011 National Convention. These include *New World Dairy*; *Hammond Farm Ltd.*; *N and N Farm Ltd.*; *Raisaview Holsteins*; and *Headline Holsteins Ltd.*

and staff have accomplished at NWD in the last six years—with much yet to come!



Immaculate, comfortable facilities provide the ideal environment for maximum milk yield.

(Background: Healthy calves are grouped with RFID tags—their key to automatic feeders.)

8. Sunrise Dairy Ltd., Musgravetown

While the move from tie-stall to free-stall, five years ago, did not go as smoothly as anticipated, Jeff and Olive Greening would never reverse their decision. Their new, free-stall barn offers easier feeding and handling of cows in a comfortable environment. Less labour intensive, cows show more signs for breeding.

Amalgamating the herds of Jeff (purchased from father Alvin Greening in 1999) and his brother—with some purchased animals from Québec, Nova Scotia, and New Brunswick—cow numbers now total 155 milking in a double-8 parlour. There is room to add an expansion to the barn and plans



An employee milks cows in a double-8 parlour.

include a pack area for dry cows.

In-the-know Olive is absolutely thrilled about her recent successes with calves. Adopting standard operating procedures for all eight employees, calves are growing at a fast pace. They receive better quality colostrum or the exact amount of whole milk, the same time every day, using consistent procedures.

Olive, credited for perfectly applying RFID tags, states, “Calves grow into the large tags.” Herd records on the total 400 head are meticulously maintained using the DeLaval Alpro dairy herd management system.

Because of historical ties, most of their 250 acres is owned and all animals are maintained on-farm in this picturesque area of the Province.

With a drop in litres per cow after the move, the Greenings are slowly building this up to their previous 39 litres/cow. Jeff sums up, “It’s litres/cow that pay the bills.”

When selecting AI sires, Jeff gives priority to feet/legs, calving ease, and



Olive and Jeff Greening

production. He also wants more cows in calf the first time. Inbreeding is a concern and a good reason for registration.

This close husband and wife team use *Jessiejoe* as their prefix—a catchy combination of their children’s names.



A sassy Jessiejoe calf struts her stuff.

9. Beauty-View Farms, Port Blandford

Alvin White is an astute 4th-generation farmer living in a breathtaking location.

His house, built on an elevated part of the 125-acre farm, overlooks salt-water Bonavista Bay. Alvin observes that the sunsets are beautiful.

While his grandfather had beef cattle, his father grew vegetables. Alvin decided on the dairy business.

With one of the smaller herds in Newfoundland, he says, “I have two choices. I can expand and struggle or I can remain stable and profitable. Now, I am my own boss and I only need one employee—Darryl.”

With 65 animals on-farm, wife Cindy completes all evening milkings. Of course, that’s when they’re not enjoying every other weekend at the cottage—15 minutes from the farm.

Alvin says, “Our purse is milk. Money is not available for expensive cows, but I am now using better semen on my nicer Holsteins.”

The weather is not conducive to raising corn with insufficient sun units. However, continuing to clear 10-15 acres annually for forages, 13-year-old son Jordan operates all



Alvin White

A view of Bonavista Bay from the White’s house.

equipment—even the large, excavating machinery. Both Jordan and daughter Samantha receive calves to keep them interested in the family farm.

Alvin appreciates the national tagging system—NLID. He believes there is more accountability throughout the industry with animal movement, including acquisition, accurately traced.

“I am a real cow person,” cites a patient, modest Alvin. “I don’t own rubber soles!”

Community-minded, this determined farmer serves on the Milk Marketing Board. He is also a 25-year volunteer for the fire department.

10. Pondview Farms, Goulds

A view of the farm across Forest Pond.



Crosby Williams with his time-saving, automatic feed pusher.

Crosby Williams lives among a residential area overlooking Forest Pond. Being close to St. John’s and the airport offers opportunities, such as obtaining machinery parts quickly.

On 250 acres of owned and leased land, Crosby built a new free-stall barn, in 2005, for 212 PVF cows. Striving for maximum cow comfort, he erected large stalls where both milking and dry cows are housed before and after milking in a double-10 parlour.

His fully-automatic Lely JUNO feed



The milk truck puts on thousands and thousands of kilometres hauling milk from 34 producers in Newfoundland.

pusher is an asset making its rounds 10-times daily. This sharp farmer feels that once large ventilation fans and a feet-washing station are added, he will have maxed out cow comfort. High and low group TMR rations are fed.

A spotless calf barn featuring private, individual pens was constructed last year. Here, extra-large RFID tags can be easily viewed and entered into Dairy Comp Scout’s management program.

Heifers, as usual, are housed elsewhere. In the case of Pondview, it amounts to only five kilometres away.

Crosby jumps at opportunities to merchandize animals. With herd replacements scarce in Newfoundland, he feels other producers could reap extra cash from animal sales—particularly those using breed improvement tools.

Cow matings are customized using Semex sires. Crosby says, “I am veering toward genomic-tested bulls for about half the herd; I believe their reliabilities will be *bang on the money*.”

This confidence in genomics comes from his experience as a Director on the Board of Eastern Breeders Inc. A personable Crosby concludes, “I love interaction and being *in the know*. I am gaining a wealth of experience and knowledge from many great people.”

11. Connor Dairy Farm, Torbay

The most easterly, milk producing farm in all Canada belongs to John Connor. In the late ‘70s, his father, Don, housed whatever type of bovine—dairy or beef—he could afford, in an old barn.

Eventually, John, a mason worker with no farming experience, decided to get into dairying. At this point, the foundation for the current herd was established.

Over time, as personable brothers Joe and Rod started working for their brother, more cows and three extensions were added resulting in a roomy barn with

big stalls and comfort mats. The only animals let outside—because of the mud and rocks—are dry cows and heifers.

Currently, 100 *Connoridge* cows average 32 litres of 3.7% fat and 3.5% protein. One of the brothers is always present during milking.

Having used high-end, proven AI sires



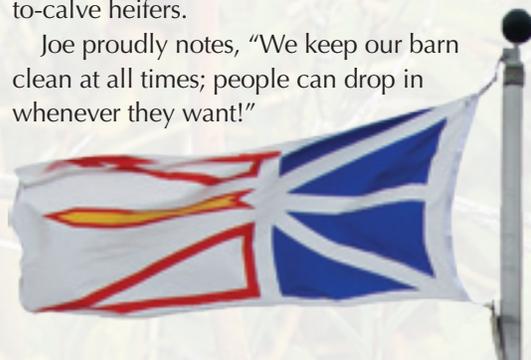
(l-r) Joe and Rod Connor with three quality Connoridge Holsteins.

for 20 years, cow quality is outstanding with superior udders displayed stall after stall. Selecting bulls for feet/legs, production, and longevity, milkers average 4.5 lactations. Joe relays, “A cow has to pay her way and we always cull a three-quarter one—no questions. We like good type and know the dams and sires of every animal. Various AI salesmen have offered good advice on cows and bulls throughout the years.”

These great caretakers feed an 18% dairy ration five times daily. Otherwise, hay is always in front of the cows.

Content to keep the herd at its current size, 20 well-grown heifers were merchandized last year. However, they continue to clear land in an effort to keep all animals on the family farm; now 50% of heifer calves, along with cull males, travel to Prince Edward Island. Making the 10-hour trip to the boat worthwhile, they return with ready-to-calve heifers.

Joe proudly notes, “We keep our barn clean at all times; people can drop in whenever they want!”



Harvest Time

by Brian Van Doormaal, Holstein Canada Chief Executive Officer and CDN General Manager

As I drive to Holstein Canada each day, I pass along the country roads and observe the pleasures associated with agricultural production and dairy farming, in particular. I roll down the windows to breathe the wonderful smell of fresh-cut hay or to observe the combines rolling across the fields of grain.

Being a dairy farmer: What an honourable and outstanding occupation! You provide your family and so many others with quality, nutritious food that significantly contribute to the health of people of all ages—infants to seniors.

Upon further reflection of dairy farming, one can see that there are natural life cycles occurring all the time. The animals conceive to produce newborn calves that eventually become herd replacements. Seeds are planted in the spring and develop into crops that are harvested when the timing is just right. Each crop has its own optimal duration from planting to harvest and the best farm managers plan their business to be ready when the opportunity for harvest is perfect.

At Holstein Canada and, generally, in the Canadian dairy industry, the Board of Directors and management

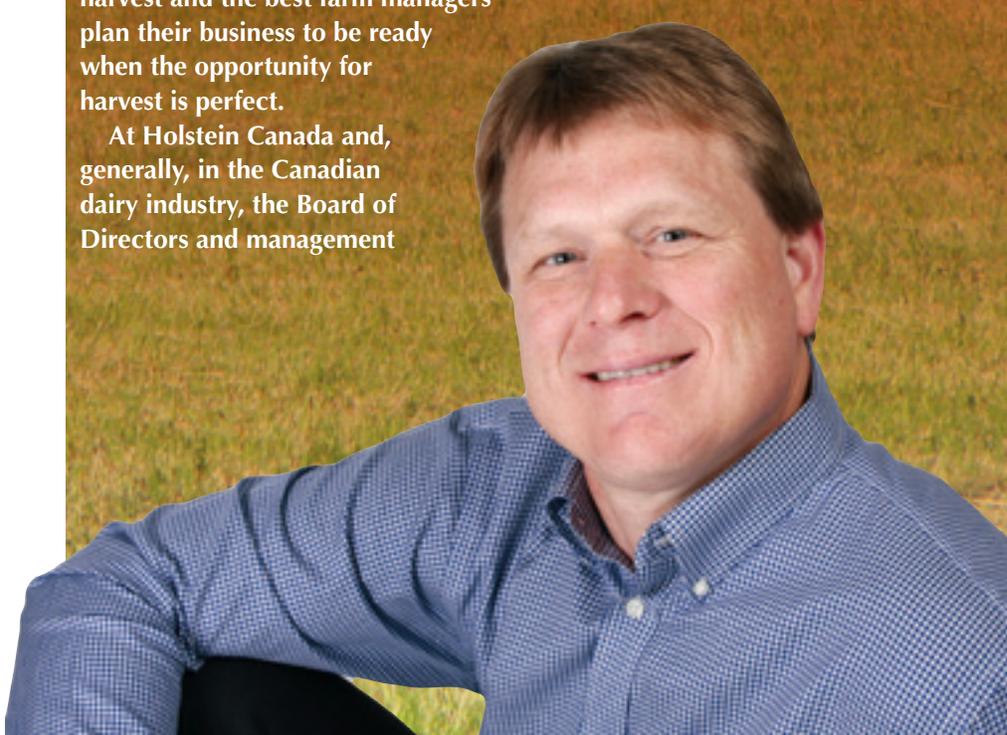
must also plan its organization's business to take advantage of opportunities. In this case, however, it is not seeds that are planted, but ideas ... planted in the minds of the decision makers. Even the very best ideas often need time to develop to a stage when they are exactly right for the harvesting (i.e. implementation).

The duration of growth from planting the seed to full maturity might be days, weeks, months, or even years ... just as it can vary from plant to plant.

The next year or so will be important for harvesting ideas that were planted by industry visionaries many years—even decades—ago.

Two key areas that will have a major impact on Holstein Canada and you, as members, will be genomic-testing services and the streamlining of structure and activities in partnership with Canadian Dairy Network as the national genetic evaluation centre for dairy cattle.

Your Board of Directors and staff are *greasing up the machinery* preparing for this important harvest season!



Apply for Education Award

Applications for education awards due Tuesday, November 30

Holstein Canada continues to boost students in their financial obligations toward education by offering six \$750 awards. One winner will originate from western Canada, two from Ontario, two from Québec, and one from eastern Canada.

Some enhancements have been made to award rules and selection.

Eligibility:

- must be a regular or junior member of Holstein Canada, or a son/daughter of a member
- must have completed at least one year of university or college (Cégép in Québec)
- must submit an official, original transcript (faxed and photocopied submissions not accepted) and a copy of resumé
- must be returning to school within the calendar year
- submissions may be typed on the pages provided or made through Holstein Canada's website www.holstein.ca

Points:

- farm involvement and work experience — 30 points
- youth program involvement — 30 points
- career choice — 20 points
- scholastic achievement — 20 points

Application forms can be completed online at:

>www.holstein.ca

>>Young Adults

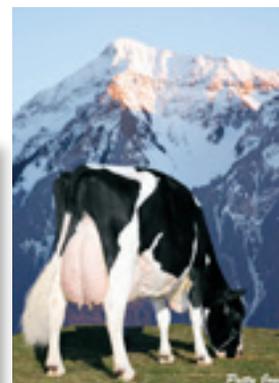
>>>Awards

>>>>Education Award Form
(third tab at top)

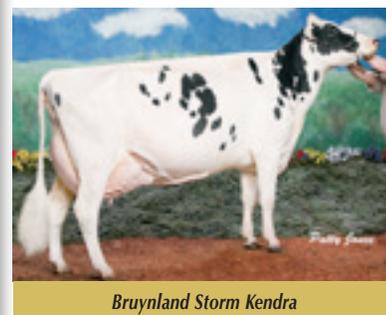
If you have any questions contact Young Adult Program Co-ordinator Stephanie Gregson sgregson@holstein.ca.

True Balanced Cows

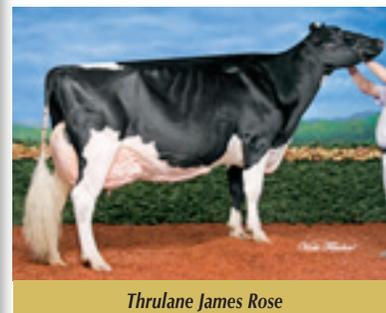
| Name | Breeder/Owner | Birthdate | Class. | Production | Show | Daughters |
|--|---|---------------|----------------|--|--|---|
| Davidsons Raider Bronze | Davidsons Holsteins, Blumenort, MB Peter Tuytel Jr. Chilliwack, BC | Aug. 7, 1992 | EX-97-9E | 11 lacts. 150,373 kg M 5,806 3.9% F 4,597 3.1% P 2 Superior Lacts. | 2X Grand at Chilliwack, BC | 5 at 60% GP+ |
| Bruynland Storm Kendra | Bruynland Farm Inc., London, ON Pierre Boulet, Montmagny, Qc | Apr. 17, 2000 | EX-97-3E | 5 lacts. 84,344 kg M 3,679 4.4% F 2,914 3.5 P 1 Superior Lact. | Nom. AC 2006, 2007, 2009 | 2 at 100% GP+ |
| Thrulane James Rose | Thrulane Holsteins, Elmira, ON Pierre Boulet, Montmagny, Qc | June 11, 2001 | EX-97-2E | 3 lacts. 66,196 kg M 3,074 4.6% F 2,531 3.8% P 2 Superior Lacts. | AC and AA 2008, 2009 | 1 at 100% GP+ |
| Quality Carlton Pam | Quality Holsteins + Theo Dykstra & Sons, Jarvis, ON Quality Holsteins, Vaughan, ON | July 12, 1998 | EX-97-6E 2* | 8 lacts. 99,683 kg M 3,850 3.9% F 3,036 3.0% P 1 Superior Lact. | Nom. AC 2003 | 10 at 90% GP+ |
| Comestar Lheros (millionaire sire April 2008) | Comestar Holstein, Victoriaville, Qc The Semex Alliance, Guelph, ON | Nov. 11, 1996 | EX-97 Extra'02 | 24,274 daus. ME average 10,766 kg M 400 3.7% F 340 3.2% P | 22,370 daus. 71% GP and better 398 EX 4,419 VG 11,058 GP | CAN-GEV M+6 F-5 P+5 SCS 3.44 Conf. +10 Mammary +6 Ft./Legs +5 (reliability 99%) |



Davidsons Raider Bronze



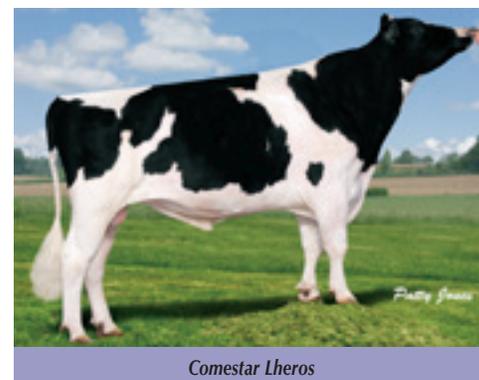
Bruynland Storm Kendra



Thrulane James Rose



Quality Carlton Pam



Comestar Lheros

From 1981 to 2009, there was rapid improvement in the overall quality of Canadian cows. It was the emergence of the *balanced* cow as breeders recognized single trait selection did not work.

Good science has been used to support the benefits of desirable conformation. Further, Canadian breeders have a good working knowledge of the functional anatomical significance of superficial type traits.

For example, rear teat placement, udder depth, and udder texture are udder traits that have a significant influence on functional survival. A strong suspensory ligament results

in udder health and longevity to accommodate the stress of high production. Sound feet and legs have a positive influence on reproduction and longevity, as well as being the most influential type trait on profit.

Pictured are Canada's four, 97-point cows since the introduction of the All-Breeds Classification System in August, 2005. These cows have it all—ultimate conformation, superior lactations, and functional traits leading to longevity. Show winnings add a *fun factor* for owners.

Also presented is the only sire to tally 97, Comestar Lheros.

Nasal Swabs: a Convenient DNA Collector

A great alternative technology to collect DNA from young animals

Holstein Canada and Semex Alliance partners recently conducted a field trial to test the feasibility of using nasal swab vials for collection and genotyping of DNA samples.

More than 36 producers participated in the study sampling over 260 Holstein females of various ages across Canada.

Hair has become the primary tissue for collecting DNA on dairy animals. However, as many more head are sampled at younger

ages for genomic testing, lab results indicate that hair is not optimal in terms of DNA quality for young animals.

Almost 75% of producers said the nasal vials were as easy or easier to collect a sample, as compared to hair. With the ease of use in calves and the possibility of one-time sampling, this technology is encouraged by Holstein Canada and Semex partners.

Nasal swabs are highly recommended for sampling DNA in young animals (less than six months of age). Packages of 10 kits can be purchased from Holstein Canada for \$50.



Classification Schedule

mid-round

| Province | Region | Classification | Month |
|----------|---|----------------|----------|
| ON | Wellington | Early | October |
| | Oxford | Early | |
| | Brome, Sherbrooke, Compton, Stanstead | Early | |
| ON | Thunder Bay, Northern Ontario | Mid | October |
| | Perth | Mid | |
| | Frontenac | Mid | |
| QC | Lotbinière, Yamaska, Nicolet | Mid | October |
| | SK | Mid | |
| | SK | Mid | |
| ON | Dundas, Stormont | Late | October |
| | Beauce | Late | |
| | BC | Late | |
| ON | Glengarry, Niagara, Wentworth, Haldimand, Norfolk, Prescott | Early | November |
| | Dorchester, Lévis, Québec & Montmorceny | Early | |
| | Abitibi, Témiscamingue, Drummond, Bagot, Deux-Montagnes, Terrebonne | Early | |
| ON | Brant, Russell, Carleton | Mid | November |
| | Leeds, Grenville, Lanark, Renfrew | Mid | |
| | Bellechasse, Montmagny | Mid | |
| QC | Saint-Hyacinthe, Richelieu, Verchères, Rouville, Labelle, Papineau, Gatineau, Argenteuil, Pontiac | Mid | November |
| | AB | Mid | |
| | AB | Mid | |
| QC | L'Islet, Kamouraska | Late | November |
| | L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice, Champlain, Lavolette | Late | |
| | Northern MB | Late | |
| ON | Grey, Bruce, Huron, Halton, York, Peel, Ontario | Early | December |
| | Portneuf, Lapointe, Dubuc, Charlevoix, Chicoutimi | Early | |
| | ON | Early | |
| ON | Simcoe, Dufferin | Mid | December |
| | Lac Saint-Jean, Roberval | Mid | |
| | Rivière du Loup, Témiscouata | Mid | |
| ON | Lambton, Middlesex, Essex & Kent, Elgin | Late | December |
| | Rimouski, Matapédia, Bonaventure, Matane | Late | |
| | ON | Late | |

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

Based On 1st Lactation Classifications From July/August 2010

| 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 |
| Dundee | 184 | 81.8 | 81.7 | Jasper | 65 | 82.0 | 81.8 |
| Goldwyn | 672 | 81.5 | 81.1 | Damion | 79 | 82.0 | 81.5 |
| Roy | 100 | 81.3 | 80.6 | Shottle | 56 | 81.6 | 81.8 |
| Bolton | 186 | 81.1 | 81.5 | Carisma | 88 | 81.6 | 81.4 |
| AltaBaxter | 372 | 80.8 | 81.1 | Re Design | 87 | 81.3 | 81.6 |
| Spirte | 308 | 80.6 | 80.1 | Stormatic | 55 | 81.0 | 81.6 |
| Talent | 332 | 80.5 | 79.9 | Drake | 37 | 80.8 | 80.0 |
| Blitz | 117 | 80.4 | 80.0 | Lheros | 66 | 80.7 | 80.0 |
| BWM Leader | 104 | 80.3 | 80.6 | Aladdin | 36 | 80.4 | 79.1 |
| Final Cut | 222 | 80.3 | 79.8 | Igniter | 33 | 80.3 | 78.8 |

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.

Genomic Testing Partnership

GENO TEST

Holstein Canada and Semex partners (CIAQ, Eastern Breeders, Gencor, and Westgen) have collaborated to provide genomic testing of females for all dairy producers. By working together, we can provide an efficient way for farmers to take advantage of this technology.

Genomics offers many opportunities, such as:

- increased reliability and accuracy of genetic evaluations
- selection of the *right* heifers at an earlier age
- faster genetic progress
- optimized heifer matings
- better marketing decisions

GenoTest will involve testing females using the 50K or the newly-available 3K panel.

The 3K panel provides almost the same accuracy as the 50K for a fraction of the cost, although the 50K test has dropped significantly in price.

Producers now have the option to submit hair or nasal swab DNA samples for the same total cost.

Nasal swabs provide an excellent option for DNA collection on younger animals (< 6 months), where hair can

be a challenge. Nasal swab kits cost \$5 each and are available from Holstein Canada or Semex partners. The kits have a two-year shelf life and can be stored in a variety of conditions.

GenoTest Fees

| Test | Hair | Nasal Swab |
|---------|-------|------------|
| 3K SNP | \$47 | \$42 |
| 50K SNP | \$160 | \$155 |

**additional \$5 for nasal swab kits*

GenoTest forms and detailed instructions can be printed from Holstein Canada's website www.holstein.ca by selecting *Genetics* and then the *Genomics* tab. The same form can also be printed using the *Animal Query* tool on Canadian Dairy Network's website www.cdn.ca.

DNA samples (hair or nasal swab) must be mailed to Holstein Canada c/o Genomic Testing. Only registered animals will be tested and receive genetic evaluations.

GenoTest results will be available from Holstein Canada and CDN four to six weeks after samples are received at Holstein Canada. Results will also be posted on the Association's confidential

online message board of the owner.

CDN will incorporate the new genomic information into the animal's genetic evaluation on a monthly basis. The genomic results will become *official* at the next genetic evaluation release in December, April, and August of each year. We recommend that you allow at least six weeks prior to an official genetic release date for samples to be included in that genetic evaluation.

Direct questions to Holstein Canada customer service at 519-756-8300 or by e-mail customerservice@holstein.ca.



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