

# Info Holstein

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



## Canada to Host World Holstein Conference in 2012

### Opportunity to showcase Canadian Holsteins

**H**olstein Canada is pleased and honoured to be hosting this significant event. The World Holstein Conference happens every four years. This 13<sup>th</sup> edition is a first for Canada.

The first World Holstein Conference was held in 1964 in the Netherlands. This Conference is held to help promote the Holstein breed, educate producers on technical procedures around the globe, and facilitate the exchange of information and knowledge. The most recent World Conferences were held in Dublin, Ireland in 2008, Paris, France in 2004, and Sydney, Australia in 2000.

The theme "*Holsteins Today for a Better Tomorrow*" provides the central focus for the Conference. This event is expected to attract more than 400 international visitors

representing 35-40 countries. International guests will include Holstein industry leaders as well as prominent breeders. This is a great opportunity to showcase our Holstein genetics and the Canadian dairy industry. Canadian breeders are encouraged to assist in hosting and networking with international guests by participating in the Conference activities.

### Highlight of Events:

- Main Program – Nov 4-7, Toronto
- Welcome Reception – a multi-cultural evening
- Farm tours with prominent Holstein breeders
- City tours
- Two-day speaker symposium with current topics relevant to Holstein breeders – approximately 12 international experts will be on the agenda
- Gala banquet showcasing Canadian performers and entertainers

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For the first time ever, a World Holstein Youth Conference, open to Holstein enthusiasts aged 19-30, will be held in conjunction with the Conference. Young adults across Canada and internationally will participate in this first-time event.

### Pre-Conference – Nov 1-4, Montreal, Saint-Hyacinthe, and Ottawa

- Farm tours with prominent Holstein breeders
- Expo International Holstein show
- City tours of Montreal and Ottawa

### Post-Conference – Nov 8-10, Toronto and Niagara Falls

- Red and White and Black and White Holstein shows at the Royal Agricultural Winter Fair
- Tour of Niagara Falls

### Sponsorship Opportunities

As you can imagine putting on a Conference of this magnitude requires a lot of planning and financial support.

Conference co-chairs Brian Leach (613-735-6958) [brilea@nrtco.net](mailto:brilea@nrtco.net) and Pascal Lemire (450-564-2752) [madystar@tellabaie.net](mailto:madystar@tellabaie.net) have been working diligently to find sponsors to help showcase our Canadian genetics. To date, we have three sponsors (including Holstein Canada) committed at the World Level. We would like to recognize and thank **Semex Alliance** and **Allflex** for their financial commitment. Please contact Brian or Pascal if you want to discuss sponsorship opportunities.

With a large audience expected to attend, a Conference of this caliber will include world-class speakers on timely, educational topics of interest to the global Holstein community, highlight Canadian Holstein cattle and farms, portray a positive image of the Canadian Dairy industry, and provide a tremendous opportunity for networking with an international audience. While the Conference promises to go “green”, this is a perfect opportunity to have exclusive visibility at one of the most

prestigious dairy events to come to Canada.

Visit [events.holstein.ca](http://events.holstein.ca) for information on the 2012 World Holstein Conference or to sign up to receive future e-mail updates.

### World Level Sponsors



**Holstein Canada**



## Members ... the Foundation

*By Holstein Canada President, Germain Lehoux, Saint-Elzéar, Qc*

It is with some emotion that I am writing this message to you today. Indeed, this will be my very last editorial in the *Info Holstein*. You have been in my thoughts every day for the past two years. Today, after having travelled across the entire country, I would like to talk about you. You are the reason for this Association. Without your passion and hard work each and every day, Holstein Canada would be nothing. Our Board of Directors committed itself to listening to you, whether it is at your local Branch/Club meetings, or simply on an individual basis. Our actions are a reflection of your immediate and future expectations.

The newly-proposed structure of **Holstein Canada Network (HCN)**

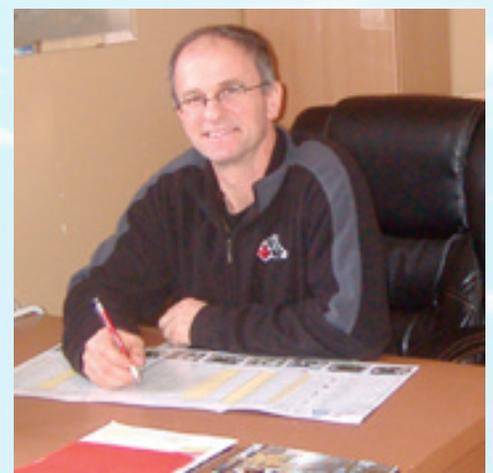
will be an opportunity to redefine club and branch roles in relation to the National Association. As in all projects, the ingredients required to succeed are that we have all the information; straightforward and honest communication of this information and ... time. Respect and listening to the skilled tradesmen of our large family are paramount in safeguarding our Association. This will only make our Association stronger. It is better that we do it properly than quickly, as a good friend once said, and he was right. We are extremely pleased of the relationship and bond that we have acquired with you, where you live! Whether it is through the expertise of our classifiers, tools offered by Holstein Canada (genetic, marketing, research, etc.), or our bilingual and courteous customer service team.

Our number one concern must be for our members as you are the foundation, and the ones paying the bill! Our only goal is to offer you what you have asked

for, what you expect. Simply put, each dollar (\$) spent or invested in your name at Holstein Canada must be used to improve the profitability and efficiency of your assets, and for ALL our members.

In closing, I wish to thank you for your encouragement and friendship, which is very important to me. It has been an honour to represent you here and abroad. If I may give you one last bit of advice: continue to look after OUR business and YOUR business!

Hoping to see you in Halifax!



# A Long, Winding Road to Export Success

by Rick McDonald, Canadian Livestock Genetics Association



**CLGA works on behalf of Canadian dairy producers for increased market access.**

The Honourable Gerry Ritz (Minister of Agriculture and Agri-Food) remains extremely pleased with the international success of Canadian dairy genetics in 2010. This praise—relayed at the Dairy Farmers of Canada Policy Conference—highlights the accomplishments of Canadian producers who have developed a breed whose genes are sought after the world over. Canadian Holsteins command a global market share that is hugely disproportionate to our cow population.

The Canadian Livestock Genetics Association (CLGA) is a nationwide, not-for-profit, trade association. It was created in 1999 to deal with market access and animal health issues. Although it works for the dairy, sheep, goat, and poultry genetics' sectors, this article concentrates on the role CLGA plays in the export of dairy genetics.

CLGA's vision is to maximize global market access for Canadian livestock genetics. The mission is to act on behalf of its members on issues related to market access and animal health through government liaison. In addition to this, CLGA fosters industry partnerships and international governmental and non-governmental affiliations.

CLGA has about 65 members. These include livestock and embryo exporters; all dairy AI companies; all dairy Herdbooks; Dairy Farmers of Canada, and others who provide services to the industry. Current Board members include Roger Turner (President), Brian Atkinson, Doug Blair,



January 2010, CLGA worked with Colombian industry partners and the governments of Canada to regain market access (l to r): Dr. Bob Morrison, CFIA; Mr. Carlos Herrera, Semex Colombia; Rick McDonald, CLGA, and the Honourable Gerry Ritz

Russell Gammon, Linda Ness, Brad Sayles, Bill Shore, Gary Smith, Jamie Wood, and Bill Young.

## Expanding markets for dairy genetics benefits all producers.

CLGA has great enthusiasm for the potential that exists for Canadian producers in international markets. However, the post-BSE world is very different from 2002.

### Issues affecting export of Canadian dairy genetics

- Traditional export markets in USA and Mexico are not functioning well. Producer profitability in these regions has been negatively impacted and there has been a general over supply of cattle relative to the demand.
- Politics of international trade. You can have a willing buyer and seller, but factors such as free trade agreements and the World Trade Organization (WTO) negotiations can come into play.
- Increased diversity, complexity, and competition in dealing internationally. Prior to BSE, 90 percent of our live cattle sales went to USA and Mexico. We now compete in more markets with often difficult and complex health and genetic requirements.
- Canada's animal health status is not

as strong as it once was. BSE along with the market diversity mentioned above has eroded our position. For example: we do not comply with the World Trade Organization for Animal Health (OIE) requirements for Bovine Leucosis and we can no longer claim to be recognized by the OIE as free from Bluetongue. Our animal health status hasn't really changed but, it is being measured against new international standards.

### Export Outlook for 2011/12

There are tremendous opportunities as the world economy recovers and developing nations expand dairy consumption.

Markets such as Russia and Kazakhstan will provide good potential for exports. USA and Mexico will continue to be important markets but we don't expect significant growth over the next two years.

CLGA will continue to press for access to China, Saudi Arabia, India, Turkey and several markets in South East Asia and South America. China and India represent huge opportunities, but these markets will take more time to develop.

The potential for live cattle exports in the future is significant, but Canada will have to compete on the attributes desired and at the market prices available if it wants to be successful.

Visit CLGA on the web at: [www.clivegen.org](http://www.clivegen.org).

# Holstein Canada and Canadian Dairy



**Holstein Canada**

Réseau laitier canadien



Canadian Dairy Network

# Holstein Canada Network

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

## **An efficient organization that retains and builds on the strengths of each individual company**

Since the decision to amalgamate in June 2010, various discussions have taken place with Holstein Canada and Canadian Dairy Network (CDN). These include meetings of the full Boards of each organization as well as the appointed Amalgamation Team, which consists of three directors from each Board and the CEO common to both companies. This article summarizes the areas of consensus and provides the general plan for moving forward.

### **Governance Structure**

Holstein Canada and CDN Board of Directors have agreed on the following general principles regarding the new Board of Directors:

- The majority of directors will be elected by the Holstein Canada membership using the same principles as currently described in the corporate by-laws.
- The balance of directors will be appointed from delegate bodies that represent four industry sectors, namely AI, Canadian DHI, Breed Associations other than Holstein, and Dairy Farmers of Canada.
- All directors elected through Holstein Canada and appointed from the Breed Association delegates must reside in Canada and be a member of a national dairy breed association. Directors appointed from the other delegate bodies must be dairy producers in Canada.

In terms of transitioning from the current two Boards, the following plan has been proposed:

- Starting in July 2011, meetings of the Holstein Canada and CDN Boards of Directors will be held back-to-back in the same location, with some overlapping agenda items. These meetings will involve a total of 19 Directors (12 from Holstein Canada, 8 from CDN with one in common).
- At CDN's Annual General Meeting in September 2011, proposed amendments to the current By-laws pertaining to the election of Directors such that two be appointed from AI, one from Canadian DHI, two from Breed Associations, and one from Dairy Farmers of Canada. This would reduce the Board of Directors for CDN from eight to six members.
- At Holstein Canada's Annual General Meeting in April 2012, the election of Directors would result in a reduction from 12 to 10 by removing one Director from each of Ontario and Québec (4 to 3).

With this plan, the 10 elected Directors from Holstein Canada would join the five Directors from CDN to form the first official Board of Directors of the newly-amalgamated entity. Over time, this new Board and its membership shall work at further reducing the size of the Board such that 15 is the starting point rather than the desired end point.

### **Legal Status and Corporate Name**

Holstein Canada and CDN are both federally incorporated not-for-profit organizations. Holstein Canada is specifically defined as a national breed association under the Animal Pedigree Act of Canada and therefore has defined responsibilities regarding

# Network Amalgamation Update

the Herdbook for the Holstein breed in Canada.

From a legal perspective, the best option is to modify the existing structures, policies, By-laws, mandates, assets, etc. of Holstein Canada to include all of those from CDN. In this case CDN would become an 'empty' entity. There are many important considerations such as the relationship with industry partners.

- All organizations would be recipients/buyers of various services provided by the amalgamated entity, similar to the current situation.
- Canadian DHI would continue to focus on data exchange, as well as setting complimentary goals and objectives in line with an overall industry vision.
- Other dairy breed associations currently rely on services offered by both Holstein Canada and CDN. These include genetic evaluations, research coordination, and extension activities from CDN as well as **National Livestock Identification for Dairy (NLID)**, classification, and genotyping services from Holstein Canada. There is a clear intent that the new entity will become the common provider of Herdbook-related services by 2012. It is proposed that the other dairy breed associations establish a clear relationship as the recipient of services from the new entity. Each breed association will take ownership of the services received from the new entity and delivered to their members. As an example, registration certificates for an animal of any breed association would be authorized/stamped by the respective breed association.

The Amalgamation Team and both Boards of Directors extensively deliberated on the name to be used for the new entity. It was agreed to propose

**Holstein Canada Network** as the name of the new organization.

The primary goal is to yield a stronger, more efficient organization that retains and builds on the strengths of each individual company. When considering this objective, the Amalgamation Team and the two Boards of Directors defined the following list of current strengths of CDN and Holstein Canada.

***There is a clear intent that the new entity will become the common provider of Herdbook-related services by 2012***

## **Canadian Dairy Network:**

- Providing quality services to Canadian dairy producers via the industry member organizations
- World leading genetic and genomic evaluations
- Unbiased data analysis and extension information
- Co-ordination of industry-funded research
- Industry standards related to production recording and genetic evaluations
- Neutral, industry umbrella organization that brings all stakeholders together for national initiatives and issues

## **Holstein Canada:**

- Providing quality services directly to members/dairy producers
- Animal identification systems and tag services (NLID)
- All-Breeds Classification services
- All-Breeds Herdbook services starting in 2012
- Genotyping services, eventually for all dairy breeds
- Strong, positive branded "Canadian

Quality" image at national and international levels

The critical services provided by CDN need to be incorporated into Holstein Canada's structure to create the new, industry-oriented service organization.

## **Organizational Chart and Office Location**

The organizational chart will be a blending of the two respective charts for Holstein Canada and CDN. The new organization will cover activities/services related to Herdbook and Genotyping, Classification, Genetic Evaluation and Research, Marketing and Member Services, Finance, and Information Technology. Initial appraisal of existing staff and expertise suggests very little duplication.

The goal is to have all staff at Holstein Canada Network located in a common office. A Location Assessment Working Group has been formed to evaluate the best options, with a report to the Board of Directors expected later in 2011.



**Holstein Canada  
Network**

## Dealing with Surplus Cattle

While not obvious, opportunities often arise while encountering adversity. However, when all energy is focused on the problem the opportunity is not recognized and as a consequence lost.

Currently, Canadian dairy producers are experiencing difficulty in marketing surplus cattle. When demand drops, lower prices follow; it is a basic principle of economics.

Today, there are several obstacles to exporting big numbers of dairy cattle. Animal health requirements, distance to markets, buyers facing cash crunches, strong Canadian dollar pushing down farm gate prices, and competition are levelling the playing field where in the past Canada enjoyed an advantage.

On the bright side, cull animals are fetching prices not seen since before the BSE outbreak. It appears prices will remain strong into the future considering the downsizing that is occurring in the North American beef herd. Demand for beef around the world is up.

With the surplus of cattle and the high price for slaughter animals, it may be a good time to improve the health status of Canadian dairy herds. The incidence of production limiting diseases such as Johne's and Leucosis could be reduced significantly with a testing and cull program. Additionally, practices to prevent the introduction and spread of disease will reap further benefits in reducing the incidence of disease that gnaws at profitability.

Your milk-recording agency provides a testing service for these diseases and others. Ask your veterinarian for advice on the best management practices that will work for you. When positive animals are identified, informed decisions can be made.

Health requirements for dairy cattle, both internationally and domestically, will continue to become more stringent. Now is a good time to prepare for markets to open up — whenever that may be.

## The Fairest of Them All

**T**wo dam/daughter pairs are tied as the highest classified in Canada. The dams scored 96 points and the daughters achieved 95 points.

The one pair is **Penlow Georgette Outside** and **Penlow Geo Integrity**. The other is **Quality B C Frantisco** and **Quality Gibson Finsco**.

*Georgette* was sold as a fresh two-year-old to Barclay Phoenix and partners by breeder Allan Lowry. *Georgette's* first natural daughter, *Geo*, stayed at Penlow Farms until her purchase as a two-year-old at the HanoverHill Legacy Sale by Lexis

Holsteins—current owner.

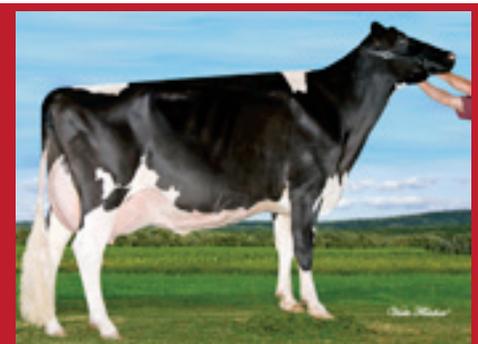
Both *Georgette* and *Geo* were long, tall, deep-bodied animals as young cows. This trend continues throughout the family.

*Georgette's* dam, *Georgie Dragoon* (EX-3E 5\*), has produced 3 EX and 5 VG daughters to date. *Georgette's* twin sister, *Georgina Outside* (EX-90 2\*) is a Lowry family favourite with 1 EX and 3 VG daughters. Thirty-six female members reside in the present herd from the *Georgie Dragoon* line.

Prominent members of the family are being flushed, including *Georgette's* granddaughter, Penlow Geo Ray



Penlow Georgette Outside



Penlow Geo Integrity

Name	Penlow Georgette Outside	Penlow Geo Integrity	Quality B C Frantisco	Quality Gibson Finsco
Status	Dam	Daughter	Dam	Daughter
Class.	EX-96-2E	EX-95	EX-96-3E	EX-95-3E
Stars	2 (4/7)		15 (4/73)	2 (8/4)
Prod.	1 Sup. Lact.  4 Lacts.: 77,656 kg M 3,382 kg F 2,615 kg P	2 Sup. Lacts.  3 Lacts.: 59,851 kg M 2,886 kg F 1,992 kg P	2 Sup. Lacts.  5 Lacts.: 81,017 kg M 4,248 kg F 2,934 kg P	5 Lacts.: 49,510 kg M 2,531 kg F 1,675 kg P
Show	All-Canadian Sr. 3yr., Mature cow  Res. All-Canadian Sr. 2, 4, 5yr.	Res. All-Atlantic 4yr.	All-Canadian Milking Yearling, Sr. 3, 4, 5yr., Mature cow	HM All-Ontario 5yr.
Offspring	3 dau. 100% GP and better  1 EX 2 VG	3 dau. 100% GP and better  2 VG 1 GP	20 dau. 100% GP and better  5 EX 14 VG 1 GP	4 dau. 100% GP and better  4 VG
Breeder	Penlow Farms, Almonte, ON	Penlow Farms, Almonte, ON	Quality Holsteins, Vaughan, ON	Quality Holsteins, Vaughan, ON
Owner	T&L Cattle Ltd., Rosedale, BC Bradner Farms, Abbotsford, BC	Lexis Holsteins, Freetown, PE		

Dundee (VG-87-3yr).

With *Georgette* and *Geo* competing so well at shows, international markets for embryo sales have accelerated throughout Canada, the US, Australia, Ireland, England, and Germany.

The storybook journey of beautiful Quality B C Frantisco is known worldwide with family members combining it all—amazing type, superior production, high genomics, transmitting abilities, and show accolades.

Prolific daughter *Finsco* has four milking daughters that averaged 88 points as two-year-olds. Three full, youthful sisters by *Goldwyn* include *Goldwyn Fisin* (VG-89-2yr); *Goldwyn*

*Flansco* (VG-89-4yr nom. AC Sr. 2); and *Goldwyn Flinsco* (VG-88). They are all contracted by Semex.

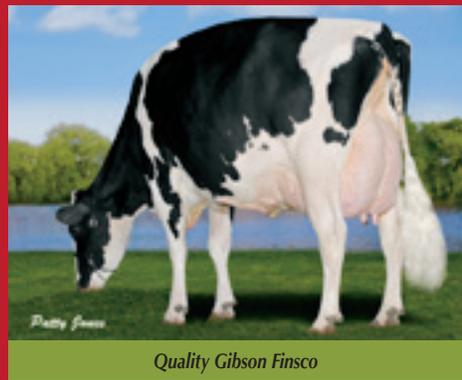
The fourth maternal sister (by *Final Cut*) is *M A Finie* (VG-88-3yr).

*Flansco*, *Flinso*, and *Finie* were members of the first Breeder's Herd at the 2010 Royal resulting in the All-Canadian Breeder's Herd award.

In the modern age of genomics, *Flansco* is tied for fifth in Canada for type with a Dec. 2010 GLPI of +2226 and +18 type. *Fisin* ranks 11<sup>th</sup> at +1930, and *Flinso* ranks 18<sup>th</sup> for cows that are 3K tested and are top candidates for the 50K test. Impressive numbers are anticipated.



Quality B C Frantisco



Quality Gibson Finsco

## Classification Schedule

Month	Classification
April	<b>ON</b> –  Middlesex, Lambton, Elgin, Essex & Kent <b>ON</b> – Simcoe, Dufferin <b>Qc</b> – Vaudreuil, Soulanges, Huntingdon, Châteauguay, Beauharnois <b>PE, NB, NS, NL</b>
	<b>ON</b> – Northumberland, Victoria, Peterborough, Lennox & Addington <b>Qc</b> – Saint-Jean, Iberville, Laprairie, Napierville, Brome, Shefford, Richmond
	<b>ON</b> – Durham, Frontenac, Hastings, Prince Edward, Waterloo <b>Qc</b> – Missisquoi <b>Qc</b> –  Rivière-du-Loup, Témiscouata, Rimouski, Matapédia, Matane, Bonaventure, Arthabaska, Mégantic, Wolfe
May	<b>ON</b> –  Oxford <b>ON</b> – Wellington <b>Qc</b> – Sherbrooke, Compton, Stanstead <b>Qc</b> –  Lotbinière, Nicolet <b>SK</b>
	<b>ON</b> – Thunder Bay, Northern Ontario, Dundas <b>Qc</b> –  Yamaska <b>Qc</b> – Frontenac, Beauce
	<b>ON</b> –  Perth <b>ON</b> – Stormont, Glengarry
June	<b>ON</b> – Niagara, Wentworth, Brant, Haldimand & Norfolk <b>Qc</b> – Dorchester
	<b>ON</b> – Prescott, Russell, Carleton <b>Qc</b> – Lévis, Québec, Montmorency <b>Qc</b> –  Abitibi, Témiscamingue, Drummond, Bagot, Deux-Montagnes, Terrebonne, Saint-Hyacinthe, Richelieu, Verchères, Rouville, Labelle, Papineau, Gatineau, Argenteuil, Pontiac <b>BC</b> –
	<b>Qc</b> – Bellechasse, Montmagny <b>AB</b> – South/Central

mid-round

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

Based on 1st Lactation Classifications from January/February 2011

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 <sup>▲</sup>	Avg. Daus. Score	Avg. Dam Score	Sire	Daughters Classified <sup>▲</sup>	Avg. Daus. Score	Avg. Dam Score
Jasper	351	82.0	82.2	Damion	94	82.2	81.6
Goldwyn	1004	81.5	81.4	Roy	99	81.8	82.0
Bolton	190	81.0	81.0	Sovereign	45	81.7	81.4
Talent	346	80.9	80.5	Carisma	80	81.6	81.6
Fortune	140	80.8	81.0	Atlas	63	81.5	81.1
Re Design	165	80.7	80.2	Laurin	46	81.4	82.4
Spirte	251	80.7	80.2	Promotion	89	81.3	81.7
Leader	121	80.6	80.5	Ross	47	81.3	79.5
Blitz	113	80.6	80.0	Lheros	53	81.3	80.8
Bonair	175	80.6	80.5	Lou	99	81.2	81.2

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.



## FARM SPECIAL | "OFFICIAL Holstein Canada Supplier"

Get your **FARM NAME** embroidered on these great items:

Baseball Cap, Clipping Wind Jacket and/or Hooded Sweatshirt!



Choose from the following packages:

### Package 1

#### Clipping Wind Jacket & Baseball Cap

Each item includes the Official Holstein Logo, along with your Farm Name.

**\$330.00 for 6 Sets of each item**

**\$55.00 per additional set**

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Each item includes the Official Holstein Logo, along with your Farm Name.

**\$330.00 for 6 Sets of each item**

**\$55.00 per additional set**

### Package 3

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Each item includes the Official Holstein Logo, along with your Farm Name.

**\$570.00 for 6 Sets of each item**

**\$95.00 per additional set**



### To place an ORDER:

visit [www.holsteincanadastore.com](http://www.holsteincanadastore.com) and click on the "Farm Special" button on the front page.

It's that simple and best of all, the minimum order is only 6 sets!

You must choose 1 or more, of the 3 packages available. The Official Holstein logo will be embroidered on ALL items: On the Front of the Baseball Cap and Hooded Sweatshirt, and over the Left Chest of the Clipping Wind Jacket. Your Farm Name will be embroidered in (WHITE) Block Letters on the BACK of the Baseball Cap and the Right Arm of the Hooded Sweatshirt, along with over the Right Chest of the Clipping Wind Jacket. All items come in BLACK ONLY, except for the Baseball Cap which is also available in Stone with Black. Should you have any questions, please call Marylee, a Stincor Van Smith representative at **1-800-383-4938 ext. 4146** and for French speaking customers, call Larry at **1-877-833-8241**.



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