

Info Holstein

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



Milestone in UK Export Success

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Canadian Holstein genetics are recognized worldwide for quality and reliability time after time. International markets value the Canadian cow for her conformation, production, and undeniable reputation for balance and longevity. While shipments to countries worldwide slowed in recent years due to events such as BSE in 2003 and the global financial crisis of 2008, a recent shipment of Canadian Holsteins to the United Kingdom (UK) brings hope and promise for further shipments to international markets.

Dan Doner, Managing Director of A.D.I. Cattle Corp Global's Canadian division located in Courtice, ON, was instrumental in exporting the three Holsteins to the United Kingdom, when they left on May 20, 2011. Initially, there had been interest directed to Dan from buyers in the UK to purchase animals from deep-pedigreed cow families with potential to

show overseas. A transaction of this degree was difficult because of the European Union health requirements. These vary from Canadian health requirements, making it a very tedious process to see through to completion.

To ensure all health requirements were met, animals from only CHAH leukosis-free herds were considered. There are approximately 26 herds in Canada officially recognized as *Certified Health Accredited Herds Enzootic bovine leukosis-free (CHAH EBL)*. High Point Farms operated by Robert Smith and son Mike and Raivue Holsteins owned by Bill and Rob Raines were two of these CHAH leukosis-free herds first considered to purchase animals for the UK-destined shipment. Dan Doner, along with Holstein Canada National Director, John Buckley, Ed McMorrow of Ed McMorrow Cattle Company, and Robin Loxam and Isaac Lancaster of the UK, were all exporters involved in shipping the live animals to eventual buyer, Ponderosa Holsteins in Spain.



Exporter Dan Doner watches as Toronto Pearson International staff load the crate which transported the three animals safely to the United Kingdom.



Upon landing, the animals were housed at London's Heathrow Airport where they were held in a quarantined inspection area before being trucked to a local farm.



High Point Goldwyn Carlow is seen here with the two heifers from Raivue Holsteins. The three animals arrived in excellent condition after an eight hour flight across the North Atlantic Ocean.

Shipment Process

The process, which began in late fall 2010, saw Isaac Lancaster, International Marketing Manager for Ponderosa Holsteins, visit herds during the Royal Agricultural Winter Fair. Doner was tasked with the responsibility of selecting potential animals and then sending

pedigrees and pictures so animals could be selected in advance before Lancaster and Robin Loxam returned for their second trip to Canada in April 2011. Upon this visit and selection of three animals—High Point Goldwyn Carlow (VG-87-2YR), Raivue Atlas Farah, and Raivue Goldwyn Portia—the animals were tested for leukosis two weeks later upon agreement of purchasing the animals. Following negative test results and subsequently passing the first requirement for shipment, the animals were held in quarantine for 30 days. Canadian Food Inspection Agency (CFIA) certified Veterinarian for the Port Perry District Office, Dr. John Churchill, inspected the animals and cattle trailer at the farm prior to officially sealing the trailer before leaving for the airport. CFIA certified trucker John Buckley was tasked with transporting the animals to Toronto Pearson International airport to prepare for the flight.

After a meticulous loading process in Toronto, with the helpful assistance of airport cargo personnel, the three young animals made the eight hour trek over the North Atlantic Ocean. Upon arrival at London's Heathrow airport, the animals were unloaded where they remained in quarantine before being trucked to a local farm. The animals travelled extremely well considering the strenuous journey they had made a few short hours before.

With a smooth and successful shipment completed, exporters Dan Doner, John Buckley, and Ed McMorrow are looking forward to more shipments—not only to the UK, but worldwide. John Buckley relays, "The magnitude of this event has a real domino affect in continuing to export more animals. It is a really positive story for not only the dairy farmers involved [in this shipment], but across the country." Doner was quick to add, "This shipment to the UK validates the programs that Holstein Canada stands behind—the quality of pedigrees, maintaining the Herdbook, tagging, registering, and the classification program. The world markets see value in these services when looking to

purchase animals from Canada."

Both reputable cowmen were quick to also note the importance of the variety of markets that exist that are looking to purchase Canadian genetics. Not only are deep-pedigreed cow families important to buyers, but index, high-genomic animals, superior production, and commercial animals from Canadian herds are sought after in international markets. This offers a lot of promise for Canadian breeders from any size of operation looking for ways to supplement their income.

When asked about the success of this shipment and the benefit of having a CHAH leucosis-free herd, Rob Raines of Raivue Holsteins commented, "The benefit of shipping these animals to the UK helps to pay for the cost of the CHAH program and helps to validate why using the CHAH program is valuable."

The *won't take no for an answer* attitudes of all parties involved in the success of this shipment to the UK is a testament to the true passion and determination of Canadian Holstein breeders and exporters. While they are proud of their accomplishments and what this means for Canadian dairy farmers, they are quick to comment that they are already looking forward to the next shipment, which they hope will take place in coming months.

Holstein Canada understands the importance of Canadian export markets worldwide and is committed to working with breeders, exporters, and CFIA officials to entice more opportunities for these export markets.

The CHAH EBL-free program is administered by CFIA. While the program has existed for years, various industry partners would suggest that the program needs to be modernized to make it more readily adopted by dairy producers. The Canadian dairy industry would benefit from an increased awareness and reduction of bovine leukosis.

Producers interested in learning more about the CHAH EBL-free program and potentially enrolling their herds are encouraged to contact their local CFIA office.

Canada-Russia Livestock Forum

by Alain Lajeunesse, Manager, Market Development and Communications

Export opportunities for Canadian dairy genetics

On June 1st, Canada hosted the first livestock forum which was held in Ottawa, ON. Anchored by the theme, *Partners in Livestock Excellence*, 170 delegates, including leading business representatives and government officials from both Canada and Russia, attended the forum.

Federal Agriculture Minister Gerry Ritz opened the program with positive comments stating, "Russia is a growing market and partner for Canada's agricultural sector, especially for the livestock industry."

The Canadian dairy genetics sector was well represented at the forum. Brian Van Doormaal, Holstein Canada CEO presented the structure of the Canadian dairy industry and reinforced the strength and confidence of its genetic evaluation systems. A key point mentioned was the high level of voluntary producer participation in animal registration, classification, and milk recording. Shamil Vakhitov, Deputy Minister of Agriculture of the Russian Federation, acknowledged Brian's presentation during his closing comments.

During the many exchanges with Russian producers and business representatives, it was very clear that Canadian Holsteins have a tremendous reputation. Russia is looking to partner with Canada to expand trade opportunities in many different agricultural sectors. Food safety and security are also major concerns

within Russia. Expanding pedigree (purebred) livestock is an important goal for them. The Russian government offers many incentives for producers to expand and improve their livestock genetics.

Not only is Russia interested in importing Canadian dairy genetics, but they also encouraged Canadians to partner with them to improve their agricultural industry. The number of Canadian dairy cattle exported to Russia since the beginning of 2011 has begun to build momentum after seeing dramatic decreases in the number of animals exported in 2009 and 2010, as seen in the table below. With these positive numbers in 2011, it signals that the export market to Russia for Canadian genetics looks very promising.

Canada is viewed as a country with vast livestock genetic and technological advantages. Russia would like to tap into Canadian agriculture technologies and create mutually beneficial business opportunities between the two countries.



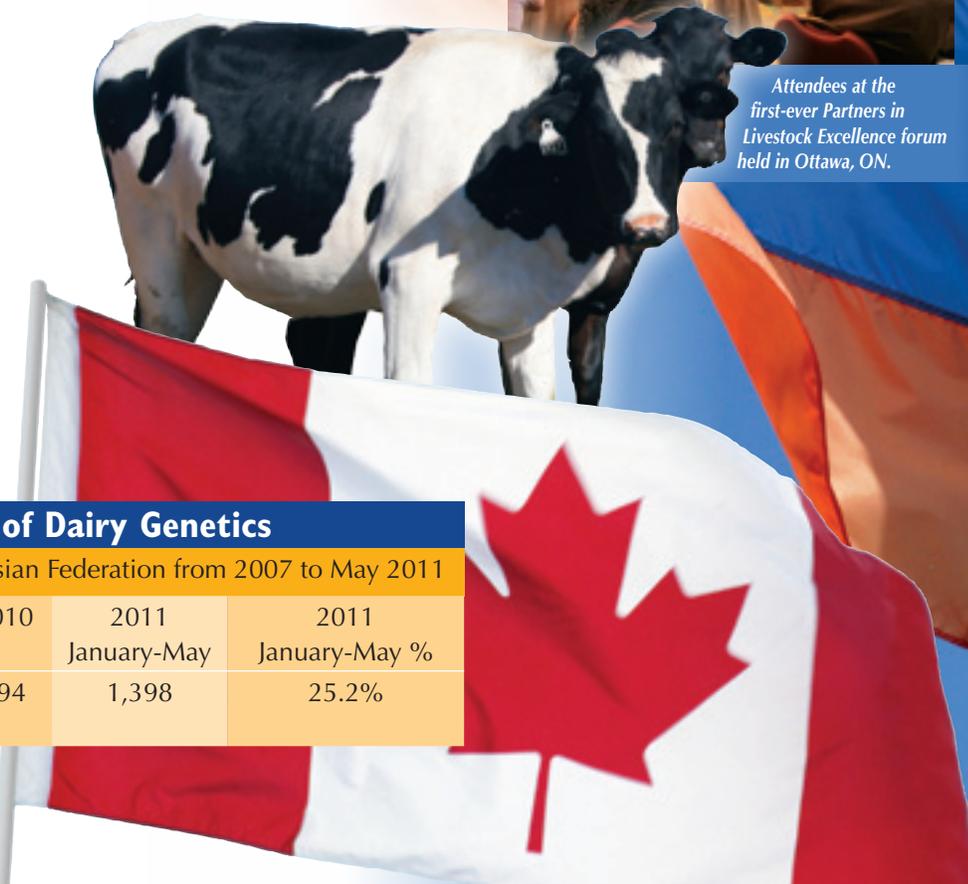
The Honourable Gerry Ritz, Minister of Agriculture and Agri-Food Canada seated with Viktor Zubkov, First Deputy Prime Minister, Russian Federation at the recent Canada-Russia Livestock Forum held in Ottawa, ON.



Brian Van Doormaal, Holstein Canada CEO speaks to the audience on the structure of the Canadian dairy industry and the strength of its genetic evaluation systems.



Attendees at the first-ever Partners in Livestock Excellence forum held in Ottawa, ON.



Canadian Exports of Dairy Genetics

Number of Dairy Cattle Exported to Russian Federation from 2007 to May 2011

| | 2007 | 2008 | 2009 | 2010 | 2011 January-May | 2011 January-May % |
|--------------------|-------|-------|-------|------|---------------------|-----------------------|
| Russian Federation | 2,725 | 9,483 | 3,050 | 194 | 1,398 | 25.2% |

Source: Statistics Canada

Dairy Sen\$e Provides Valuable Tools

Dairy youth gather to learn business fundamentals to use on the dairy farm

Classifiers are Ready and Motivated!

by Holstein Canada Chief Executive Officer, Brian Van Doormaal

The team of classifiers employed at Holstein Canada spent the week of June 27th in Brantford for the annual Classifier Conference. A key program component were the on-farm exercises as training for the new enhancements that were introduced effective July 1st, 2011. These include Thurl Placement as a regular linear trait rather than a research one.

Another important part of classifier training is their knowledge of various programs and services offered by Holstein Canada, especially with the major impact of genomics on our industry. Well equipped with a good understanding of the GenoTest Program, they are available to offer assistance and/or to direct you to the proper person.

Genomics is **not** a replacement for existing programs like type classification and milk recording. The official position of A.I. companies remains in support of these key programs for measuring the performance of each cow. Genomics **requires** this data for long-term sustainability. Herds are encouraged to continue using programs such as type classification and Herdbook registration.

As part of my own personal training and development, I joined the classifiers throughout the week of their conference. I can assure you that we both learned a lot from each other! Holstein Canada has an excellent group of dedicated men and women providing the All-Breeds Classification service across our great country. We can all be proud: I know I am!

Holstein Canada is committed to the development of youth across Canada. This is evident in the numerous youth events Holstein Canada sponsors throughout the year. Various events and shows that Holstein Canada sponsor helps advance youth's interest in the dairy industry. The goal is to encourage and support young Holstein enthusiasts to become active proponents of the Holstein breed.

The newly-founded Dairy Sen\$e Conference is one youth program that Holstein Canada is proud to sponsor. Youth aged 17 to 25 gathered in Guelph, ON to participate in the three-day Conference— in its second year— which ran from May 5 to 7, 2011.

A fully-attended program boasted well over forty dairy enthusiasts who arrived to a packed, three-day agenda. The program had a combination of tours, guest speakers, workshops, and case studies where participants learned fundamental skills needed on today's dairy farm. Topics such as marketing, financial management, and succession planning were covered to

enable youth to make proper business decisions on the farm. The impact of management decisions on the bottom line are critical toward having a well managed and profitable operation.

The first day was dedicated to workshops and drew many industry representatives speaking on key topics. Farm tours were planned for the second day with stops at Chris and Brianne Brown of Beslea Farms Ltd., Shelburne, ON and Opsterlawn Holsteins of Drayton, ON to discuss important dairy management related topics which would help participants complete their case study activity on day three.

Conference participants were divided into teams and tasked with the challenge of applying what they had learned over the three days to a real-life scenario. On the final day of the Dairy Sen\$e program, teams presented their case studies that they had developed to present to the judges.

During the awards' ceremony, held later in the afternoon, the winning team was chosen, which included participants Curtis Walt, Jason de Witt, Brandon Dietrich, Emily den Haan, and Sander Van Stee. Winning team member Curtis Walt commented, "The conference no doubt enhanced my individual skill set

as a young dairy entrepreneur by encouraging me to use technology as well as modern science and management techniques to strive for increased efficiencies on the farm to be more profitable in the future."

Each member of the winning team receives an all-expenses-paid trip to the upcoming 2011 World Dairy Expo in Madison, WI.

Winners of the 2011 Dairy Sen\$e all-expenses paid trip to World Dairy Expo are (l-r) Curtis Walt, Sander Van Stee, and Brandon Dietrich. Seated (l-r) Emily den Haan and Jason de Witt.



Importance of Functional Conformation

by Bethany Muir, Manager, Classification and Field Services

The Canadian Holstein cow exemplifies world-class dairy quality and strength enabling her to sustain a balance of production and longevity in one complete package. The main reason for her success rests on improvements made to her functional conformation achieved through generations of committed participation in the classification program. As producers demand increasing returns on their investments, information gained on classification day has armed these decision-makers with the crucial tools required to advance production efficiency and increase profits. Consistently regarded as the most important and prominent service provided by Holstein Canada to all dairy breeds in more than 8,500 herds across the country, assessment of functional conformation facilitates the development of a cow's natural ability to produce higher volumes of milk over longer lifetimes.

Classification is an essential management tool for any highly-profitable dairy operation. Classification can be used to improve herd management in many ways including early identification of cull candidates, assessment of heifer rearing programs, development of herd strengths and weaknesses, and optimization of sires for mating. The most effective way to use this tool is to instill a herd philosophy that optimizes functional conformation generation after generation through dedicated participation in the classification program.

The graph displays the number of cows classified in Canada from 1993 to present. Since 2005 when the All-Breeds

Classification program was introduced, approximately 6% (~15,000) of the animals classified per year have been of a breed other than Holstein. Participation in the program has grown steadily from 28% of all Canadian dairy farmers in 1993 to more than 65% that are currently using the service today. Amongst herds enrolled on DHI milk recording, market share is significantly higher at 87% and has grown from 45% in 1993.

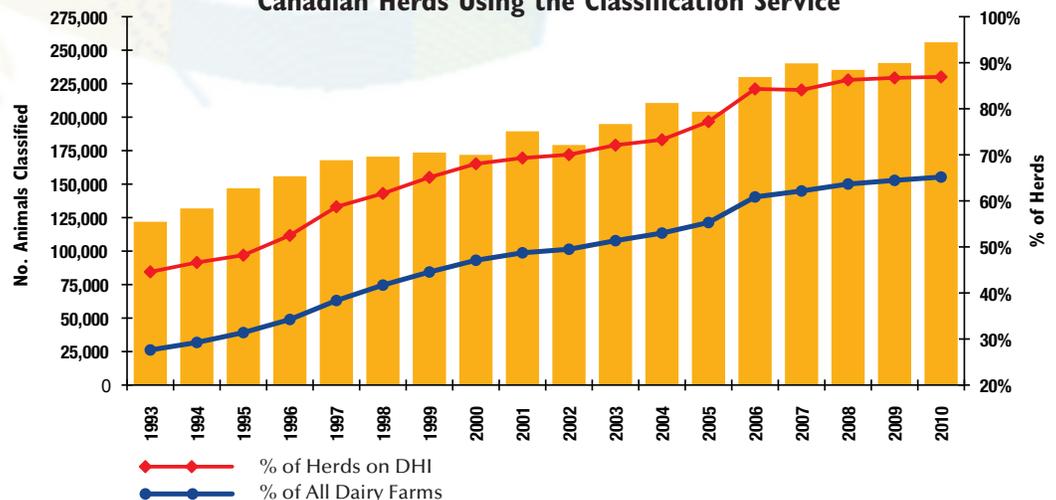
A team of progressive and innovative breeders and advisors form the Classification Advisory Committee of Holstein Canada. This committee's mandate is to ensure that the Association is effectively advancing the functionality of Canadian Holsteins by delivering outstanding type classification and related field services. In accordance with its most recent recommendation and Holstein Canada Board approval, Thurl Placement will now be scored as the 24th standard linear trait.

In this rapidly evolving era of genomics, the value and need for conformation assessment is often

questioned. Traditionally, sires required many daughters to be classified in order to reach a confidence and reliability in their proofs in order to be used as proven mates. At birth, we now have the capability to predict a heifer's genetic potential with an average of 66% reliability by including information about her unique DNA profile with the superiority expected to be transmitted from her parents.

Make no mistake, even though genomic evaluation brings a great deal of additional confidence to the table when making early culling and selection decisions for heifers, the physical assessment of her conformation is even more vital allowing for us to confirm if her genetic predictions have been realized. Unbiased conformation appraisal of all females by a team of highly-skilled and professional classifiers remains the backbone to how we are able to provide accurate genetic and genomic evaluations of type traits to identify the best sires and dams to breed the next generation of great cows.

Total Number of Classified Animals and Percentage of Canadian Herds Using the Classification Service



Be the face of the Association

by Holstein Canada President, Paul MacLeod, Woodstock, ON

The Board of Directors recognizes that the strength of this Association is its members. One of the Association's strong points is the committees it has formed and the people who dedicate their time and effort to serve on these committees.

Holstein Canada has eight committees that are committed to the growth and progression of Holstein Canada for the betterment of the industry and the Holstein breed. When choosing members to serve on these committees, the Board does not look for like-minded thinkers; rather, they look for potential committee members who think differently, and bring open and objective perspectives to provide balanced discussion. The Association looks for innovative people who respect tradition, but think futuristically. A diverse group of committee members helps to force progress. While some believe progress is happening too fast

in the Association or isn't moving fast enough, the main point, regardless of pace, is we are moving forward with progress—and that is key.

Dairy producers who sit on committees at Holstein Canada provide insight and make recommendations because they are closely tied to the everyday inner-workings of the dairy farm and work with the Canadian cow day in and day out. Industry experts that round-out the committees bring their knowledge, expertise, and balanced perspectives to the table. Many of the recommendations brought forward by the committees help to form policy.

Every committee serves a different purpose and mandate, which helps to guide the future of the Association. If you are interested in becoming the face of the Association, make your interest known. Contact your local National Director to get involved. Remember to not only get involved at the national level, but at the provincial and local levels as well. Here, you will gain a vast amount of experience.

Members who get involved and give back at every level flourish from these experiences and develop into leaders of our Association and our industry.



Sights and Scenes



Holstein Canada classifier Tom Byers provides a classification demonstration for Holstein Canada staff at the recent Holstein Canada Summer Event held in Paris, ON. On the halter is Bruce Sayles from Bridon Farms, Paris, ON. The Sayles' family generously provided the animals for the Summer Event.

At the Holstein Canada Summer Event, staff also enjoyed an educational game of Holstein Canada trivia.



Staff enjoyed the Classification-Off challenge at the Summer Event.

Holstein Canada Committee Profile: Breed Advisory Committee

The Breed Advisory Committee, consisting of six Holstein Canada members, recently met for their annual meeting in July at Holstein Canada headquarters.

The Breed Advisory Committee reports to the National Board of Directors and its mandate is to advise the Board on all genetic improvement matters including:

- recommending and monitoring Breed strategy
- research to improve genetic tools and monitor breed performance
- genetic related animal health issues
- tools for genetic probability

A majority of the committee's directive involves steering the route towards genetic improvement in the Canadian Holstein cow not only today, but in five and ten years down the road.

Recently, the committee analysed various genetic trends in important traits in comparison to their emphasis in this national selection index (LPI). Also discussed at the two-day meeting were genetic recessives, including Brachyspina, which was featured in the June-July *Info Holstein*.

Genomics has been a Breed Advisory focus both before and after official implementation of enhanced breeding values by CDN in 2009. The committee was tasked to forecast the use of genotyping in young animals to complement traditional management tools such as classification.

The Committee proposed research to be conducted to advance genetic trends and to help irradiate genetic recessives being identified in the Holstein breed.

Breed Advisory aims to meet once a year in person in addition to email exchanges throughout the year, to

accommodate geographical boundaries faced by a diverse group of Committee members from across Canada.

Members of the Breed Advisory Committee include Richard Gilles Coté (QC), Joop Garretsen (AB), David Loewith (ON), Harry Van Der Linden (NS), Richard Bosma (BC) who acts as the Board Representative, and Jean-Albert Fleury (QC) who serves as the Committee Chair.

If you have any questions pertaining to the direction of the Holstein breed, please ensure you speak to one of the Committee members. These members represent the greater Holstein Canada membership and bring your interests, concerns, and questions forward to the Board to ensure continued and successful progress for decades to come.

The Breed Advisory Committee members listen attentively to Holstein Canada CEO, Brian Van Doormaal at the recent Breed Advisory committee meeting in July.



The Breed Advisory Committee is pictured outside the Holstein Canada office in Brantford. Back row (l-r) Harry Van Der Linden, Richard Bosma, Joop Garretsen, Brian Van Doormaal, and Bethany Muir. Front row (l-r) Gilles Coté, Jean-Albert Fleury, and David Loewith.

In upcoming issues of Info Holstein, look forward to seeing a new Holstein Canada committee profiled in each issue. By profiling each committee, it will allow for Holstein Canada members to become familiar with the goals and mandate of each committee. It allows the chance for readers to get to know the members that represent the Holstein Canada membership on these committees.



A Family Affair at Brookhill

Nestled in Freetown, Prince Edward Island (PE), is the dynamic family unit of Farrell and Kate Reeves, and son Steve and his wife Jessica, who form the Brookhill prefix. This father and son team show that progress, commitment, and enthusiasm go a long way on the road to success in family farming.



Kate and Farrell Reeves

Steve, a seventh-generation on the farm, praises his father Farrell for developing the solid dairy operation that exists today in Central PE. Steve's admiration for his father's journey dates back to when Steve's grandfather died, leaving Farrell at the age of 12 to continue the family farm. Not thinking twice, Farrell quit school and continued the family tradition; going 22 years without ever missing a milking—even milking twice on his wedding day! Steve says jokingly, "This is one record on the farm that no one is willing to try and beat!"

A retired Registered Nurse, Steve's mother Kate is credited with working long hours on the farm, and for continuing to do all the bookkeeping for the farm. The support Steve has been given by his parents is a true testament to the motivation that has helped to inspire Steve as a young dairy producer.

Along with Steve's parents is Steve's wife, Jessica, who is a teacher at Kensington Intermediate Senior High School, and the co-ordinator of the Agriculture Certificate Program. The program allows students to complete

the regular high school curriculum with a "specialization" in agriculture. The Agriculture Certificate recognizes skills achieved by a student who trains in the agriculture industry through both an in-school and work component. The Nova Scotia Agricultural College (NSAC) grants one free credit to put toward the student's future degree or diploma at the college after completion of the Certificate.

With Jessica, the young couple was named co-winners of the 2005 Canada's Outstanding Young Farmers award—a very prestigious national honour and something they are very proud of. Through this achievement, they have developed life-long friends who they are constantly in contact with.

The Brookhill prefix may sound familiar due to recent success in the show ring. The Reeves' family sold a Junior Yearling in the 2011 National Convention Sale and were pleased when she placed first in the Junior Yearling class the following day at the National Convention Holstein Show. Brookhill Attic Devestation also went on to be named Honourable Mention Junior Champion at the Convention Show. *Devestation* has continued her winning streak recently being named Junior Champion at the Wisconsin Championship Show for owner Kyle Natzke of WI.

This isn't the first show-winning animal to bear the Brookhill prefix. Just last year, Brookhill Goldwyn Reaction was nominated All-American Summer Yearling for owners Richard and Sharon Allyn, Donald Dubois, Joel Lepage, Ferme Jendro Inc, and Scotian Cattle Company.

Steve enjoys seeing others achieve success with Brookhill animals and hopes to continue to provide quality individuals for both sales and shows. It helps too, that the farm is conveniently located five minutes away from two of the top ET vets in Eastern Canada, Mel Crane and Frank Robblee—allowing for

Brookhill to flush animals that they see potential for profitable and valuable offspring.

Foundation cows within the Brookhill herd include family-favourite—Springhope Leader Cecile (EX-90-4E-3*). Steve credits *Cecile* as "not being the biggest cow in the barn, but certainly the most stylish, correct, and balanced cow we've had." All of her offspring were classified Very Good as two-year-olds; no daughters were less than VG-87 in their second lactation, and all third calvers are at least Excellent 90 points. *Cecile*'s production records have been recognized and her 120,000 kg lifetime production in over seven lactations garnered her the title of Highest Production Cow in PE for two years in a row in 2007 and 2008. This cow has been instrumental in becoming the backbone of the Brookhill herd and transmitting large, very correct daughters, including Brookhill Leduc *Cecile* (EX-90), who has close to a 5.0 fat average. Another notable daughter is Springhope Outside Cameo (EX 91-USA).

Holstein Canada Classification Field Coordinator, Tom Byers, recently paid a visit to Brookhill in early spring and was proud to make Vanderhaven Sky Fame *Janna*, Excellent 93 points—an achievement that is a first for the herd. *Janna* was also the highest protein cow in PE in 2009 with a BCA of 346-377-350. Another exciting young cow is Brookhill Goldwyn *Jasmine* (VG-85-2YR), who is a daughter of Brookhill Income *Jasmin* (VG-86-2YR), Reserve



Brookhill Attic Devestation



Springhope Leader Cecile (E)



Brookhill Goldwyn Jasmine



All-Atlantic Senior two-year-old. *Jasmine* balances show style with extreme production, having a two-year record of 369-366-352 and a LPI of +2457. The Brookhill herd has a notable classification of 11 EX, 43 VG, and 22 GP.



Steve is also proud to have purchased *Campbellea Goldwyn Lexy* (VG-85), a *Goldwyn* daughter with the same breeding as *Winterbay Goldwyn Lotto*, the 2010 Royal Winter Fair Grand Champion. It is because of purchases like *Lexy* and *Cecile* that Brookhill is able to build upon other herds' success and create their own successful genetic establishment, which buyers recognize.



In his soft-spoken manner, Steve acknowledges the kind words of advice and encouragement from local Holstein breeders and veterans of the cattle business in PE when he first started out. Breeders such as Athol Craswell, Elmer Smith, Colbourne Clow, and Wayne Dickieson, all took the time to help Steve identify the desirable type traits to look for in a cow. This desire to breed for type has been a breeding philosophy Steve has never changed throughout the years.

The farm, which was mixed in 1997 housing beef animals and growing field crops, soon became a purebred herd after Steve's arrival home from NSAC. Farrell agreed with Steve to upgrade all existing grade animals in the herd to try and breed a purebred herd. This was a challenge at first when they began the process in 2000, so they began to purchase purebred animals from good genetic families at the right price. It was at this time that they became members of Holstein Canada.

When they began this transition in 1997, Brookhill was milking 30 cows with 17.7 kg of quota. Fast forward now

to 2011, the family has doubled the size of their milking herd and has an impressive 74.5 kg of quota. Much of this determination to purchase quota as a viable business option stemmed from Steve deciding that his true calling was in dairy farming, alongside his father. Beginning in 2000, a lot of changes have taken place on the farm including the construction of a new free-stall, double-six parallel milking parlour. The Reeves' saw the new facility as a way to focus on cow comfort and increase production after feeling limited in their old facilities.

The farm has one full-time employee, Kenny Dodds. Kenny, his wife Mandy, and sons Kaleb and Coleson, live in the original farmhouse on the farm property. In the two years he's been with the farm, Kenny has been a great asset. Having a reliable, smart employee on the farm has freed Steve's time to allow him to be on the road to sell semen for Alta Genetics and seed for Highland Seeds.

All team members involved on the family operation are greatly appreciated in contributing to the farm's success. Steve is grateful for the time they now have due in part to having Kenny on the farm. Steve is a proud father to twelve-year-old Luke who is a talented athlete. Luke plays in the Under 14 Premier Soccer League and is also a very impressive golfer. His above-average golf game shocks most men who play with him—and "it may just take him somewhere for school one day if he continues to play," Steve says. Steve enjoys taking Luke to a local nine-hole golf course after chores to see if young Luke can "show up" his father and Steve enjoys the father-son bonding time.

When he is not playing sports, Luke is somewhat of an entrepreneur, selling vegetables from his home-grown garden and selling eggs from the chickens

he keeps on the farm. With the money he has made, Luke recently purchased two red and white heifer calves from the farm.

This young family makes sure to enjoy a work-life balance with Steve playing recreational hockey in the winter, and in the summer, training and competing in local triathlons. Steve has also been Past President of the PE Central Holstein Club, and a board member on the PE Holstein Branch for three years. A past board member of Co-Op Association, he is currently a board member for Amalgamated Dairy Limited, a local processor for all of PE and is also a member of the Kinkora Volunteer Fire Department.

With Steve's youthfulness, and enthusiasm at Brookhill Holsteins, this isn't the last we will hear from this progressive dairy farmer in Atlantic Canada—proving that with a strong family unit, you can achieve anything.



A free-stall double-six parallel milking parlour is one of the many changes at Brookhill since 2000.



Steve and Luke at the local nine-hole golf course where they both work on perfecting their game.

Young Adults in Halifax

Developing youth is one of Holstein Canada's most important priorities and the Association is committed to developing opportunities to assist, educate, and involve young adults. Celebrated as the "leaders of tomorrow," thirty three young adults representing ten provinces and Australia participated in the well-organized program.

Kickoff of the 2011 Young Adult program began with a tour of the Alexander Keith's brewery located conveniently in downtown Halifax, NS. This allowed for the young adult participants to mingle with the Holstein Canada Board of Directors, while learning the rich history of the Keith's brewery founded in 1820.

The in-class session began on Thursday with Sandy Cole from Middle Musquodoboit, NS. Sandy shared his trip experiences when he travelled *down under* as the 2009 Australia Exchange winner. Sandy shared many pictures that he had taken throughout his travels showing the different dairy facilities he visited, show winners he saw, and pictures to accompany his humorous travel stories.

In addition to Sandy's presentation, Alain Lajeunesse, Manager of Market Development & Communications at Holstein Canada, provided an informative video on parliamentary procedures which would prove to come in handy during the Annual General

Meeting. Bethany Muir, newly-appointed Manager of Classification & Field Services finished off the in-class session with the discussion of genomics and the value of genomics in dairy herds. This topic was a crowd pleaser and drew many questions from the keen audience.

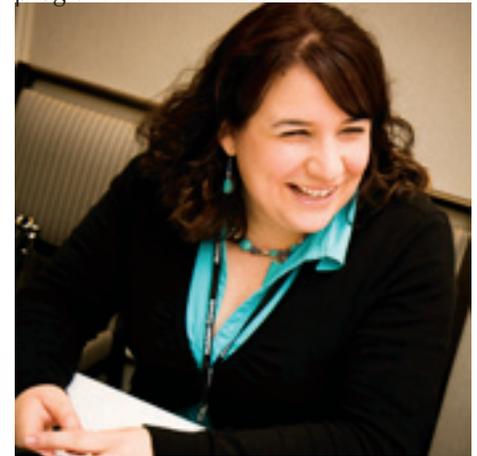
An educational farm tour day was planned for participants with three stops throughout the Nova Scotia countryside. Visits to the Nova Scotia Agricultural College, Truro, NS, Dillman Farms of Middle Musquodoboit, NS, and Browntown Farms Ltd., Shubenacadie, NS, all had impressive operations to showcase to the young adults. A judging seminar was given by Holstein Canada Official Judge Jack Thompson. Dr. Shawn McKenna, an Associate Professor and Farm Service Clinician at the Atlantic Veterinary College, provided an informative and entertaining presentation on determining lameness and how to make profitable decisions.

A highlight for many young adults was the Master Breeder panel, consisting of Curtis McNeil of Heather Holme Holsteins, Bloyce Thompson from Eastside Holsteins, and Marc Comtois of Comestar Holsteins. Each respective Master Breeder was able to share his unique perspectives on breeding philosophies, marketing strategies, and share any personal advice with the participants.

Between the in-class session, farm

tours, and social activities, it was a packed program for the young adult participants.

Holstein Canada would also like to thank Kristin Dahl who has finished her term on the Young Adult Advisory Committee. Dahl, who is a Product Support Specialist with Westgen, credits the program for her extensive network of friends and colleagues whom she met through the young adult program at various conventions. Thank you Kristin for your dedication to the Young Adult program!



Holstein Canada would like to thank Kristin Dahl as she finishes her term as the Western Representative on the Young Adult Advisory Committee.



Nova Scotia local, Sandy Cole of Middle Musquodoboit, NS, gave an entertaining presentation on his travel experiences as the 2009 Australia Exchange winner.



The 2011 Young Adult Program participants are pictured here in front of Browntown Farms Ltd, owned and operated by Alex Brown of Shubenacadie, NS.

Master Breeders Share Their Wisdom



Standing with each embryo draw winner are (l-r) Bloyce Thompson and Louise Levesque, QC, Curtis McNeil and Melissa Marcoux, QC, and Marc Comtois with Joëlle Cantin, QC.

A focal point of the Young Adult program at the 2011 National Convention in Halifax, NS, was the Master Breeder panel discussion.

Young Adult participants were given the opportunity to listen to three Master Breeders share their expertise, wisdom, and advice on what it takes to be successful in the dairy industry based on their personal experiences. The

three Master Breeders—Curtis McNeil of Heather Holme Holsteins, Bloyce Thompson from Eastside Holsteins and Marc Comtois of Comestar Holsteins—brought a unique perspective of how they achieved their personal successes.

Curtis McNeil related well to the young adult enthusiasts as he participated in young adult programs just a few short years ago. With his age and enthusiasm, Curtis was able to provide very detailed insight as to how he has been able to partner with his father in the Heather Holme prefix.

Curtis gave advice on how to advertise to different audiences with diverse forms of media. Curtis uses Google Analytics to study what countries and regions visit his farm website most often and which pages are viewed the most. This helps to determine the target market and what information to send to each market. Curtis also shared the advice, “You should breed a cow you want to wake up to every morning.”

Prince Edward Island Master Breeder, Bloyce Thompson, noted his farm’s greatest achievement was because of a prominent animal—Eastside Lewisdale Gold Missy (EX-95). Bloyce noted that because of this “franchise cow” he has received many inquiries to purchase embryos or animals from the Eastside prefix. Building off of

Missy’s success has paralleled this cow family’s marketability. Bloyce also recommended that for young producers, who may be on a limited budget, to purchase older embryos from older genetics and pedigrees, rather than purchasing newer embryos from high-end genetics at a pricey cost. Bloyce believes in a balanced-breeding approach and uses the help of his new Marketing Manager to help promote and sell genetics from his herd.

Well-known veteran breeder Marc Comtois shared his timely experiences of building relationships with the buyers because “the best customers are repeat customers,” he noted.

Marc views shows as a key marketing tool to show animals to potential customers. Marc also commented that genomics has helped on his farm to identify new cows that will make potential brood cows or flush cows.

All three Master Breeders stressed the importance of not only having a farm website, but keeping it up-to-date so clients will visit often.

The best part of the Master Breeder panel, you could say, was saved for last as it was announced that each of the Master Breeders had donated an embryo from an animal on their farm. Each young adult’s name was entered into a random draw, with the lucky winners hailing all from Quebec! Heather Holme donated a Gillette Windbrook embryo from Heather Holme Golden Desiree (VG-88), while Bloyce Thompson contributed a Braedale Goldwyn embryo by Lewisdale Eastside Ariel (VG-88). Marc Comtois also donated a *Goldwyn* embryo from Comestar Aubelle Salto (VG-88). Louise Levesque, QC, won the Eastside embryo. Melissa Marcoux, QC, had her name drawn for the Heather Holme Windbrook embryo, and Joëlle Cantin, QC, was the lucky recipient of the Comestar embryo.



Young Adults listen carefully during the in-class session on the first day of the Young Adult program at the National Holstein convention.



Young Adult participants made a stop at the Nova Scotia Agricultural College located in Truro-Bible Hill; the centre of beautiful Nova Scotia. The College is a 35,000 square foot, tie-stall facility.



Meet Your Newly Elected National



Robert Chabot

Joining the 2011 Holstein Canada Board of Directors is Robert Chabot of Saint-Patrice-de-Beaurivage, QC. Robert is known to many in dairy industry circles as a smart cowman and show enthusiast.

Robert and wife Catherine Archambault, along with their three children, Christof, Vincent, and Nicolas, farm Belfast Holstein Inc.

In partnership with his brother Denis, Belfast milks 70 cows in a tie-stall barn with 200 head of cattle. Part-time help is sought from Robert's two oldest sons who are also attending school studying agriculture.

The two-time Master Breeder herd, achieved in 1993 and 2004, consists of 8 EX, 52 VG, 22 GP with current BCAs of 221 milk, 224 fat, and 223 for protein.

Robert enjoys the show ring—exhibiting animals both locally and provincially. He also enjoys taking the odd animal to the Royal Agricultural Winter Fair, including show anchors such as Lylehaven Durham Lekysya-ET (VG-88) who was Reserve All-American and Honourable Mention All-Canadian Senior two-year-old in 2010.

Robert appreciates shows because of the exposure they provide, the chance to meet other breeders, and the



Holstein Canada

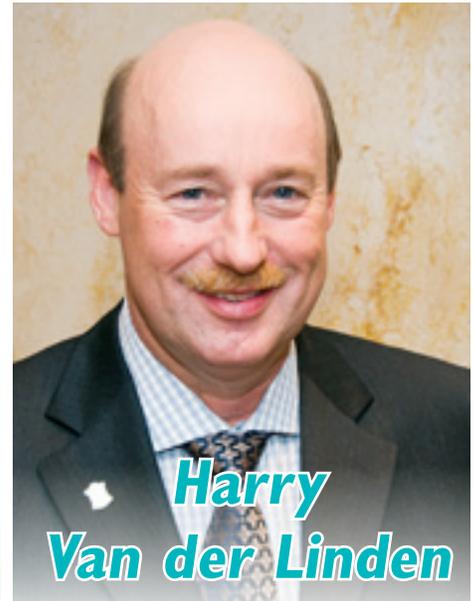
opportunity for his children to work with good cattle.

Investments in good genetics throughout the years has helped produce descendants from brood cows such as Silverpark Threat Casta (EX-20*), Reserve All-Canadian Mature Cow 1990, Glen Drummond Splendor (VG-86-35*) who was twice finalist for Holstein Canada's Cow of the Year, and Braedale Baler Twine (VG-86-29*) named the 2007 Cow of the Year.

Robert is a firm believer in genomics and has used this management tool since its inception because he sees it as a great marketing tool to help make breeding decisions. The Chabot brothers breed cows and heifers to create value and because of this, use a lot of LPI mating with the end goal of selling valuable offspring. In 1996, along with three partners, Robert founded *Groupe Gén-I-Beq* whose goal is to develop high potential animals from high LPI cow families.

A Past President of the Lotbiniere Holstein Club after serving as a member for eight years, Robert enjoys dedicating this time to various committees and looks forward to this time as a National Director. Robert was also a hockey coach for six years.

Robert looks forward to bringing his passion for the dairy industry and his wise business sense to the table while tackling many topics, including the proposed amalgamation between Holstein Canada and CDN, while he serves on the Board of Directors.



Harry Van der Linden

With a friendly demeanour and sense of humour, Harry Van Der Linden is the second of two new National Directors joining the Holstein Canada Board of Directors. Representing Atlantic Canada, Harry brings a wealth of parliamentary procedural knowledge in his first term as a National Director.

Harry and his wife Joanne have four children; all have varied interests and career paths. Succession planning is already underway with oldest son Jason, who is actively involved with all business decisions made on the farm.

Followed by Jason is son Scott who works at Morgan Stanley in New York City. Third in line is son Daniel who received his Criminology degree from St. Thomas University. The youngest is daughter Jeanette, who is currently in Holland where she is enrolled in a four-year International Food Business degree in affiliation with the Nova Scotia Agricultural College and Dronen University. With Jeanette in Holland, it has made for a convenient excuse for Harry to visit his native homeland, where he emigrated from with his family when he was a young child.

The Lindenright prefix is well-known in show circles due to All-Canadian

Directors

success in recent years. Lindenright Goldwyn Royce (VG-89-2YR) was All-Canadian Milking Yearling in 2009. In the same year and class, Lindenright Shottle Radiant (VG-87-2YR) was also Nominated All-Canadian Milking Yearling. Another show veteran bearing the Lindenright prefix is Lindenright Dundee L Laurel (EX-93), who was nominated back-to-back years in both the All-Canadian Junior Two and Junior Three-Year-Old classes. Harry credits buying embryos from La Presentation Daurel (EX-54*) as a wise decision to introduce new bloodlines into their herd, which has benefited the herd tremendously. A highlight for Harry is the farm's first-ever sale—the *Lindenright Leading Edge Sale*—being held this August in PE.

This 2007 Master Breeder herd consists of 80 milking cows in a free-stall operation, which was built four years ago after adding to the existing barn. The herd boasts 4 EX, 10 Multiple EX, 55 VG, and 25 GP with current BCAs of 257 milk, 261 fat, 259 protein, and producing 11,943 kg of milk. Business decisions such as purchasing quota during BSE and narrowing in on cow comfort have also helped in a jump in their BCAs.

Harry is a keen advocate for the 4-H program and still welcomes seven local children to take 4-H projects from the farm. Harry has been extensively involved with the Nova Scotia Holstein Branch, serving as a Director and Past President. Recently, he was also Interim Secretary for the Nova Scotia Holstein Branch. He has also served on Holstein Canada's Breed Advisory Committee prior to joining the Board of Directors. In his new role as Director, Harry hopes to bring producer interests to the forefront, connect and network with other producers, and help represent the small, but keen group of breeders from the Atlantic provinces.



The 2011 Holstein Canada Board of Directors are pictured back row (l-r) Dale Strudwick, Orville Schmidt, Paul MacLeod, Richard Bosma, and John Buckley. Front row (l-r) Robert Chabot, Glen McNeil, Jean-Albert Fleury, Elyse Gendron, Mario Perreault, Ron Sleeth, and Harry Van Der Linden

POLLED Update

The World Holstein Friesian Federation (WHFF) has recently adopted the three-digit transmitting code for Polled. For the purpose of international data exchange, Holstein Canada has aligned its codes accordingly.

The secondary birthcode **PO** will continue to be added to animal records when untested animals are reported born without horns. Animal records for tested animals will be updated with one of the following three-alpha transmitting codes:

- POS** = tested true polled (homozygous PP)
- POC** = tested carrier of polled (heterozygous Pp)
- POF** = tested free of polled

Polled in Holstein's case, refers to the absence of horns and scurs—animals born naturally hornless. The polled characteristic in cattle is inherited as a simple, dominant gene. Therefore, horns result from two copies of the recessive gene at that location on the chromosome.

When a polled, heterozygous animal (HP) is mated with a horned animal (HH), approximately one-half of the

offspring will be polled and one-half will develop horns.

| | | Heterozygous Polled Parent (HP) | |
|------------------------|---|---------------------------------|----|
| | | H | P |
| Hom Horned Parent (HH) | H | HH | HP |
| | H | HH | HP |

When a polled, homozygous animal (PP) is mated with a horned animal (HH), all offspring will be polled.

| | | Hom Polled Parent (PP) | |
|------------------------|---|------------------------|----|
| | | P | P |
| Hom Horned Parent (HH) | H | HP | HP |
| | H | HP | HP |

If requesting a polled test contact Holstein Canada's Data Integrity team. Results would be available in about two weeks after the hair sample and paperwork is received at GenServe.



The Royal Fair Play

The Royal Winter Fair is once again just around the corner.

Before we look to the fall, we must reflect on whether any progress has been made on the show ethics front. Is the Association any closer to with its goals of operating a fair, clean competition? Are members projecting the right image to the public, to our youth and playing fair in the process?

You be the judge.

Here are the stats:

Previous Royal Agricultural Winter Fair Infractions

| | |
|-------------|---|
| 2007 | 1 major infraction |
| 2008 | 1 major infraction |
| 2009 | 7 major infractions and 1 letter concerning unfavourable behaviour was forwarded by the Association. |
| 2010 | 5 major infractions (1 – tubing, 1 – failed ultra-sound, 2 – failed blood test, 1 failed both ultra-sound and blood test) 1 minor infraction (use of an object to physically improve the definition of the median suspensory ligament) 2 additional letters of warning were forwarded by the Association. |

In addition to the infractions listed above, there were three cases of excessive hair in 2009, followed by two cases in 2010. In all cases, the animal was not allowed to enter the ring so no formal penalties were applied; however a report is maintained on file. The procedure of measuring topline hair was introduced in 2009. In both the Black and White and Red and White Holstein shows at the Royal Agricultural Winter Fair, all animals are examined before entering the ring to ensure that hair does not exceed one and a half inches at the topline.

Each year, rules and procedures are adjusted to help ensure they cover as much as possible regarding the ethics

of preparing and showing cattle. For the **majority** who wish to **play fair**, here are some clarifications to keep in mind as we approach this year's Royal Agricultural Winter Fair:

- All rules and regulations for showing Holstein Cattle will continue to be monitored and enforced at the 2011 Royal Agricultural Winter Fair.
- By submitting an entry form to the Royal, an exhibitor automatically "agrees to abide by the rules and regulations applicable to the show(s) entered." The signed show ethics

agreement is a secondary supporting document.

- **All treatments must have prior written approval of a veterinarian.** The Royal has an official veterinarian available on site at all times.
- All treatments are presumed to have occurred on the premises of the fairgrounds.
- Topical products containing silver should **not be used six weeks prior** to or during the show as these could impact ultrasound and/or blood test results.
- If a treatment does not have prior written approval of a veterinarian, it could be considered an unacceptable practice with regard to

show competitions; the day or time of the treatment has no bearing (e.g. tubing). No time frame has been established as to the duration such a practise would have an impact on an animal's condition. Thus, it is simply not permissible without veterinary approval.

- The application of large bags of ice to reduce overall edema for an animal's health and well-being is acceptable. However, the application of an object that could conceivably be used to improve the appearance of the animal is not acceptable.
- If an animal is extremely sick, it probably should not be shown and perhaps should be segregated or removed from the grounds for the welfare of the animal and others, as well as public perception.
- Penalties are applied to all Holstein show competitions at the Royal Agricultural Winter Fair.
- **All placings** of an animal will be removed if an infraction is found to have taken place. (e.g. the animal's placing in the original class and any subsequent placings in Breeder/Exhibitor Herd, Best Udder, Championship, etc).

Scan the QR code at the bottom of this page to view a list of the show infractions and penalties that are involved when show ethic standards are not met.

Alternatively, to view this document on the Holstein Canada website, go to:

www.holstein.ca

> Awards and Shows

>> Related docs (top right-hand corner)

>>> Infractions and Penalties

Best of luck to all who choose to **play fair** at the 2011 Royal Show.



More Sights and Scenes



Recently-elected Holstein Canada President, Paul MacLeod, is pictured with Holstein USA's new President, Chuck Worden, at the 2011 US National Holstein Convention held in Richmond, Virginia.

Photo courtesy of Holstein Association USA.



Holstein Canada officials enjoyed their time at the 2011 US National Holstein Convention. Seen here are President Paul MacLeod, Vice President Glen McNeil, and Holstein Mexico CEO, Dr Felipe Ruiz.

Photo courtesy of Holstein World.



Lora Bender, Holstein Canada's Event Coordinator, did a great job of promoting the 2012 World Holstein Conference at the Holstein Québec Picnic held at Ferme Christian Lacasse near Saint-Vallier, QC.

Classification Schedule

| Month | Classification |
|-----------|---|
| August | Early ON – Middlesex, Essex, Kent, Elgin ON – Simcoe, Dufferin, Peterborough QC – Rimouski, Matapédia, Bonaventure, Matane QC – Lapointe, Dubuc, Charlevoix, Chicoutimi |
| | Mid ON – Northumberland, Lennox, Addington, Frontenac, Hastings, Prince Edward QC – Arthabaska QC – Vaudreuil, Soulanges, Huntingdon, Châteauguay, Beauharnois, Laprairie, Napierville, Saint-Jean, Iberville PE, NB, NS, NL – MR |
| | Late ON – Waterloo QC – Mégantic, Wolfé QC – Richmond, Missisquoi, Shefford |
| September | Early ON – Oxford ON – Victoria, Durham QC – Brome, Compton, Sherbrooke, Stanstead |
| | Mid ON – Perth ON – Wellington QC – Nicolet, Yamaska SK – |
| | Late ON – Thunder Bay, Northern Ontario QC – Drummond, Bagot, Saint-Hyacinthe, Richelieu QC – Frontenac, Beauce, Lévis, Québec, Montmorency |
| October | Early ON – Leeds, Grenville, Lanark ON – Prescott, Glengarry QC – Verchères, Rouville, Labelle, Argenteuil QC – Dorchester BC – Lower & Central Fraser Valley, Richmond Delta |
| | Mid ON – Renfrew, Grey ON – Dundas, Stormont, Carleton, Russell, Niagara, Wentworth, Brant, Haldimand & Norfolk QC – Abitibi, Témiscamingue, Papineau, Gatineau, Deux-Montagnes, Terrebonne, L'Assomption, Montcalm QC – Bellechasse |
| | Late QC – Pontiac, Joliette, Berthier, Maskinongé, Saint-Maurice BC – Upper Fraser Valley, Okanagan, Vancouver Island |

Top Sires According to Average Final Score of 1st Lactation Daughters Based on 1st Lactation Classifications from May/June 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 | Avg. Daus. Score | Avg. Dam Score | Sire | Daughters Classified | Avg. Daus. Score | Avg. Dam Score |
| Bolton | 147 | 80.84 | 81.05 | Damion | 99 | 81.86 | 81.78 |
| Denison | 181 | 80.78 | 80.74 | Sovereign | 35 | 81.37 | 81.34 |
| Final cut | 122 | 80.50 | 80.49 | Carisma | 47 | 81.23 | 81.19 |
| Re design | 185 | 80.49 | 80.58 | Atlas | 85 | 80.91 | 81.38 |
| Spirte | 141 | 80.46 | 79.90 | Altaminister | 53 | 80.70 | 80.49 |
| Talent | 218 | 80.43 | 80.26 | Fortune | 86 | 80.50 | 81.17 |
| Magot | 146 | 80.33 | 80.08 | Lheros | 46 | 80.28 | 80.65 |
| Mr Burns | 197 | 80.15 | 80.65 | Glen | 48 | 79.92 | 78.71 |
| September Storm | 161 | 80.04 | 79.98 | Altaarmstead | 56 | 79.91 | 80.02 |
| Samuelo | 194 | 79.70 | 79.58 | Lucky Star | 43 | 79.88 | 78.93 |

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.

Highest Canadian Holstein honour achieved by Marc Comtois

To add to his plethora of awards, Marc Comtois of Comestar Holsteins, Victoriaville, QC, was the recipient of the **Certificate of Superior Accomplishment** at the 2011 National Convention held in Halifax, NS.

Marc is the 19th recipient of the certificate in its 127-year history. The Certificate of Superior Accomplishment is the highest honour awarded by Holstein Canada and is given to successful candidates who display outstanding business achievements, mentorship, leadership, and the promotion of the Holstein breed and/or Association programs.

Marc was named the National

Dairy Shrine Distinguished Dairy Cattle Breeder in 2008. This two-time Master Breeder is also a recipient of the Curtis Clark award and the Comestar prefix boasts the prominent Comestar Laurie Sheik (VG-88-23*) family, which has propelled Comestar to worldwide recognition.

Cattle shows have helped boost Comestar's balanced breeding philosophy with highlights including the 2007 Premier Breeder at the Royal Agricultural Winter Fair Holstein Show. More recently, Comestar was awarded the Premier Breeder banner at the 2011 Expo-Printemps Québec Spring show.

A family man, Marc now farms with his wife and four children. His sincere appreciation for the industry and the people is evident and Marc's determination to continue to breed

the best has helped him achieve the success he has to date.

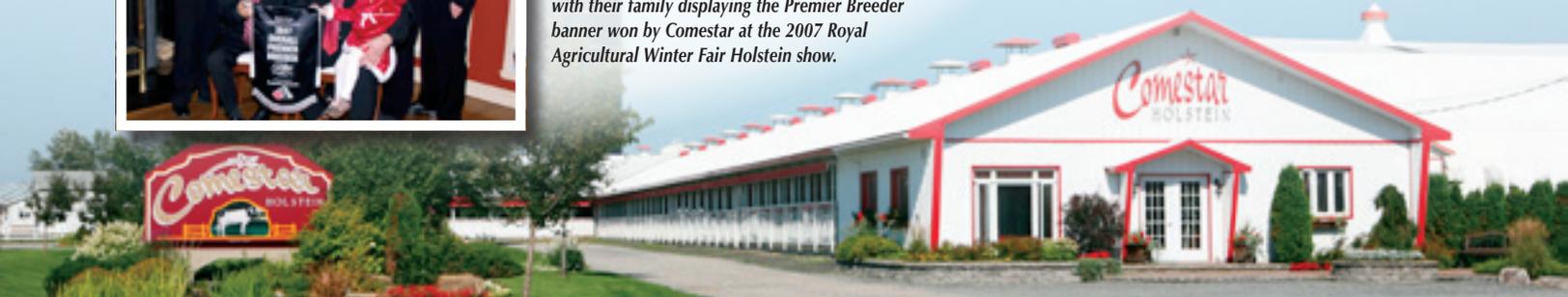
"Awarded to Marc Comtois, Comestar Holstein. For his passion for Holsteins, resounding success in breeding and developing elite cattle, innovations in marketing and inspirational mentorship."



Congratulations Marc on your much-earned success!



Marc Comtois and wife France are proudly pictured with their family displaying the Premier Breeder banner won by Comestar at the 2007 Royal Agricultural Winter Fair Holstein show.



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