

Info Holstein

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



Atlantic Hospitality at 2011 National Convention

Despite the wet, chilly weather in the Atlantic Province, it didn't dampen the spirits of dairy enthusiasts who arrived for the 2011 National Holstein Convention in Halifax, Nova Scotia.

The four-day convention was jam-packed with various events that displayed the charm and warmth of what Halifax and surrounding area had to offer. The trees and rocky backdrop set the stage for a scenic route through the countryside as various tours were visited by convention-goers. Good cows and great people seemed to be a common theme of

the **Spotlight on NS /NL** convention.

The Master Breeder banquet that followed the farm tours on Friday evening was a beautifully-orchestrated event which highlighted the success of the twenty new Master Breeders. Both family and farm achievements were highlighted in a colourful presentation, accompanied with many pictures of each farm. The formal event saw close to 400 people seated to enjoy the presentations. A post-reception in honour of the Master Breeders was held after the banquet.

Located conveniently fifteen minutes away, a sale and show were held at Exhibition Park, Halifax, NS, in conjunction with the 2011 convention. A sale average of \$7,267 on 76 lots was realized. Commanding the sale's top

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Communicating with QR codes

New communication tool changes the way we access and view information.

For those technology-savvy Info Holstein readers, have you seen a Quick Response (QR) code before? If you are a Blackberry or Smartphone user, perhaps you are familiar with QR codes or have seen these before but wondered what their purpose was.

QR codes are readable matrix barcodes which are encoded with text, URL, and other data. By scanning your Blackberry or Smartphone over a QR code, you can view text or be easily taken to a website that is linked through the QR code.

Throughout this issue of Info Holstein and future issues, you will see various QR codes, linking you to websites and applications that are easy to access with your Blackberry or Smartphone. Each QR code will take you to a website which will provide you with more information pertaining to the story.

To scan a QR code: for Blackberry users go to your Blackberry messenger and select **Scan Barcode**. For iPhone users, use the App Store to download **Beetagg Reader Pro**.

Enjoy!

Scan the QR code below to link to the 2012 World Holstein conference website to learn more about this event being held in Canada for the first time in conference history.



bid of \$47,700 was the choice of a 2010 "Man-O-Man" daughter from Allyndale-I Goldwyn Albany (VG-87), the popular "Goldwyn" from the Adeen family. Consigned by Velthuis Farms Ltd., Osgoode, ON, and Select Genetics LLC, Manitowoc, WI, this valuable calf was purchased by AAA Holsteins, from St. Thomas, ON.

In true Atlantic fashion, a lobster dinner was held for convention visitors; some who were new to the art of eating lobster.

On the final day of the convention, judge Mark Reuth from Oxford, WI placed 163 head. Capturing the Junior Champion title was Lindenoord Goldwyn Albany, a Nova-Scotian bred Senior Yearling, who was Honourable Mention All-Canadian Senior Calf & Reserve All-American Senior Calf 2010.

Grand Champion was awarded to a western Canadian import, Wendon Goldwyn Allie (VG-88-3yr-CAN), who was First Four-Year-Old in a very strong class, and eventually captured top honours for owners Ferme Laitiere Rayon D'Or Inc. (Steve Moreau) of Kamourasaka, QC. Premier Breeder of the show was J. Guy Thompson & Sons (Eastside Holsteins) of Charlottetown, PE. Premier Exhibitor of the show was Gen-Com Holsteins Ltd, who traveled a far distance from Notre-Dame-du-Bon-Conseil, QC. Extondale Farms of Winsloe, PE, captured the Junior Premier Breeder banner, while

Extondale and Kent Weeks, also of PE took home the Premier Exhibitor banner of the Junior show.

Despite the timing of the 2011 Convention in May, compared to the usual April venue, large crowds from visiting provinces came to the Atlantic Province. A large audience attended the Annual General Meeting which took place on Saturday, May 14.

The Westin Nova Scotian, the venue where the convention was held, was located on the beautiful shores of the Halifax port, which offered stunning views and was the perfect place to savour the sights and sounds of Halifax, NS.

The Manitoba Holstein Branch is enthusiastic to welcome everyone next year to the 2012 National Holstein Convention in Brandon, MB from April 18-22, 2012. This convention boasts facilities with all events taking place under one roof – a first in convention history.



The Deschênes family accepting their first Master Breeder shield for Ferme Prés Verts inc. presented by Germain Lehoux and his wife, Claire Ouellet.



May 12-19th, 2011



Holstein Canada Board of Directors' Elyse Gendron and John Davidson did an excellent job as Master of Ceremonies for the Master Breeder banquet.

Holstein Canada

Topping a strong class of four-year-olds and eventual Grand Champion of the National Convention Holstein Show was Wendon Goldwyn Allie (VG-88-3yr-CAN).

New President Elected

In the heart of Oxford County resides newly-elected Holstein Canada President Paul MacLeod. Paul, along with wife Ellen, and three children Jared, Kyle, and Jessica, farm Darcroft Farms Ltd., in Woodstock, ON.

Recently elected at the 2011 Annual General Meeting, Paul is excited for the opportunities and challenges that lay ahead in the coming year as President.

Outgoing, personable, and very witty, Paul looks forward to leading Holstein Canada through the proposed amalgamation between Holstein Canada and Canadian Dairy Network – if it proceeds. He sees it as “the best decision for the future of the industry and the Association.”

Paul recognizes that listening to the members is an important factor in the Association’s success.

Paul is quick to praise Holstein Canada’s classification system and the many benefits that he has realized both on his farm and by the industry as a whole. Paul says that we must remain “humble” as a country, remembering our modest beginnings as an Association and, most importantly, be thankful for our well-priced milk, which has enabled dairy producers to remain profitable because of the supply management system. “We need to ensure we remain leaders in the industry, but not think of ourselves and our cows as the best because the moment we do, is the moment we will lose our leading edge in the world market,” comments Paul. He also places a large emphasis on the role of volunteers and Holstein Canada committee members, who continue to give back.

Paul looks forward to the future of the industry, especially for his sons as they look to expand their dairy operation as a viable business decision. Darcroft Farms Ltd. crops approximately 587 acres, a

majority of which is owned and some rented. This family operation milks 60 cows in a tie-stall facility with a current herd classification of 7 EX, 42 VG, 42 GP with a current herd BCA of 225-241-227. The Darcroft prefix features two Master Breeder shields; the first in 1988 and a second shield in 2000.

The farm didn’t always exist in Woodstock. It was only after moving from Niagara Falls to Fort Erie that the family moved the farm to Oxford County. Land is now being rapidly developed as the city outskirts meet the MacLeod’s property lines.

Two years ago, Paul and his family bought two local farms. One has 200 acres of land and the second farm has an additional 187 acres. This is where Paul’s two sons plan on building a free stall operation to expand in the near future.

All three MacLeod children are keen in continuing the Darcroft farming legacy and take an active role in the Ontario dairy industry. They all have had the opportunity to travel to Australia, where the MacLeod’s have built close relationships with native Australians who visit the family farm often. All children are graduates of the University of Guelph agricultural diploma program in both Guelph and Ridgetown, ON. Wife Ellen has a long-standing career working for McIntosh Embryo Transfer in Embro, ON.

Darcroft’s balanced breeding philosophy includes the motto “Look good, work hard” which translates into not using any type or milk bulls that are minus for deviations. Sires like Braedale Goldwyn and Picston Shottle have changed their herd for the better. They are currently using sires such as



Braxton, Windbrook, Lauthority, and Dempsey with son Kyle helping to make all breeding decisions.

Paul is appreciative of the Holstein fraternity and network of friends that he has gained through Holstein events, travelling to other countries and selling numerous embryos to countries such as Australia, Denmark, Germany, and Ireland.

Paul has served on the Holstein Canada Board of Directors for nine years. He has also sat on the Canadian Dairy Network Board of Directors, where he served as Vice-Chair of the CDN Board.

Paul praises his experience as a Holstein Canada Director the past nine years. “The board has been a tremendous learning experience and has helped develop my thinking and challenge my views,” Paul remarks.

The Association looks forward to having Paul serve as the 2011 National Holstein Canada President.

Genotyping ... Lessons Learned

Since the launch of GenoTest in September 2010, Holstein Canada has experienced a dramatic increase in the number of samples submitted. Most of the samples (91%) have been for the 3K test. In all cases, the goal is to provide a published genomic evaluation. To date, 88% of the animals submitted for genotyping have passed all stages and received a genomic evaluation. This article is intended to provide a better understanding of the genotyping process and why you may not get results each time.

DNA Extraction and Genotyping

When tissue samples are received by Holstein Canada, an initial visual inspection is conducted to increase the likelihood of success. Samples are cataloged using a bar-code system and sent to the lab in batches for efficiency. The lab extracts DNA from the tissue and performs quality tests to ensure the DNA is adequate. Approximately 4% of samples received have had problems during DNA extraction. In this case, the submitter is contacted and requested to send a new sample.

Overall, nasal swabs and hair samples have a similar DNA extraction success. Nasal swabs have proven to work better on heifers up to twelve months of age. Hair sampling tends to be more effective on animals over sixteen months of age.

The next step in the process is

'calling' or reading each SNP (3,000 or 50,000) within the genotype. If more than 10% of the SNPs are unreadable, the genotype is rejected. Less than 2% of samples have been unreadable or low call. In the case of low calls, Holstein Canada is billed by the lab because the sample has been processed. The submitter is asked to send a new sample with an additional genotyping fee.

As of April 1st Holstein Canada will no longer bill users for low call failures.

Parentage Verification

Once the sample passes genotyping it goes through a parentage verification process. Approximately 3.5% of animals tested in Canada have genotypes that do not match the recorded pedigree. Holstein Canada attempts to rectify all cases of parentage disputes as soon as they are identified. Until these inconsistencies are resolved, the animal's genotype is not included for genomic evaluation.

Imputation Process

Imputation only applies to the 3K test and uses the results to create a 50K genotype. This allows for the 3K test results to be almost as accurate as the 50K test. The accuracy of 3K imputation is directly related to the degree of pedigree completeness and the amount of genotyping of ancestors. Canadian Dairy Network (CDN) and other

research partners are looking for ways to improve imputation success. To date, approximately 4% of animals tested using 3K could not be imputed accurately.

The table below shows the imputation success rate based on a study conducted by CDN of more than 11,000 animals. As more animals are tested and the imputation process is refined, the success rate will increase.

Getting your Results

On a monthly basis, the results of newly-tested animals will be posted in your confidential online web account in PDF format. Tissue samples for registered animals must be received at Holstein Canada's office well in advance of the sample cut-off date, which is typically six weeks prior to the target release date.

The cut-off dates can be found in a PDF format at the following location:

www.holstein.ca

> Genetics

>> Other Information

>>> Related docs (top right-hand corner)

>>>> Sample cut-off dates

For example, samples received prior to the August cut-off date should expect results in October. CDN also releases newly-genotyped animals to its website on a monthly basis. After each official genetic evaluation release (April, August, and December) all animals successfully tested will be updated on the CDN and Holstein Canada website. Contact Holstein Canada Customer Service at 519-756-8300 if you have any questions.

GenoTest Fees per Animal, effective April 1, 2011

Genomic Test	DNA Sample	
	Hair	Nasal Swab*
3K SNP	\$47	\$42
50K SNP	\$140	\$135

*additional \$5 fee for nasal swab kits

Sire	Is the Dam Genotyped?	Imputation Success Rate %
Genotyped (50K is mandatory for official genomic evaluations)	Yes with 50K	99.9%
	Yes with 3K	99.2%
	No, but Maternal Grand Sire is with 50K	98.5%
	No, and Maternal Grand Sire neither, but at least one other ancestor is genotyped	96.5%
	Dam is unknown	62%
Not genotyped, but Paternal Grand Sire is	No, Maternal Grand Sire may or may not be genotyped	82%
Unknown	Any situation for dam	8%

Recruitment Drive for 2011

New customers help keep Holstein Canada's services efficient and competitive.

Each year, Holstein Canada strives to launch a program that will attract new customers to its genetic improvement services. New customers are very important as they replace herds exiting the business and keep its services efficient, while also strengthening the genetic improvement potential. Last year, Holstein Canada gained over 200 new herds on the enrolment program. The Association continues to make market share gains in its core areas of registration and classification.

Program Details:

- available to all herds who have not classified for at least two years
- provides an initial herd consultation with an experienced classifier where benefits of classification are discussed and how the information can be applied on-farm
- covers the herd visit fee for first classification (value \$75)
- offers classification to non-registered herds to demonstrate the value of this service. The score will be applied to registered animals at a later date.
- presents additional savings for registration, which are available for

herds with no registration activity for three or more years. Registration fees discounted by 50% for all animals (excluding base) for first 6 months and no charge to transfer ownership of animals resident in the herd.

Holstein Canada classifiers provide unbiased, expert knowledge to aid dairy producers in making informed mating and management decisions. Highly-trained classifiers score, on average, 32,000 cows on 1,000 or more dairy operations per year.

The intent of this program is to give producers a chance to experience the benefits of classification in their individual herds.

Increasing the number of registered and classified herds will continue to support efficient Holstein Canada services and strengthen the entire dairy industry.

If you know of anyone who can take advantage of this opportunity contact the Classification and Field Services Department at: 519-756-8300 or email: classification@holstein.ca

The following chart (2008 data) compares Canadian herds on milk recording and whether they classify, or not. Classified cows produce an extra 994 kg of milk per lactation and last 0.3 lactations longer. This translates into an additional net profit of more than \$350/cow/year.

Classified Herds make More Milk from Longer-Lasting Cows

Trait	Classifying Herds	Non-Classifying Herds	Advantage
# of Herds	6,471	2,981	
Milk (kg) 305 day	9,435	8,441	+ 994
Fat (kg) 305 day	355	316	+ 39
Protein (kg) 305 day	302	269	+ 33
Average # of Lactations	3.1	2.8	+ 0.3

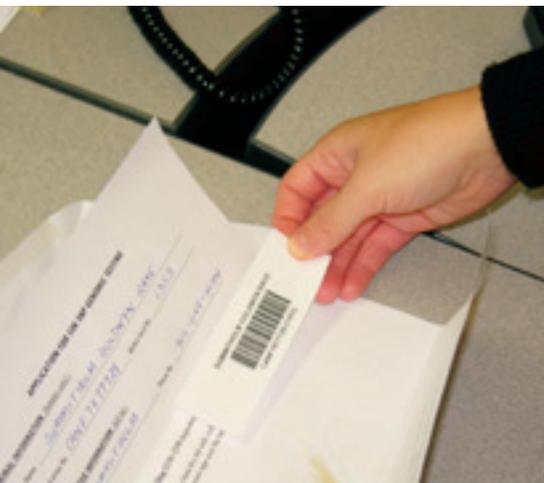
Holstein Canada classifiers provide unbiased, expert knowledge to aid dairy producers in making informed mating and management decisions.



Bundle the hairs in the middle of the genomic application form, and place a large piece of transparent tape directly on top of the hair follicles (roots) to attach the hair to the application form.



Trim the hair to approximately 4 cm in length; be certain not to trim the root end.



Once the paper is folded, sealed securely in an envelope or sealable plastic bag, and mailed to Holstein Canada, staff will verify the animal and client information and attach a barcode to the paper for lab efficiency.

Annual General Meeting



(l-r) Germain Lehoux, Paul MacLeod and John Davidson attentively listening at the head table.



President Germain Lehoux and Director Mario Perreault presenting the 2010 Cow of the Year to owners Rolland "Rolly" Dubois and Christiane Lauzé on Lindenoord Rudolph Lilac.



Young Adult's Will Judd, Nick Brown, and Jamie McNinch participate in the 2011 Annual General Meeting.



Chief Executive Officer, Brian Van Doormaal, speaks to a keen audience at the Annual General Meeting.

The Annual General Meeting, which anchors the convention agenda, drew a large audience on the Saturday of convention. Many visitors were in attendance for the agenda highlight – the discussion on the proposed amalgamation between Holstein Canada and Canadian Dairy Network (CDN).

Board Chairman Paul McLeod provided a financial report and was happy to share that the Association experienced one of its best years due in part to record activity levels. Registration services were up 1.7% from 2009 to 2010 with 280,158 animals registered, while Holstein Canada classified a record 255,901 animals, an increase of 6.4% in 2010 from 2009.

Holstein Canada reported a net Operating Fund surplus of \$597,323 for the 2010 fiscal year. Total revenue increased by 10.8% and exceeded \$12 million at year end.

The National President, Board Chairman, and Chief Executive Officer, highlighted activities from the 2010 Annual Report. Germain Lehoux, Holstein Canada Board of Directors President, was optimistic about Canada's role in dairy genetic improvement around the world, stating "Our well-respected image is our trademark." This optimism carried on as Germain thanked the audience while giving his farewell speech as outgoing President. President Lehoux also led

the amalgamation discussion between Holstein Canada and CDN which took a majority of time in the agenda.

Twenty-eight By-law amendments were presented and approved by the membership. In addition, seven resolutions were passed by members that will be considered by the Board.

Kenton Lindenbach of Robella Holsteins in Balgonie, SK, thanked Holstein Canada and provincial branches on behalf of the 33 young adults who attended the 2011 National Convention. Kenton noted that the Young Adult program material, which was learned both in-class and on farm, was valuable and helped prepare the young adults for many experiences in the future.

Three prestigious Holstein Canada awards were presented during the general meeting:

- Marc Comtois of Comestar Holsteins was presented with the Certificate of Superior Accomplishment. This prestigious award has only been granted 19 times in the past 128 years.
- Lindenoord Rudolph Lilac, owned by Ferme Rolandale Enr., was declared Holstein Canada's 2010 Cow of the Year. Owners Rolland 'Rolly' Dubois and Christiane Lauzé from Saint-Flavien, QC accepted this award.
- The Century of Holsteins Award was presented to Grillsdale Holsteins of Campbellford, ON.

Marc Comtois of Comestar Holsteins, along with wife France, graciously thanks the audience when he received the prestigious Certificate of Superior Accomplishment.



Amalgamation Debate a Hot Topic

During the Annual General Meeting at the National Convention, time on the agenda was dedicated to the discussion of the proposed amalgamation between Holstein Canada and Canadian Dairy Network (CDN).

Holstein Canada outgoing President, Germain Lehoux, led the discussion by starting with a presentation on why the proposed amalgamation between Holstein Canada and CDN was a sound business direction put forward by the Board of Directors. In this business case, Germain first highlighted that due to the overwhelming Holstein Canada member survey response rate of 31% in 2009, members made it clear they would like the following:

- Value added to their services offered by Holstein Canada.
- Increased leadership and vision in knowing where the Association is going in the future.

The Board of Directors realized, based on the survey results and during the process of hiring a new Chief Executive Officer, that they would take advantage of the timing and consider how to position Holstein Canada moving forward in the future.

Thus, Brian Van Doormaal was hired for his leadership capability and his ability to “sell” the Holstein Canada brand, which made him the right choice moving

forward. This is where the proposal of the amalgamation between Holstein Canada and CDN was brought forward.

Certain points during President Lehoux’s presentation were made clear to all members:

- The Board has determined that, at this time, Holstein Canada will remain in Brantford.
- Holstein Canada wants to maximize the use and synergies of talented people that would be achieved through amalgamating.
- Directors want to design a structure that well positions Holstein Canada for the future.
- The Board agreed that the Holstein Canada logo, which is the brand that has been developed domestically and internationally, cannot be touched.
- It has also been determined that Holstein Canada’s name cannot be touched. However, if the amalgamation proceeds, the Board will accept “network” in the name.

President Lehoux also shared the financial implications with the audience if the proposed amalgamation between Holstein Canada and CDN were to proceed. Germain presented an estimated cost savings of \$559,000 per year, achievable within three years after the proposed amalgamation is completed. This estimate was based

on moving all staff into the Holstein Canada Brantford office, which is the preferred option at this time. Germain stressed that no decisions had been finalized and that the Board will be seeking member input throughout 2011.

While the topic had heated discussion, many great points were brought forward by grassroots members and both sides of the debate were well represented. **Through the discussion, one thing was clear – Members support the amalgamation between Holstein Canada and CDN.** Rather, it is the process and speed of the amalgamation that is a key concern for Holstein Canada members.

Membership passed a motion by secret ballot vote of 84 to 26:

“That the Board of Holstein Canada revisits their decision to amalgamate Holstein Canada with Canadian Dairy Network. If the Board of Holstein Canada still sees the necessity of the amalgamation, that the Board consider hiring a qualified independent consulting firm to conduct an in-depth analysis of the socioeconomic impact of said amalgamation. Further that full disclosure of the consultant’s report is made available to the membership of Holstein Canada, enabling them to make an informed vote at a Holstein Canada annual general meeting.”



(l-r) Holstein Canada members André Couture, QC, Bruce Wood, PE, Mario Perreault, QC, and Frank Donkers, ON all spoke on the amalgamation between Holstein Canada and CDN.



Outgoing President Germain Lehoux makes light of the amalgamation discussion by wearing a hockey helmet; showcasing his role in answering tough questions and his love for the game of hockey.



35 Years of Dedication



Armed with a BA from McMaster University and an Elementary School Teacher's Degree, Jane taught school for six years before embarking on a career with Holstein Canada in 1976.

Eager and enthusiastic, she

had been raised on a purebred Holstein farm (*Waylea*) and was very active in 4-H showing and judging activities.

Accomplishing many projects during her tenure with the Association, Jane is well known for her role in co-ordinating the National Holstein shows at the Royal Agricultural Winter Fair. In 2001, she was recognized with the Woman of Excellence in Agriculture Award.

Jane played a significant role in enhancing the Canadian judging program and initiated the elite National Judging Conference. During travels abroad, interested persons in numerous international countries have benefited from Jane's knowledge and advice on judging and show issues. She has excelled in providing training information and videos for those involved in judging and showing cattle.

A key accomplishment for Jane and Holstein Canada has been the popular, informative, award-winning *Info Holstein*. Jane initiated and developed this publication in 1993 to become a highly-read and respected source of Association information for all dairy producers.

You will still see Jane this year at various events; she has agreed to fulfil some duties related to activities in the Marketing Department.

We thank Jane for her many contributions and wish her well in the future!

The Canadian Holstein Cow is the Foundation!

by Holstein Canada Chief Executive Officer, Brian Van Doormaal

During this past year, which has been my first as your CEO, I have often heard members make reference to the Holstein "family", meaning the links between the National Association, the provincial/regional branches, the local clubs and the members. While this fraternity-based structure is critical to the success of the Association in terms of two-way communication and member input, we must always remember that our foundation is truly the Canadian Holstein cow!

The role of Holstein Canada is to demonstrate leadership and provide valuable programs and services to ensure the Canadian Holstein cow meets the needs of members and maximizes the profitability of their dairy operations. The core services of Holstein Canada have always been Herdbook activities and type classification. The team of over 20 classifiers are the front line contact with members providing high-quality professional services. The intent and vision of the Holstein Canada Board of Directors and management team is to maintain, and even increase, the member interest and activity in these two core areas.

The newest core area of activity at Holstein Canada, namely genomic testing, has seemingly created some misunderstanding among members. Genotyping services and genomic evaluations will not diminish the importance of Herdbook and classification activities at

Holstein Canada. In fact, the vision and challenge of the Board and management is to direct the impact of genomic testing in a manner that reinforces and strengthens Herdbook activities, parentage verification and type classification. These core services are critical for the Association to monitor progress and set direction for breeding the profitable Canadian Holstein cow for years to come.

The ongoing discussions with Canadian Dairy Network of a proposed amalgamation would add a fourth core service to be directly provided to Holstein Canada members: genetic evaluations. Genetic evaluations are vital for identifying the elite males and females of the breed to be selected for developing the superior Canadian Holstein cow. This additional core activity does not compete with, but compliments, the existing core services of Holstein Canada. Herdbook services and type classification will always remain essential and very important at Holstein Canada. In fact, both of these activities represent fundamental components that provide the value of genomic testing and genetic evaluations to Holstein Canada members and the industry in general.

The Association will keep focus on its core services, both present and future!





Bethany Muir Steps Up to the Challenge

Recently-appointed Manager of Classification & Field Services, but certainly no stranger to the department, is Holstein Canada veteran, Bethany Muir. Seven years ago, Bethany joined the Association as the first-ever Coordinator of Research and Development, reporting directly to the Breed Improvement Manager.

It was a natural transition for Bethany to be promoted to management of classification services due to her extensive knowledge and experience with classification and genetic evaluation systems. Partnered with her well-established relationships with industry organizations and knowing the “ins and outs of the Holstein cow,” Bethany brings a wide range of skills to the position.

Bethany played a role in establishing the All-Breeds Classification system in 2005 and also helped launch the international Classification system in 2007. Bethany’s research was one of the first to assign economic value and benefit in terms of longevity to the traits that are now widely recognized in the

current classification system.

Accompanied with her extensive familiarity with the dairy industry, Bethany brings a special passion for the Canadian Holstein cow. “Born and raised at the University of Guelph” as she likes to admit, Bethany’s appetite for dairy cattle improvement was quickly realized upon submersion into a post-secondary program that focused on agriculture.

Bethany credits her unique ability to relate to the everyday dairy producer to the personal, academic and applied “hands on experience” gained while completing her PhD in dairy genetics.

Bethany worked two summers for a Southwestern Ontario 50-cow dairy operation including the execution of chores, milking and feeding of animals. It was here, that Bethany was truly able to connect with producers and see the direct impact and benefits that Holstein Canada services have on farm. As Dr. Bethany Muir, her career began with Canadian Dairy Network (CDN) where she joined the team of geneticists providing genetic evaluation services.

Bethany credits a financially-sound year in 2010 to the Holstein Canada classification system. Her aspiration is to maintain the value and importance of this vital service for years to come.

Bethany has well-defined goals that she would like to see the Classification & Field Services division achieve. These

include helping producers understand why classification is a primary management tool that will provide long-term benefit. She assures that Holstein Canada will demonstrate its desire to maintain business with current dairy clients and expand into more herds, as the division provides improved communication to the team of qualified classifiers and subsequently farmers.

“We must not rest on our successes,” Bethany remarks. “Holstein Canada needs to continually push the longevity, dairy strength and balance of type and production in our Canadian Holstein cow which will give us an advantage around the world.” She is quick to also point out the many opportunities that have arisen due to genomics including “providing us with a unique venue for talking with producers to offer an innovative management tool that will hopefully attract new herds to Holstein Canada in the future.”

Bethany has an aptitude for listening to the producer and relating to what Holstein Canada members need and want as she works on their behalf. She is open, personable and with her team at the office and the classifiers, expects to deliver the highest quality of service to Holstein Canada members in her new role.

If you have any questions that you would like to direct to Bethany, you can contact her at bmuir@holstein.ca.

Brachyspina: A New Official Genetic Recessive

The World Holstein Friesian Federation (WHFF) has officially recognized Bovine Brachyspina (BY) as a recessive genetic defect in the Holstein breed. In accordance with this new official recognition, Holstein Canada will be publishing testing results on pedigrees and other official documents. Holstein Canada will now use the officially-recognized WHFF codes to designate Brachyspina tested-free (BYF) and tested-carrier (BYC) animals. Holstein USA plans to use two-letter codes for tested-free (TY) and tested-carrier (BY).

First discovered in 2007 by researchers in the Netherlands and Denmark, Brachyspina is a single autosomal defect. Therefore, the condition is only expressed when an animal is homozygous recessive for the detrimental gene. In other words, the lethal condition only occurs in one-quarter of matings when both parents are carriers. Animals receiving the undesirable gene from both parents will normally die early during pregnancy (similar to Complex Vertebral Malformation [CVM]). In rare cases, the calf survives pregnancy and is born dead with a shortened spinal cord, long limbs, and abnormal organs.

Research has shown that this lethal condition traces back to a single source, namely Sweet-Haven *Tradition*. *Tradition* was born in the USA in 1974 and has never had his semen available for purchase in Canada. Therefore, transmission of the undesirable gene occurred through semen sales of his sons, grandsons, etc. Results for individual animals tested for Brachyspina are now available on the websites of Holstein Canada and CDN. In addition, the Group Query tool on the CDN website allows for producing lists of carrier animals or those tested free of the defect.

The table below lists progeny proven sires that are now known to be Brachyspina carriers so 50% of their daughters are expected to be carriers. To avoid the consequences of this genetic defect, daughters of these bulls should not be mated to other known carrier sires.

A genetic marker test for Brachyspina is now available via a laboratory in the Netherlands. To date, most testing has been conducted on males, but the availability of testing services through Holstein Canada will facilitate female testing in Canada.

Application forms for testing are available on Holstein Canada's website www.holstein.ca

> Registration

>> DNA Genotyping

>>> Related Docs (top right-hand corner)

Or by contacting Data Integrity. The testing fee is \$85, with results available three to four weeks after sample submission.

Known Brachyspina Carrier Sires With Daughters in the Canadian Active Population

Juniper Rotate Jed-Et

Wa-Del Convincer-Et

Silky Gibson

Ramos

Brigeen Givenchy-Et

Gen-I-Beq Salto

Sandy-Valley Bolton-Et

Paradise-Dnd Sparta-Et

Sollien Grandview-Et

Rauscher Mars 999-Grand-Et

Mr Million Mega-Man-Et

Gillette Jerrick

Gillette Jordan

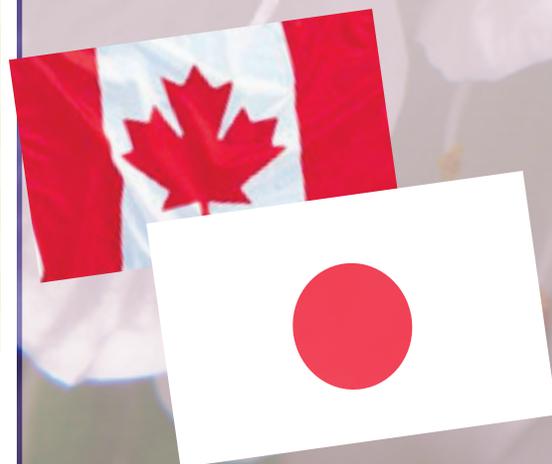
Holstein Canada Aids in Japan Relief Fund

Holstein Canada and the Semex Alliance recently formed the Japan Relief Fund, set up to provide much needed financial aid to earthquake-stricken regions in Japan.

Both organizations are partnering with the Canadian Red Cross to assist in providing relief and aid to those affected by the Japan earthquake and tsunami which struck on March 11, 2011. Japan has been left devastated since the powerful 9.0 magnitude earthquake, which has left volunteers working around the clock to support emergency response efforts including evacuation, search and rescue and emergency first aid.

Holstein Canada and the Semex Alliance have generously donated \$10,000 toward this newly-formed fund in a move to help assist the recovery of Japan. Holstein Canada encourages membership to consider supporting this urgent fundraising appeal by visiting the following link to donate:

www.redcross.ca/SemexAlliance-HolsteinCanada



2010 Annual Report

Want to read the Annual report more in depth? For your online link to Holstein Canada's 2010 Annual Report, go to:

www.holstein.ca

> Association

>> Holstein Association

>>> Related docs (top right-hand corner)

>>>> Annual Report

Alternatively, if you wish to receive the bilingual report by mail, contact Nicole Faubert by email nfaubert@holstein.ca, or phone 519-756-8300.

Featured in the Association's Annual Report are President Germain Lehoux, Board Chairman Paul MacLeod, and Chief Executive Officer Brian Van Doormaal.

Also included are awards presented, financial statements, business statistics, and action taken from

resolutions. Be informed and take a look at your Association's Annual Report.



Classification Schedule

Province	Classification	Month
ON - Glengarry Niagara, Wentworth, Haldimand & Norfolk, Prescott	ON - [MH] Leeds, Grenville	June
QC - Dorchester, Lévis	QC - [MH] Abitibi, Témiscamingue, Drummond, Bagot, Saint-Hyacinthe, Richelieu, Verchères, Rouville, Labelle, Papineau, Gatineau, Argenteuil, Pontiac	
BC - [MH]		
ON - Russell, Carleton	ON - [MH] Lanark, Renfrew	Mid
QC - Québec, Montmorency, Bellechasse, Montmagny	QC - [MH] Deux-Montagnes, Terrebonne	
ON - [MH] Huron	QC - L'Islet	Late
ON - [MH] Grey, Bruce	QC - Kamouraska	July
QC - [MH] L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice, Champlain, Laviolette, Portneuf, Lac Saint-Jean, Roberval	AB - South/Central	
ON - [MH] Ontario	AB - Northern	
MB		Mid
ON - Lambton	QC - Rivière du Loup, Témiscouata	Late
ON - Middlesex, Essex, Kent, Elgin	ON - [MH] Halton, York, Peel, Simcoe, Dufferin, Peterborough	August
QC - Rimouski, Matapédia, Bonaventure, Matane	QC - [MH] Lapointe, Dubuc, Charlevoix, Chicoutimi	
ON - [MH] Northumberland, Lennox, Addington, Frontenac, Hastings, Prince Edward	QC - Arthabaska	
QC - [MH] Vaudreuil, Soulanges, Huntingdon, Châteauguay, Beauharnois, Laprairie, Napierville, Saint-Jean, Iberville, Richmond, Missisquoi	PE, NB, NS, NL - [MH]	Mid
ON - Oxford	ON - [MH] Victoria, Durham, Waterloo	Late
QC - Mégantic, Wolfe	QC - [MH] Shefford, Brome, Compton, Sherbrooke, Stanstead	
SK - [MH]		

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

Based on 1st Lactation Classifications from March/April 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
Jasper	374	82.0	82.2	Lheros	62	81.4	80.9
Dundee	127	81.4	81.5	Roy	87	80.9	80.7
Goldwyn	932	81.3	81.4	Denison	78	80.8	80.7
Final Cut	167	80.9	80.5	Damion	62	82.8	80.6
Talent	256	80.9	80.5	Sidney	54	80.0	80.6
Spirte	172	80.7	80.5	Airraid	40	80.1	80.6
Bonair	163	80.5	80.3	Mleader	94	80.3	80.5
Altabaxter	283	80.5	81.0	Altaminister	79	80.7	80.2
Re Design	164	80.5	79.8	Altajayz	47	80.7	80.1
Magot	104	80.4	80.2	Atlas	41	80.6	80.1

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.

Travel Down Under

Feeling the need to explore the world and travel? Have you ever travelled to Australia or New Zealand? Now is the perfect opportunity to experience the trip of a lifetime by applying for the Canada-Australia Young Adult Exchange offered by Holstein Canada and the Semex Alliance.

Youth applicants aged 18-25 are encouraged to apply for this opportunity that will take place January to March 2012. This educational trip provides a lucky dairy enthusiast the chance to learn about the Aussi and Kiwi dairy industries.

Lee Simanton, the 2010 exchange winner, describes the trip as "an opportunity to gain a unique perspective of working with cattle and people in different countries." Lee travelled both Australia and New Zealand and has since extended his trip to a total of five months.

Lee, who hails from Ponoka, AB, is quick to point out the similarities between Australia, New Zealand, and Canada. "The ways in which Australians and

New Zealanders prepare animals for the show ring are the same," Lee says. He also commented that the culture and landscape mirrors our Canadian scenery with hills, mountains, and flats that can also be found in New Zealand. Lee says that he will return to Canada more open-minded to trying new things and think of new ways of farming by learning on his trip that "you need to see it through someone else's eyes." When asked what the highlight of his trip was, Lee said "Leading the first place two-year-old and three-year-old [at New Zealand Dairy Event] was a great international experience."

To apply for the youth exchange program you can print off an application form at:

www.holstein.ca

> Young Adults

>> Exchange Program

>>> Application Form

Applications are due July 15, 2011 for the upcoming 2012 trip.



Lee leading Fairview Gibson R Raquel who was First Place Two-Year-Old and named Intermediate Champion at the New Zealand Dairy Event.



Lee is pictured with two animals that were both first place in their respective Holstein and All-Breeds classes at the Gore Show, New Zealand Dairy Event.



Lee was one of 32 youth who participated in the All-Breeds National Dairy Youth Camp held in Melbourne, Australia.

Want to search an animal pedigree from the Holstein Canada website while you're on the go?

Scan the following QR code to directly link to our "Mobile everywhere" animal information sheet, which can be used to access animal pedigrees quickly and conveniently. Make sure to save this page as a bookmark so you can continue to use it while you are on the go!



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