



# Info Holstein

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

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## Success of New Alberta Holstein Canada Members

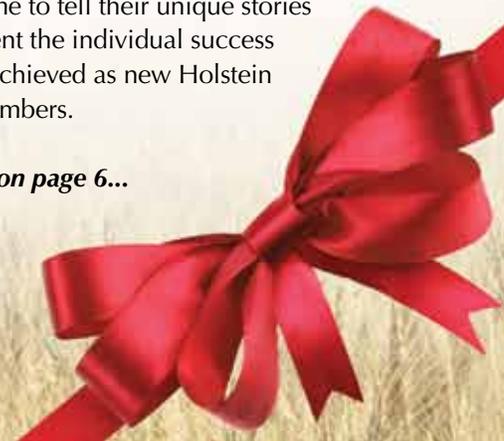
The Alberta countryside varies in its landscape. Driving through Southern AB you see the sights of the mountains in the far distance, with many wind mills adding to the picturesque scenery that is something you would see on a postcard.

Heading north through central AB, you experience the flat prairie land, which the west is better known for. Throughout this vast landscape, there are many humble and hard-working dairy farmers that help to make Alberta, the fourth largest milk producing province in Canada—producing 8.2 percent of all milk in Canada. The dairy industry plays

a key role in the Alberta economy, supporting upwards of \$2.5 billion in economic activity.

Of the 505 Holstein Canada members in Alberta, *Info Holstein* had the opportunity to travel to this beautiful province and meet with four new Holstein Canada members. With their great hospitality, friendly demeanour, and enthusiastic attitudes towards dairy farming, they quickly came to tell their unique stories that represent the individual success they have achieved as new Holstein Canada members.

*Continued on page 6...*



## Editor's Desk

Since I assumed the role of Editor of *Info Holstein* in March, it has been a whirlwind few months. I have had the unbelievable opportunity to travel to opposite ends of the country. In May, I attended the National Holstein Convention in Halifax, NS, and returned from a trip in August to visit with farmers throughout the beautiful countryside of AB.

I have loved the opportunity to hear stories from our dedicated members

and share those stories with *Info Holstein* readers. I look forward to continuing to share the stories that **inform, educate, and resonate with Holstein Canada members.**

There is certainly one thing

throughout my travels that is clear—the passion that our Holstein Canada members have for what they do is undeniable. I am proud to be the messenger of these good-news stories and share them with all members!

If you have any story ideas that you feel are worth sharing with our membership, or have any comments or feedback, please feel free to send them to me at [ccrowley@holstein.ca](mailto:ccrowley@holstein.ca). I would love to hear from you!

With the winter soon-approaching, and the holiday season now upon us, I wish you and your families all the best over the holiday season. May you enjoy the next few months of rest, relaxation, and 'hibernation' before another busy spring is upon us.

Thank you for a memorable first year at Holstein Canada.

Christina 



Christina Crowley, Editor  
*Info Holstein*

## Thank You to our Members

by *Holstein Canada President, Paul MacLeod, Woodstock, ON*

After a month of traveling in October, I returned home from the member input sessions that were held throughout Canada. I sincerely express my thanks to those Holstein Canada members that took the time out of their busy harvest schedules to come and discuss the future of Holstein Canada. It leaves me proud as the President of this member-owned organization—that we have dedicated members who are involved and sincerely care about the direction of Holstein Canada's future.

I truly appreciated the open dialogue and questions that members asked. Many great questions were asked and answered, discussion points brought forward, myths were dispelled, and many were informed and updated on the proposed amalgamation.

Through my travels, I was reminded of the passion that our members have for this industry and our Association. It is because of this passion that we are among the best in the dairy industry around the world.

The board's intention was to hold input sessions to listen and

we certainly did listen. We look forward to receiving the report from our Independent Consultant so we can further discuss next steps on the proposed amalgamation.

This report will help add to the information we already have, to make informed and appropriate decisions moving forward for what is best for our Association and its members.

At this time, I would like to thank the farms that I visited on both the east and west coasts, who took the time to host me. Your hospitality during my trips was greatly appreciated.

I also would like to take the opportunity to thank my family who maintained the farm and allowed me the chance to travel as often as I did. Without a strong foundation at home, I wouldn't be able to make the commitment I do to Holstein Canada as your President.

I wish you and your families all the best over the holiday season and in to 2012. Thank you again for your unrelenting commitment to this Association. 





*Ontario*



*Quebec*



*Alberta*

## Proposed Merger with CDN: Members Gave Their Input!

October saw your Holstein Canada Board of Directors come to your area to consult members on the proposed amalgamation between Holstein Canada and the Canadian Dairy Network (CDN). Over 300 members took time from their busy schedule to participate and every meeting saw some great ideas and thoughts emerge. Change is a reality in today's world with one thing never changing: the attachment Holstein Canada members have to their Association and to the future of their industry!

The format was the same in each of the nine meetings held across the country. Members first had a chance to hear the facts, figures and proposed structure of the new entity, thanks to presentations by CDN and Holstein Canada Presidents **Grant Roy** and **Paul MacLeod**. As requested by the membership at the Halifax AGM, the Board of Directors called upon an independent facilitator for these meetings. A well known person to the Holstein world, Ann Louise Carson, filled this role. Ann Louise, who attended each of the nine Member Input Sessions,

started each meeting with some facts and thoughts on how the Canadian dairy industry has dealt with change in the last 20 years. She reflected that over the past two decades, the number of herds on milk recording went from over 17,000 to currently under 10,000, with many changes also occurring in the AI, DHI and Breed structures and activities.

During these 'input sessions', members were given much time to ask questions and get clarifications on questions before going into afternoon round table discussions on specific aspects of the proposed merger, such as Governance, Services, and Financial savings.

And discuss you did! **The Holstein Canada Board of Directors thanks all participants for the very open and frank discussion at each meeting.** As pointed out in these sessions, the next steps will be the tabling of the Report in December, for in-depth discussion at the December joint meeting of the Holstein Canada and CDN Boards of Directors. Stay tuned for more news in early 2012! 🇨🇦



*British Columbia*



*Manitoba*



*Saskatchewan*





The first-ever President's Cup Winner and 2011 Grand Champion Showperson at the TD Canadian 4-H Dairy Classic Show was Rachel Jebson, Sunderland, ON.

## 2011 Royal Wrap-Up

Thank you to Jane Whaley, who handled the responsibility of the National Holstein Show for over 35 years.

Another year, another fantastic display of Holstein cows at the Royal Agricultural Winter Fair (RAWF).

The National Red and White and Black and White Holstein Shows were the climax after a jam-packed week of events leading up to the shows. With a large number of international visitors watching on, it made for another spectacular year of deep-quality classes.

With a total of 337 head, Official Judge Brian Carscadden, Guelph, ON, and Associate Judge, David Crack Jr., Richmond, Qc, placed fantastic classes of Black and White animals. Continuing her win of the Grand

Champion title, Eastside Lewisdale Gold Missy (EX-95-CAN) was named **Grand Champion of the Black and White Holstein Show**. Missy, owned by Morsan Farms LTD, Ponoka, AB; Van Ruinen Dairy LTD, Lacombe, AB; Mark Butz, Cedar Rapids, IA; Gert Andreasen, Ponoka, AB; and Georges Uebelhardt, Ponoka, AB was recently Grand Champion and Supreme Champion at World Dairy Expo 2011.

With numbers up to close to 90 head in the Red and White Holstein Show, Official Judge Dan Doner, Courtice, ON, confidently placed the red and white classes, which hailed fantastic winners at the top of each class. Crowd favourite, Blondin Redman Seisme (VG-89-4YR-CAN,

## Season's Greetings

Holstein Canada's Office in Brantford, ON is open to serve customers during the Christmas holiday season. This year, the office will be open to serve its customers on the following days:

**Friday, December 23rd, 2011- Office closes at noon**

**Wednesday, December 28th, 2011**

**Thursday, December 29th, 2011**

**Friday, December 30th, 2011- Office closes at noon**

**Tuesday, January 3rd, 2012- Office reopens**

From the Holstein Canada family to you and your family, we wish you all the health and happiness over the Christmas season and into the New Year. We look forward to continuing to serve Holstein Canada members in 2012!

EX-92-4YR-USA) now owned by Milk Source Genetics, Kaukauna, WI, was first Five-Year-Old and tapped **Grand Champion of the Red and White Holstein Show** for the second year in a row.

A first at this years RAWF, was the presentation of the **President's Cup**, which was awarded to the Grand Champion Showperson at the TD Canadian 4-H Dairy Classic Show—the premier dairy youth event, which Holstein Canada continues to sponsor. Winning this prestigious title over 355 other participants was Rachel Jebson, Sunderland, ON, representing Durham West County. Congratulations Rachel! 🇨🇦

## Thank You to our Sponsors!

Holstein Canada would like to take the opportunity to thank the many sponsors who generously sponsor each of the classes at the 2011 Royal Agricultural Winter Fair Holstein Shows.

### **Black and White Holstein Show Sponsors:**

Bridon Farms  
CanWest DHI  
Cattle Connection  
CIBC (Canadian Imperial Bank of Commerce)

*Comestar Holstein  
Crackholme Holstein  
Crasdale Holsteins  
Crovalley Holsteins  
Eastside Holsteins  
Ferme Gillette inc.  
Ferme Provetaz  
Ferme Rolandale (Jolibois)  
Heather Holme Holsteins  
Hokkaido Holstein Association  
Holstein Association of Japan  
Holstein Journal  
Holstein Ontario  
Ferme Jacobs  
Karnvilla Holsteins  
Lookout Holsteins  
Lystel Holsteins  
Monteith Holsteins Morsan Farms  
New Brunswick Holstein Branch  
Quality Holsteins  
Salem Holstein  
Southrise Holsteins  
Stanhope-Wedgwood  
Zen-Noe Livestock*

### **Red and White Holstein Show Sponsors:**

*Canadian Livestock Photography  
Cityview Holsteins  
Greenlea Farms and Phoenix Bros  
La Coop Fédérée  
RockyMountain Holsteins  
West Port Holsteins*

## Counting Blessings...

by Holstein Canada Chief Executive Officer, Brian Van Doormaal

As I travel on your behalf and attend various meetings, events and shows, I frequently hear producers “counting their blessings” about being in this great dairy industry of ours. They make reference to extra quota allocations, the good harvest, the [generally] good weather, great sale prices for cattle and embryos and, most of all, good milk prices. This is especially true when compared to the situation of producers in many other countries world wide. It is a great time to be a dairy producer in Canada with Holsteins in the barn! Those challenging supply management need to take a closer look at its benefits, not just to producers but to everyone involved including the consumer.

We are blessed to be part of the Canadian dairy industry working with the great Holstein cow! On behalf of everyone at Holstein Canada, best wishes for a festive and blessed Christmas and much happiness, good health and success throughout 2012! 🇨🇦



*Congratulating the 2011 National Black and White Holstein Show Grand Champion, Eastside Lewisdale Gold Missy is (1-r) Associate Judge, David Crack Jr., Official Judge Brian Carscadden, leadperson Donald Dubois, Jon Raymond Dykstra, and Holstein Canada President, Paul MacLeod.*



Success of New Alberta Holstein Canada Members continued from page 1...

## Pincher Creek Colony Pincher Creek, AB

**P**incher Creek Colony is one of many farms in and around the town of Pincher Creek, AB, but the Colony seems to be somewhat of a 'tourist destination' for many visitors to this community of 3,600 people. With its mixed operation of beef, pork, sheep, egg, and dairy, the Colony attracts international visitors for their revolutionary ways of living off the land.

With a Colony of close to 150 people, it is thriving and its dairy operation, in particular, is being managed by a very innovative and keen dairy boss, Jeremy Gross. Since getting involved with the dairy farm at the age of 13, Jeremy recently became manager of this 80-head herd. Jeremy's openness to new ideas at the dairy farm have helped create a herd of very well-managed animals. Milking 80-85 head in a double-six free-stall

barn, Jeremy has learned to make do with what he has been given and has made 'cow comfort' a focal point of its operation.

Becoming a Holstein Canada member in 2009, *Pincher Creek*— just recently in the last two years— began to classify their animals. In this short period of time, milestone achievements have been accomplished. With Jeremy's keen eye for good-looking animals, *Pincher Creek* had their first home-bred Excellent cow—Pincher Creek Tribute 241. This past summer also brought about their first home-bred Very Good Two-Year-Old.

Jeremy credits close neighbor and friend, Leo Robbins of *Willobrake Farms*, also of Pincher Creek, AB with motivating him to begin to classify animals. "He nearly jumped through the roof when our first cow was classified Excellent," says Jeremy. It

is this type of mentorship that Gross credits for the success they have achieved on the dairy farm. Over time, *Pincher Creek* has recognized the benefits that Holstein Canada services have brought to their herd, and better management practices like focusing on cow comfort, have helped build a quality herd that currently exists on the Colony. Modifications have been made to the dairy barn, to ensure the most comfortable environment for the cows. A cowbrush was installed in 2011, which has proven to be a hit with the cows. In addition to the cowbrush, sand bedding is now being used after originally using shavings. Sand bedding has proven to be a wise decision as the cows are cleaner, and Gross is able to maintain a Somatic Cell Count (SCC) of below 100,000. Headlocks have been added to the free-stall and



Impressive calf facilities have helped in Pincher Creek's low calf mortality and excellent calf-rearing program.



The 80-cow herd is milked in a double-six milking parlour, while the free-stall barn has been updated to improve cow comfort.



extra ventilation has been achieved with extra fans mounted to help keep a constant movement of fresh air, which is evident by watching the many cows lay comfortably on a hot day.

Jeremy's eagerness to expand the dairy barn and modernize their facilities has had him researching many options for a new dairy barn, including the idea of building a brand-new robotic barn for milking upwards of 150 to 200 cows. But, with their farm being located in a no-development zone, other ideas of updating the current facilities have been needed in the present time.

With expansion in mind, the Colony purchased land in Hines Creek, approximately two hours north of Grand Prairie, AB in northern AB. With the purchase taking place in April 2011, they are in the process of moving some of their existing Colony to this new property, and establishing harvestable land on the 3,700 acres they bought. With land being expensive in Pincher Creek, they saw cheaper land in northern AB as a viable option for the future of their Colony.

At present, *Pincher Creek* farms close to 5,600 to 6,000 acres of cultivated land, and they pasture their

600-head beef operation on 2,000 acres of additional land. Currently, with 85 kg of quota, the Colony may be looking to purchase more quota in the future as Jeremy eyes plans to expand their facilities in order to achieve higher milk production and increase efficiency's. 🇨🇦



All crops are harvested by the Colony, which boasts impressive machinery and grain bins.

## Linquenda Dairy Barrhead, AB

Located two hours northwest of Alberta's capital—Edmonton—*Linquenda Dairy* is home to Albert and Saakje Otten, and their determined son and daughter-in-law, Jan and Jennifer Otten. *Linquenda* seems fitting for their dairy's name as 'linquenda' itself means "to separate or leave" in their native tongue of Dutch. When Jan was three, he and his siblings emigrated with their parents from Holland to where they currently reside in AB.

Young parents themselves, Jan and Jennifer are parents to Jack and Shannon, who are both under the age of two—keeping this young couple busy with both farming and family. Family is a natural part of both Jan and Jennifer's lives. Jan and Jennifer both come from not only large families each, but large dairying families. In fact, many of their siblings have married other dairy farmers! The Otten's even have connections now

to eastern Canada as Jan's sister is married to Marten Bylsma of *Opsterlawn Holsteins*, Alma, ON— one of the top ten herds for management score in ON. Jennifer herself comes from a 190-head free-stall dairy farm west of Leduc, AB with four brothers and a sister.

The youthful Otten's met at a youth retreat and married three years ago, and have set their sights now on continuing the family's legacy, known also under the *Neerlandia* prefix. Surprisingly young, Jan and Jennifer are 26 and 24, which is shocking to learn after you see the beautiful operation that they manage — and at such a young age. They both praise Jan's parents, Albert and Saakje, for allowing them the opportunity to farm and make the day-to-day decisions. Albert is still actively involved on the farm, helping to do machinery work, mechanics, and feeding. Jan's younger sister is also involved with the daily



Jan and Jennifer Otten with ten-month old son, Jack.

milking and chores.

The 150-head free-stall operation boasts a double-ten BouMatic parlour that looks like new, although the facilities were built over 20 years ago. Additions have been made to the original barn, including expanding from a double-six to the current double-ten parlour and adding a lean-to four years ago to accommodate more cows. The farm is located on roughly 500 acres of land, which includes small fields of forages, canola, and wheat with a majority of crops done by custom work hired out. Albert supported Jan in his decision to join Holstein Canada in December of 2009, and a year later, deciding to classify their first group of animals. This, after Jan returned home from graduating at Vermillion College,

Vermillion, AB and working for a year for a fellow dairy farmer. The first-ever Very Good-Two-Year-Old on the farm was Neerlandia 838, who classified Very Good on the first classification round held on the farm. Another Very Good animal is Aspenway Boss Tulip- a Bosside Rubens daughter. Keenly interested in further developing the herd's genetics, Jan takes on all breeding decisions and can be credited with introducing AI to the herd. Albert endorses Jan's decisions to strive to breed for better conformation animals. The first crop of AI-bred animals are now calving with AI-mated calves, which Jan is excited to see the improvement from dam to calf.

Jan has one cow in particular that he has his sights set on to develop the herd— Alberta AltaRolex 984, (VG-85-2YR-CAN). This is the first

animal to be flushed at *Neerlandia* after being purchased in her first lactation two years ago. Braedale Goldwyn semen was specially purchased to flush this cow. When asked what was so special about this cow that Jan would want to flush her, he quickly smiles and chuckles, "I like what she looks like and I want more daughters from her." While he laughs at the thought of maybe becoming a Master Breeder one day, he playfully admits that he would first like to work on increasing his herd's management score. It is this humour, humbleness, and down-to-earth attitude that will drive Jan and his young family to further the success of *Linquenda Dairy*. 🇨🇦



Alberta AltaRolex 984 is the future of the Neerlandia herd and the first cow to be flushed on the farm.



The free-stall barn looks brand new even though it was built 20 years ago.

## Erksine Farming Co LTD

### Erskine, AB

**N**estled in the beautiful land north of Calgary is Erskine Colony, Erskine, AB operating under the prefix, *Ervale*. Jake Hofer, dairy boss of the *Ervale* herd, re-joined with Holstein Canada in May 2010, after the Colony first joined Holstein Canada in 1984.

After using the facilities that existed on the property purchased in 1974

when the Colony first arrived in Erskine, the Colony decided to bulldoze the existing barns and build a state-of-the-art free-stall barn. With this brand new operation, the new facilities make it convenient having everything under one roof.

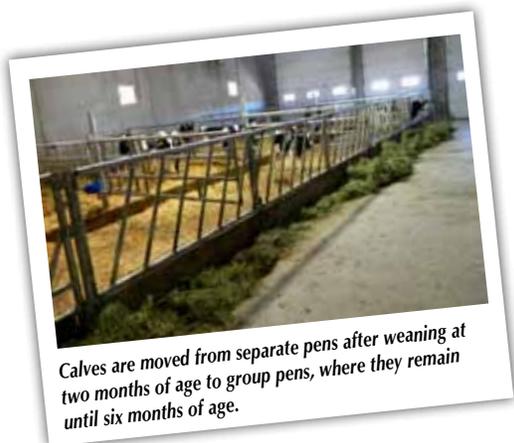
"We should have built this barn 20 years ago," says Jake, who was impressed with the results they have realized since building the new barn a year and a half ago. 70-80 cows were previously milked in the 35 year old free-stall barn, but now 100 cows are milked in the new double-sixteen BouMatic parlour. Located on 7,000 acres of land, the Colony's dairy operation also includes 400 head of beef, 15-20 sheep, 10,000 layers, honey bees, and a 400 sow farrow-to-finish operation, with all crops also

harvested by the Colony.

The new milking facilities are kept in pristine condition, being cleaned twice a month. Milk samples are sorted below the parlour in an underground room where all milking equipment is stored to keep equipment in first-rate shape.

A sort-gate system on the return alley is another added benefit of the free-stall that makes it easier for Hofer and helpers to sort animals into the right pen according to whether they need to be treated or dried-off. Transponders are placed on each cow's neck, which help to activate the sort-gate if a cow is needed in a separate pen.

Very inquisitive and observant, Jake and the young helpers on the dairy



Calves are moved from separate pens after weaning at two months of age to group pens, where they remain until six months of age.

operation are eager to learn everything and anything pertaining to the Holstein breed. They read pedigrees often, keep up-to-date with all dairy-industry news, and know what notable show animals are winning, what bulls are being used across Canada, and who Holstein Canada's Cow of the Year is each year.

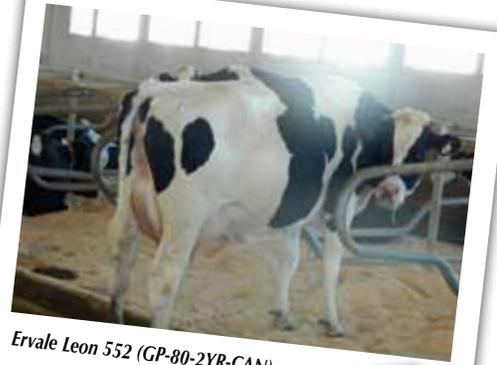
They made the trek to Red Deer, AB this past spring to attend the Western Canadian Dairy Seminar and even attended the 2011 Rocky Mountain High Sale in Cochrane, AB. They are always looking for animals to invest in to help further develop their herd, including purchasing a deep-ribbed, good uddered red and white cow from Brummelhuis Dairy of Olds, AB—Brummelhuis Rustler Red Tonnie (GP-83-3YR-CAN).

First classifying in 2010, after only two rounds of classification, the herd boasts three home-bred Very Good cows—Ervale Electric 481 (VG-86-4YR-CAN), Ervale Allen 498 (VG-86-4YR-CAN) and Ervale Electric 509 (VG-85-3YR-CAN). They also proudly display the certificates of two *Superior Production* animals on the farm—Ervale Sargent 92 has a four-year-old record of 15,682 kg milk, 3.80% fat, 3.02% protein and a composite BCA of 304-314-293 and Ervale Samuel 513 has a two-year record of 11,300 kg of

milk, 4.5% fat, 3.49% protein and a composite BCA of 274-332-301.

Keenly interested in pedigrees and solid cow families, Hofer has purchased many bulls, especially from ON and Qc, from proven, deep-pedigreed cow families. These are bulls that are high in LPI, exceptional in type, come from reputable dam's, and most likely, have brothers that are proven in AI. Some of these bulls that *Ervale* purchases are just a few numbers off the pace of being AI material themselves.

The influence of *Shottle* and *Goldwyn* sons that have been purchased is evident throughout the *Ervale* herd as many black and white speckled animals and pure black animals can be found throughout the free-stall that are very eye-catching. Four to five large bulls are kept on the farm at one-time for mating and an additional bull is pastured with 30 young heifers. An excellent calf rearing program is supported by a new calf barn that contains 30 separate calf pens that are cleaned out weekly, and ventilated very well. This program, in addition to the excellent mating selection that takes place on the farm, has helped to develop a quality herd at *Ervale*. 🇨🇦



*Ervale Leon 552 (GP-80-2YR-CAN)*



The Colony is situated on 7,000 acres of land, which is home to dairy, beef, sheep, chicken, pigs, and honeybees, and a large cash-cropping operation.



The double-sixteen BouMatic parlour is kept in pristine condition after being built in 2010.



# Hutterian Brethren of Rainbow Innisfail, AB

The duo of Albert and Philip Hofer manage the dairy operation at Rainbow Colony under the prefix *Rainstorm*—a herd that recently became a Holstein Canada member in February, 2011. Albert, the dairy manager, was given this post in September 2010, after starting as a young boy in the dairy barn and eventually taking over the responsibilities of managing the herd.

With no herd records, high somatic cell count (SCC), and better management practices needed, Hofer faced some obstacles when he first took on the duties as manager.

After showing interest in Holstein Canada services following his attendance at the Western Canadian Dairy Seminar in Red Deer, AB, Albert had a keen-eye in wanting to create a prefix for the herd and begin to register animals soon after. He realizes he has 'a long way to go' in developing the herd that he would like to see, but has made monumental leaps and bounds in his progress towards attaining his goals.

It is hard to believe how far the Hofer's have advanced the herd in the short period of time since taking over in fall 2010. In under a year, they have joined DHI in December of 2010, and began registering animals in February 2011. They have been able

to adopt better management practices that include enhanced cow comfort and improved milking practices, which have helped decrease the herd's somatic cell count by over 300,000 to now around 150,000.

The *Rainstorm* herd is home to 50 cows, milked in a tail-to-tail tie-stall facility. They keep the stalls full and ensure they fill their quota month-to-month. Albert and Phillip eagerly look to the future of parting with their current 10 year-old barn and building a new barn. They are weighing their options on building either a parlour or robotic barn but, "We are really learning towards the robot," says Albert, as he discusses their plan to expand in the immediate future. With a development permit in hand, the Colony was hoping to begin construction of the new barn in the fall of 2011.

Many animals in the herd have been purchased from local breeders. Albert looks to Don Chalack of *Wendon Holsteins*, Innisfail, AB for advice on helping Albert to purchase bulls and young cows from established sires and cow families. In 2011 alone, 20 animals have been purchased for the herd to cull animals that are not high in production, are high in SCC, or are not as appealing in conformation as Hofer would like. While the *Rainstorm* herd

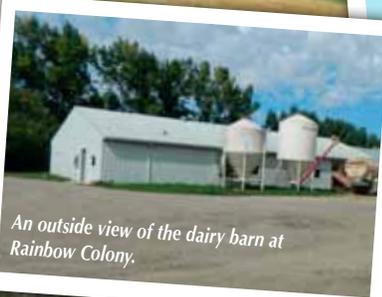
doesn't currently classify, Albert is waiting for newly registered animals to be old enough to classify.

The herd is fed TMR, topped with dry hay, which is purchased from Lethbridge, AB. Hofer associates the large amount of rain that they get in Innisfail for their inability to grow hay in the area. The cows are producing well on the ration, averaging 34 kg per cow on their last DHI test, with five cows producing a 50 kg average or more! "I am a lot happier with my cows today than I was when I started," chuckles Albert. Walking down the line-up of animals, there are many big-framed cows with exceptional feet and legs—an attribute that is surprising when you find out the animals remain in the tie-stall all day.

Albert himself has an even bigger task now in front of him as he was recently named a new Minister at the Colony. He is unsure about his future involvement with the dairy operation with the many responsibilities that are associated with the esteem of becoming a Minister, but is committed to continuing in his push in excelling the herd and looks forward to when the new barn is built at *Rainstorm*. 🇨🇦



Rainstorm is home to a 50-cow tie-stall operation. Plans are underway to expand the herd and build new facilities.



An outside view of the dairy barn at Rainbow Colony.

Oil rigs are frequently seen throughout the AB countryside. Energy is the province's key economic driver.



# Calling All Young Adult Alumni

## Young Adult Event set to reunite all Past Participants.

**M**any young adults over the past decade have met many life-long friends (and even spouses!) through the Young Adult Program that takes place each year at the National Holstein Convention.

To commemorate the many years of the Young Adult Program, all past participants of **Holstein Canada's Young Adult Convention** are invited to attend the 2012 Young Adult Event. This unique event is being hosted in conjunction with the Holstein Canada Convention in Brandon, MB from April 18-21, 2012.

The event will entertain past participants with social activities, farm tours, a welcome dinner, sale, and show.

Additional features of this event include a breakfast with the Board of Directors, a Master Breeder Panel discussion, followed by the Master Breeder Banquet.

Of course, one of the highlights of this event will be the numerous networking opportunities an event like this kind offers! Network with past, present, and fellow dairy leaders in the Canadian dairy industry.

Don't miss out on registering for this upcoming event, as you must be among the first 45 to register to participate.

To learn more about this Young Adult Event, visit the 2012 National Holstein Convention website at: [events.holstein.ca](http://events.holstein.ca)

You can also link to the 2012 National Holstein Convention website by scanning the following QR Code:



Any Young Adult Alumni who are interested in attending this event, please contact Stephanie Williams (Gregson),

Young Adult Coordinator, at [sgregson@holstein.ca](mailto:sgregson@holstein.ca)

*If you are a Young Adult Alumni, expect to receive your invitation letter in the mail!*



2001 Holstein Canada Young Adult Convention Participants.



2008 Holstein Canada Young Adult Convention Participants.



## “Like” Holstein Canada on Facebook

*In an effort to communicate with Holstein Canada members of all ages who are involved with social media, Holstein Canada has created a new Facebook Fan page. Have you “liked” us yet?*

*Make sure to log on to Facebook and find **Holstein Canada** in order to receive the latest updates on happenings within the Association and the latest news within the dairy industry!*



Jon Raymond Dykstra

Tom Mufford

## New Representatives Tapped for Young Adult Program

**H**olstein Canada's Young Adult Advisory Committee (YAAC) is pleased to announce the arrival of two new Committee members representing Eastern Canada and Western Canada.

**Tom Mufford** of Hague, SK and Jon Raymond Dykstra of Havelock, NB, join the four-person Committee. *Mufford* who hails from the *Rivercrest* prefix has participated in the Young Adult convention in previous years. He is the General Manager of Rivercrest Land and Cattle—a family farm operated with his father and brother. They milk 260 cows with a mix of both high genetic animals and commercial animals. Tom will bring a well-rounded mindset and many great ideas to the table.

**Jon Raymond Dykstra** of *Butternut-Hill Holsteins* brings an extensive network and keen interest in youth programs as an asset to his new role as the Eastern Canada representative. *Dykstra* is very involved in his

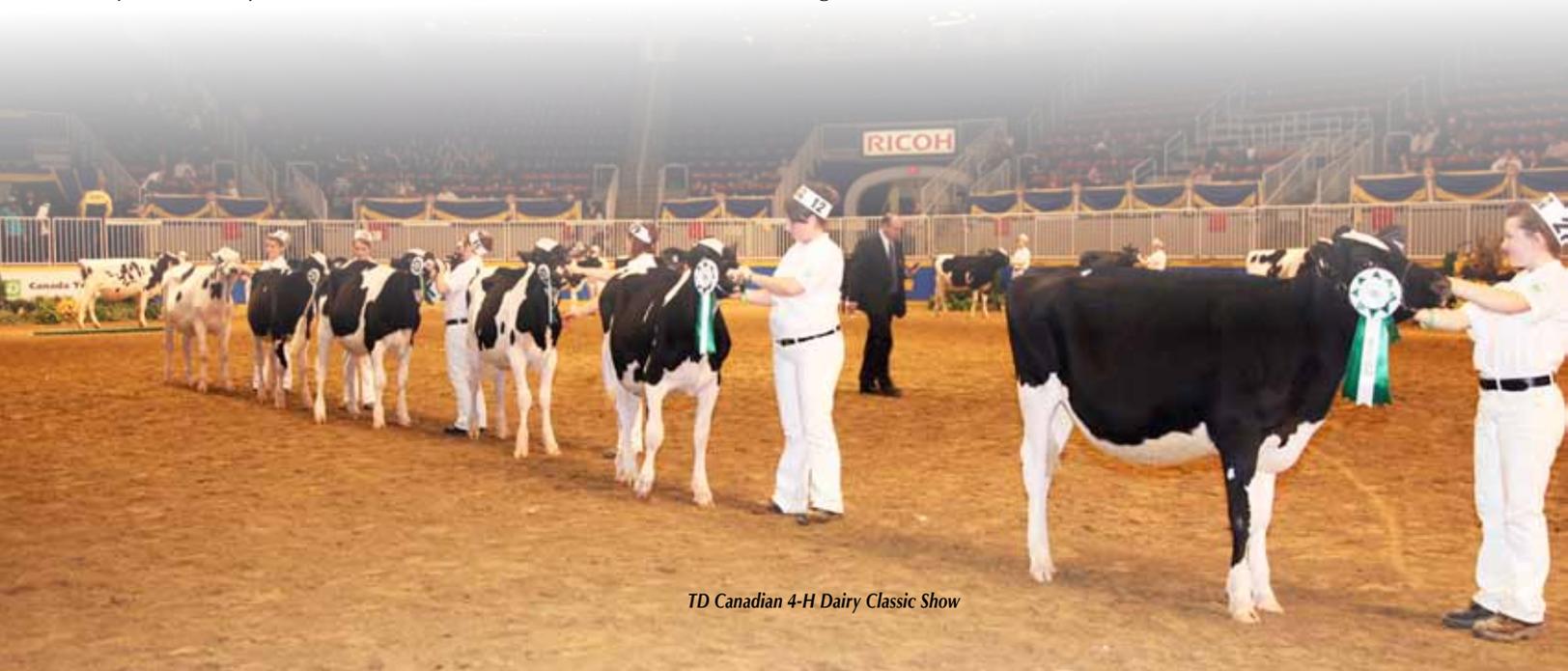
agricultural community at home where he serves as the New Brunswick Holstein Branch Vice-President, and acts as a 4-H Leader in addition to his involvement with the Atlantic Young Breeders School. This 2007 Holstein Canada Education award winner comes from a 50-cow herd with a keen interest for genetics and showing. Jon's bilingualism and communication skills will be valued as a new Committee member.

The two new Representatives are excited to join the Committee and see this as a great way to represent their respective areas to help evoke change. *Jon Raymond Dykstra* commented, "As the new Atlantic Representative for the YAAC, I am extremely excited and proud to be representing a group of passionate and dedicated young adults from our three Atlantic Branches. Having been actively involved for several years in many youth, agriculture, and particularly Holstein based functions and organizations,

I feel I have a good understanding of what today's young adults want. I am very excited to represent the East Coast young adults, and look forward to working with the rest of the committee."

*Mufford* sees his selection as an honor to be chosen as a representative from the West as it has been a goal of his. "I feel that I bring with me both a firm commitment to the value of youth, as well as a good blend of perspective from both the purebred and commercial industries," says Tom.

These two new members now add to the dynamic committee rounded out by William Judge of Caledon East, ON and Melissa Marcoux, of St. Ferdinand, Qc. The YAAC advises and provides assistance to Holstein Canada staff in the development and implementation of the Young Adult Program. Key goals of this program include: leadership development, education and hands-on participation. 🇨🇦



# Holstein Canada Committee Profile: Young Adult Advisory Committee

**W**ith the importance that Holstein Canada places on 'youth' and the 'future', the Young Adult Advisory Committee (YAAC) serves an important role with how Holstein Canada involves and engages today's youth—these youth are the members, customers, and leaders of tomorrow.

Holstein Canada has made it a goal to provide or sponsor youth programs that are educational and provide hands-on participation to develop leadership skills of young Holstein enthusiasts across Canada.

Each region of Canada is represented by one selected young adult, who brings the needs of their respective areas to the forefront, while helping to shape the future of youth programs at Holstein Canada.

These four young adults who currently serve on the YAAC are Tom Mufford (Western Canada), William Judge (Ontario), Melissa Marcoux (Quebec), and Jon Raymond Dykstra (Eastern Canada). As well, Mario Perrault (Qc) was recently added to the Committee as a National Director Representative.

These enthusiastic and keen individuals help to bring the specific matters of Holstein youth to the table. Specifically, these Committee

members monitor and recommend on current youth activities at Holstein Canada including the junior membership program; the Young Adult Program hosted annually at the National Holstein Convention; Education Awards; and any further youth programs that Holstein Canada sponsors.

If you are a youth interested in any youth programs at Holstein Canada, please do not hesitate to contact Holstein Canada's Young Adult Coordinator, Stephanie Williams (Gregson) at [sgregson@holstein.ca](mailto:sgregson@holstein.ca).

If you have any comments, suggestions, or questions for the respective representative in your area, contact them at the following email addresses—they'd love to hear from you!

- Tom Mufford**  
[rivercrest@hotmail.com](mailto:rivercrest@hotmail.com)
- William Judge**  
[wjudge01@hotmail.com](mailto:wjudge01@hotmail.com)
- Melissa Marcoux**  
[melissa.lwh@gmail.com](mailto:melissa.lwh@gmail.com)
- Jon Raymond Dykstra**  
[jon.dykstra@hotmail.com](mailto:jon.dykstra@hotmail.com) 🇨🇦



William Judge (ON)



Education Awards



Melissa Marcoux (Qc)



Dairy Sense Conference - (ON)

## India & Canadian Co-operation

The Ministries of Agriculture for the Governments of India and Canada have signed a Memorandum of Understanding to promote dialogue and information exchanges as well as co-operation in the areas of:

1. Knowledge exchange on emerging technologies
2. Agricultural marketing
3. Animal development

Senior officials from the animal production division of the Indian Ministry of Agriculture, while visiting Canada to address a number of animal agriculture issues, were hosted by the dairy cattle improvement sector. Holstein Canada, CanWest DHI and Canadian Dairy Network made presentations explaining the importance of data, standardization and harmonization of data collection, and the sharing of information to optimize the value to dairy producers both in day to day management of their farms and for genetic improvement of dairy breeds.

India is experiencing phenomenal change. In less than fifteen years, the middle class has multiplied ten fold— from 50 to 500 million people. Demand for dairy products is expanding at seven percent per year, which is roughly twice the pace of growth in production. By increasing domestic production, reliance on imports of dairy products, currently priced at a premium, will be reduced and the standard of living in rural India will be improved.

The burden for India is to build a sustainable dairy industry that meets the demands of the marketplace in supply and quality. Modernizing dairy production with improved management practices and superior genetics is the key to success. Training in nutrition, breeding, animal husbandry, milk quality etc., is critical to the achievement of the goal.

Canada and India are in the process of working together to meet the challenge. It is a huge undertaking to feed one billion people, however the Canadian dairy industry has the expertise and the genetics to help meet the challenge. 🇨🇦



New nasal swabs have recently been introduced with improvements after valuable feedback from Holstein Canada members.

## DNA Collector Swabs — New Look!

Producers continue to take advantage of Genotest with almost 8,000 samples submitted so far this year. 55% of those genomic test submissions have been nasal swabs. Improvements have been made to the swab collector based on the valuable feedback Holstein Canada has received from producers who use the nasal swabs.

The liquid inside the swab tube has been tinted blue from its original clear liquid, to make it easier for producers to see and avoid spilling.

When using the swab to collect the mucous on the sponge, ensure you rub inside the nostril for approximately 5 seconds or until the sponge appears wet.

Once a sample has been collected, unscrew the cap and turn it upside down to place the sponge into the tube. Shake the tube 10 times to mix the sample. Darker blue streaks and dots will be visible indicating that you have successfully collected enough mucous for a genomic test.

The liquid is valuable in helping to ensure a successful genomic test as the DNA is released into the liquid, and the lab uses this to extract the DNA from.

For further information on nasal swabs, contact Holstein Canada Customer Service at 519-756-8300 or visit our website to find more information on nasal swabs at the following:

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

>> Genetics

>>> Genomics

>>>> Nasal Swab Tips (Fourth tab from the left)



The clear liquid that existed within nasal swab tubes is now tinted blue to allow for producers to avoid spilling and ensure they collect the adequate amount of DNA for a successful genomic test.

**A reminder that genomic tests over the holiday season are due December 28th in order to get your test results for February 7th, CDN's Interim and Genomics release date.** 🇨🇦



Senior officials from the animal production division of the Indian Ministry of Agriculture were hosted by the dairy cattle improvement sector. Pictured (l-r) is Brian Van Doormaal, Holstein Canada/Canadian Dairy Network; Dr. Amarjit Singh Nanda, Animal Husbandry Commissioner; Mr. Rudhra Gangadharan, Secretary, Department of Animal Husbandry, Dairying & Fisheries; Mr. Shri Sanjeev Ranjan, Joint Secretary, Department of Animal Husbandry, Dairying & Fisheries; Lucille McFadden, Agriculture & Agri-Food Canada (AAFC).

# Looking for a Unique Christmas Gift Idea?

## Buy a Holstein Canada Hoser Hat!

These new hats were recently unveiled at the **Royal Agricultural Winter Fair (RAWF)** to promote the upcoming 2012 World Holstein Conference taking place in Canada next November.

With the holiday season right around the corner, these hats make a great gift for those fun-loving people in your family.

Interested in ordering one? Go to [www.holsteincanadastore.com](http://www.holsteincanadastore.com) or scan the QR code to the right to visit the website and order one (or more!) for you and/or your family. The hats are available to order by **December 1st, 2012**—just in time to arrive for Christmas! 🇨🇦



Cost= \$20 per hat (excludes taxes and shipping)

## Classification Schedule mid-round

| Month    | Classification   |
|----------|--|
| December | <b>Early</b><br>ON – Durham, Peterborough, Waterloo<br>QC – Beauharnois, Iberville, Shefford<br>PE, NB, NS, NL   |
|          | <b>Mid</b><br>ON – Lennox & Addington, Hastings, Prince Edward<br>QC – Brome, Richmond, Missisquoi<br>QC –  Rimouski, Matapédia, Matane, Bonaventure  |
| January  | <b>Early</b><br>ON –  Oxford<br>ON – Frontenac, Wellington<br>QC – Sherbrooke, Compton, Stanstead<br>QC –  Rivière du Loup, Témiscouata, Arthabaska, Mégantic, Wolfe<br>SK |
|          | <b>Mid</b><br>ON – Thunder Bay, Northern Ontario, Dundas, Stormont, Glengarry<br>ON –  Perth<br>QC – Frontenac, Beauce<br>QC –  Lotbinière, Yamaska, Nicolet             |
|          | <b>Late</b><br>ON – Niagara, Brant, Haldimand, Norfolk<br>QC – Dorchester  |

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

Based on 1st Lactation Classifications from September/October 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 |
| Goldwyn   | 627                  | 81.77            | 81.78          | Damion  | 63                   | 81.81            | 81.84          |
| Bolton  | 128                  | 81.13            | 81.17          | Ross  | 33                   | 81.70            | 81.27          |
| Mr. Sam   | 183                  | 80.80            | 81.02          | Lightning   | 32                   | 81.50            | 81.16          |
| Denison   | 439                  | 80.76            | 80.49          | Carisma   | 47                   | 81.38            | 80.87          |
| Talent  | 205                  | 80.75            | 80.21          | Lheros  | 41                   | 81.22            | 81.59          |
| Howie   | 172                  | 80.64            | 80.76          | Altaminister  | 36                   | 81.14            | 81.00          |
| Magot   | 128                  | 80.59            | 79.99          | Atlas   | 55                   | 81.05            | 80.89          |
| Re Design   | 232                  | 80.50            | 80.81          | Altawildman   | 56                   | 81.00            | 80.23          |
| Spirte  | 106                  | 80.42            | 80.24          | Laramie   | 31                   | 80.77            | 80.97          |
| September Storm   | 143                  | 80.24            | 79.91          | Final Cut   | 92                   | 80.75            | 80.50          |

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.

|  |   |
|--|---|
| February   | <b>Early</b><br>ON – Wentworth, Prescott, Russell, Carleton<br>ON –  Huron<br>QC – Lévis, Bellechasse<br>QC –  Abitibi, Témiscamingue, Drummond, Bagot, Saint Hyacinthe, Richelieu, Verchères, Rouville, Deux Montagnes, Terrebonne<br>BC –  |
|  | <b>Mid</b><br>ON –  Leeds, Grenville, Lanark, Renfrew, Bruce<br>QC – Québec, Montmorency, Montmagny<br>QC –  Labelle, Papineau, Gatineau, Argenteuil, Pontiac, L'Assomption, Montcalm, Joliette, Berthier, Maskinongé   |
| <b>Late</b><br>ON –  Grey<br>QC – L'Islet, Kamouraska<br>QC –  Saint Maurice, Champlain, Lavolette, Portneuf<br>AB – South/Central |   |

# See you in the Prairies

## 2012 National Holstein Convention set to take place in Brandon, MB from April 18-21, 2012.

If you haven't experienced the beauty of the west, now is the perfect opportunity to visit the prairies by booking your trip to the 2012 National Holstein Convention in Brandon, MB.

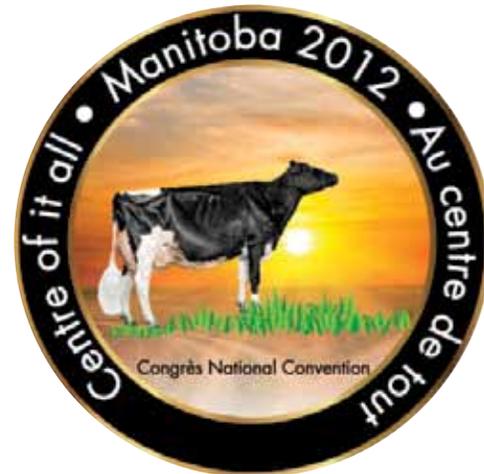
Scheduled for the usual Convention date in April, the Convention

Organizing Committee has been busy planning a spectacular timetable of events.

For the first time in Convention history, all activities will be held under one roof including the hotel, Annual General Meeting (AGM), Master Breeder Banquet, Show, and Sale.

To register for this event, please visit: [events.holstein.ca](http://events.holstein.ca)

Mark your calendar to experience all Manitoba has to offer! 🇨🇦



Rainyridge Tony Beauty (EX-5E-CAN 9\*)—Grand Champion Royal Agricultural Winter Fair 1993— is one of the many foundation cows that MB has produced over the years.

## 2012 National Holstein Convention Schedule Brandon, MB

|                              |   |
|------------------------------|---|
| <b>WEDNESDAY, APRIL 18th</b> |   |
| All Day                      | Arrival & Registration • Victoria Inn, Winnipeg                   |
| <b>THURSDAY, APRIL 19th</b>  |   |
| All Day                      | Registration • Victoria Inn, Winnipeg • CanadInns, Brandon        |
| Depart 7:30am                | Tour Day – Farms & Tourism • Offsite                              |
| 6pm                          | Welcome Dinner "On the Prairies"/Sale Preview • Westoba Ag Centre |
| 7pm                          | Sale • Westoba Show Ring  |
| <b>FRIDAY, APRIL 20th</b>    |   |
|                              | Registration • Salon B, Keystone Centre, Brandon                  |
|                              | Show Day • Westoba Show Ring                                      |
|                              | Alternate Tour • Brandon and area                                 |
| Evening                      | Master Breeder Awards Banquet • Manitoba Room                     |
| <b>SATURDAY, APRIL 21st</b>  |   |
| 10am - 2pm                   | Registration • Salon B, Keystone Centre, Brandon                  |
|                              | Annual General Meeting of Members • Manitoba Room                 |
| Evening                      | Manitoba Social • Roadhouse, CanadInns                            |



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