

info **Holstein**

October/November 2012 issue no. 118

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

Members Recognized *For Sustainable Efforts*



The Royal
2012
Preview pg. 7

See You in November!



Holstein Canada Member Package

A special package has been created for Holstein Canada Members to entice participation of our domestic producers.

For the price of **\$475**, members will receive admission to the following events:

TUESDAY, NOVEMBER 6th

- World Symposium (lunch, breaks included)
- Northern Lights & Winter Nights Gala

WEDNESDAY, NOVEMBER 7th

- World Symposium (lunch, breaks included)
- WHFF General Assembly Meeting

World Holstein Conference

November 6 & 7, 2012

"Holsteins Today for a Better Tomorrow" **Symposium** topics include...

Genomic Developments – Past, Present and Future by Didier Boichard
Farm Succession – Planning for the Next Generation by Elaine Froese
Increasing the Human Benefits of Milk by H el ene Soyeurt



Holstein Canada



YouTube



events.holstein.ca

Check out the
2012 World Holstein Conference
schedule on page (9)

Editor Christina Crowley
Chief Executive Officer Ann Louise Carson

Board of Directors

President Glen McNeil, ON
519.524.4696
heaholme@hurontel.on.ca

Vice-President & Board Chair Richard Bosma, BC
604-557-1769
rjbosma@hotmail.ca

Ron Boerchers, SK & MB
204-447-2047
rainyridge@mymts.net

John W. Buckley, ON
705-324-4017
jkbuckley@live.com

Robert Chabot, Qc
418-596-2230
rchabot@genibeq.com

Elyse Gendron, Qc
450-265-3147
e.gendron@xittel.ca

Mario Perreault, Qc
450-839-7190
vieuxsaule@satelcom.qc.ca

Orville O. Schmidt, AB
780-986-5746
southrisegen@yahoo.ca

Ron Sleeth, ON
613-353-2475
eilevale@kingston.net

Harry Van Der Linden, ATL. CAN
902-863-3063
linden@ant.eastlink.ca



Holstein Canada

Design by Blueprint Agencies Inc.
10 Scott Ave., Paris ON 519.442.1242

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ON THE COVER: Grant and Pamela Martin with sons Neil, Graham, Todd, and Adam are pictured on the cover of the newly-redesigned Info Holstein. Sunholm Farms was one of four nominees selected for the first-ever Dairy Farmers of Canada Sustainability Award.

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Nominations Open

It's a Small World

by Holstein Canada Chief Executive Officer,
Ann Louise Carson

I AM SURE the saying 'it's a small world' is pronounced countless times per day in all sectors of life. However, my feeling is this great expression must be heard most often in our amazing Canadian agricultural industry...and more specifically, in the Holstein family! Allow me to share why I feel this way.

Our beautiful, hard-working Canadian cow has brought so much to Holstein Canada members for nearly 130 years—from stable employment to great food. Most of all, she has allowed fellowship and friendship, far beyond your local community. Perhaps one of your current longtime friends, from another province or even country, was a mere stranger a few years ago who called you in response to an ad promoting one of your cows. Or who dropped by your farm or show string. Or who worked as a trainee in your barn and lived with your family – while coming from a faraway and exciting country!

On a personal level, I have never felt this bond as strongly as in recent months. In going out to events to meet members, I have been able to make so many 'small world connections' due to my Holstein background. And I have been fortunate to make new connections. All of this makes new beginnings feel so much more familiar.

The secret is to keep making those connections. In November,

many of you will attend the World Holstein Conference, which Canada will have the honour of hosting for the first time in our long-standing history. Other Holstein Canada members will gather in Toronto for show days.

World Conference means hundreds of new international guests will join the already very high number of international Holstein enthusiasts who attend the Royal each year. Some participants will also be on the Pre-Conference tour and take in the Quebec International Holstein Shows and enjoy farms in Québec and Eastern Ontario before heading to Toronto area farm tours. Whether you are at the Conference itself (an event not to be missed!), at the shows, or hosting an international group on your farm, what great opportunities you will have to meet new people and create new connections. We thank you in advance for taking the time to chat with our international guests to make them feel welcomed and to give them a peek of what real Canadians are all about.

And who knows, you may just run into someone who knows someone you know - thanks to our great Holstein cow. Indeed, it is a small world! 🐄



Holstein Canada CEO Ann Louise Carson recently presented Macdonald College of McGill University with a Veteran Member and Breeder Certificate recognizing their efforts in breeding animals and being a Holstein Canada member for 100 years. Accepting the award and pictured with Ann Louise is Paul Meldrum, Farm Manager at Macdonald College. Ann Louise has a long-standing history with Macdonald College as she is a third generation graduate of Macdonald College—her grandmother, father, brother, also attended Macdonald College! What a milestone within itself!



Holstein Canada is committed to sponsoring and funding youth initiatives across Canada. In addition to awarding the Education Awards each year, Holstein Canada is also proud to sponsor many other youth events including the Western Canadian Classic (WCC). At the 2012 Competition, Katelyn Crest (AB) was named Grand Champion Showperson, an award which Holstein Canada sponsors.



Nick Brown Appointed to Young Adult Advisory Committee

Education Awards Recognizes the Best of Holstein Youth

THE EDUCATION AWARDS sponsored by Holstein Canada provide the perfect opportunity to not only recognize the best of Canadian youth in the Holstein industry, but at the same time, help to pay for the demanding costs of a post-secondary education.

If you are interested in applying for one of six bursaries of \$750 each, you must complete the online application form or print off the PDF version of the application form and submit via fax or mail to Janet Walker, Young Adult Coordinator at Holstein Canada. Janet can be reached at jwalker@holstein.ca or by calling 519-756-8300 ext. 267.

Please keep in mind that in order to apply for the Education Awards, you must be a regular or junior member of Holstein Canada, or be a son/daughter of a member. You must have completed at least one year of University/College (or Cégep in Québec) and be returning to school within the calendar year. In addition, it is asked that you submit your official (original) transcript, copy of resume, and completed award application.

To find more details on the 2012 Education Awards, visit:
> www.holstein.ca > **Young Adults > Awards (tab) > Education Award Form (third tab from the left)**

The deadline to apply for the Awards is Friday, November 30, 2012. 🇨🇦

After the departure of Jon Raymond Dykstra from Holstein Canada's **Young Adult Advisory Committee (YAAC)** to become a classifier with Holstein Canada, the Committee is pleased to announce the recent addition of Nick Brown, Lower Cove, NB to represent Eastern Canada on the Committee.

NICK BRINGS a passion for youth activities and an appetite for learning as well as extensive knowledge of Holstein Canada youth initiatives as a past participant in recent Holstein Canada youth programs.

Brown attended the 2011 and 2012 Conventions in Halifax, NS and Brandon, MB as a Young Adult program participant and was also a 2010 Holstein Canada Education Award winner.

Actively involved full-time in his family's 300-cow Holstein herd, Brownhill/Brownsville Farms Ltd, with his parents David and Edith Brown and three younger brothers, Nick is solely responsible for breeding decisions and herd management. Brown has future plans of purchasing the dairy farm and continuing the family operation as the fourth generation on the farm.

Nick graduated from the **Nova Scotia Agricultural College (NSAC)** in 2011 with a Bachelor of Science and is a provincial public speaking champion in New Brunswick.

Welcome Nick! 🇨🇦



YOUTH CORNER



CAMERON TOWERS Named 2012 Canada-Australia Exchange Winner

Cameron Towers Named 2012 Canada-Australia Exchange Winner

EARLIER THIS FALL, Holstein Canada and Semex were proud to announce the selection of the 2012 Canada-Australia Exchange winner— Cameron Towers of Glencoe, ON.

Cameron recently completed a Bachelor of Science in Agriculture from the University of Guelph and worked this past summer as an Agronomy Assistant with Monsanto based in Lethbridge, AB.

Towers was an excellent choice as his in-depth knowledge of on-farm practices has been fostered by being very active in his family's Macksvilla operation. Cameron is involved in all aspects of his family's 120-head milking cow operation

and is excited to work with his father in developing a solid Macksvilla herd with strong pedigrees.

Once notified of winning this prestigious exchange, Cameron shared he was very excited for the opportunity, "I am honoured and thrilled to have been selected as this year's exchange representative. I can't wait to learn about the dairy industry 'down under' and to see how the same elite genetics work in vastly different environments. Thank you to Semex and Holstein Canada for making this possible."

Best of luck in your adventures, Cameron! 🇨🇦

Becoming a Junior Member At Holstein Canada

IN 2011, there were 195 Junior Members at the Association. Of those, 44 were new Junior Members while the other 151 renewed their Junior Membership.

Junior memberships are a key youth engagement initiative to keep dairy youth across Canada active and interested in owning, breeding, and developing their own animals.

Have you ever thought of becoming a Junior Member or know of a keen dairy enthusiast who would benefit from becoming a Junior Member at the Association?

An individual between the ages of 12 and 21 is eligible to be a Junior Member. They are entitled to all of the privileges and benefits of a regular member except the right to vote.

Benefits of becoming a Junior Member include:

- Membership free up until the age of 21
- Lower rates to register animals
- Receives bi-monthly publication, *Info Holstein*

- Receives local support from Holstein club and provincial branch services
- Prefix is registered for their exclusive use to name animals bred by the member
- Eligible to apply for Education Awards

Junior memberships become void following the membership anniversary date following the person's 21st birthday.

To become a Junior Member, an Application for Membership is to be completed and forwarded to Holstein Canada along with a copy of the individual's birth certificate.

To download and complete an Application for Membership, visit the website at:

- > www.holstein.ca > Association > Membership & Services (tab) > "Related Docs" (top right-hand corner)
- > Membership Application

If you have any further questions, you can also contact the Customer Service team at Holstein Canada at 519-756-8300. 🇨🇦



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The Royal 2012

90 YEARS
AGRICULTURAL
WINTER FAIR

- 1 CALLUM MCKINVEN**, Canton de-Hatley, Qc is the Official Judge for the National Black and White Holstein Show
- 2 BRUCE MODE**, Vankleek Hill, ON has been named the Associate Judge for the National Black and White Holstein Show
- 3 GERALD COUGHLIN**, Peterborough, ON will officiate the National Red and White Holstein Show

2012 ROYAL PREVIEW

DATE	TIME	EVENT/VENUE	JUDGE(S)
SUNDAY, NOV. 4	6 p.m.	TD CANADIAN 4-H DAIRY CLASSIC	Mike West, ON (Showmanship)
MONDAY, NOV. 5	8:30 a.m.	Ricoh Coliseum	Paul Hunt, AB (Showmanship) Donald Dubois, Qc (Conformation)
THURSDAY, NOV. 8	9 a.m.	RED AND WHITE HOLSTEINS Ring of Excellence	Gerald Coughlin, ON
	2 p.m.	BLACK AND WHITE JUNIOR AND INTERMEDIATE CALVES Ring of Excellence	Callum McKinven, Qc Bruce Mode, ON
	5 p.m.	HOLSTEIN SALE OF STARS Ring of Excellence	
FRIDAY, NOV. 9	7:30 a.m.	BLACK AND WHITE SHOW (starting with Senior Calves) Ricoh Coliseum	Callum McKinven, Qc Bruce Mode, ON
SATURDAY, NOV. 10	2 p.m.	SUPREME CHAMPION Ring of Excellence	

Continued Monitoring of Show Ethics at RAWF

HOLSTEIN CANADA will continue to enforce all rules and regulations for showing Holstein Cattle at the **Royal Agricultural Winter Fair (RAWF)** this coming November. This is an important investment to ensure a fair competition and to help protect the reputation of our dairy industry.

By submitting an entry form to the RAWF, an exhibitor "agrees to abide by the rules and regulations applicable to the show(s) entered." All rules and regulations can be found on Holstein Canada's web site at:

> **Awards & Shows** > **Shows (tab)** > **Related Docs (top right-hand corner)** > **Rules and Regulations**

We are pleased to report a reduction of major infractions during the 2011 show; however we did see an increase

in wrapping hocks. We want to remind all exhibitors that wrapping hocks or draining fluid from hocks, unless authorized by a veterinarian, is a minor infraction.

For a first offence of a minor infraction, exhibitors are put on probation for three years and assigned an administrative fee of \$1000 per infraction. A second minor infraction offence results in a two-year suspension followed by two years on probation. As well, the animal's placing will be removed, prize money returned, and administrative fees charged. If applicable, the exhibitor will be removed from Holstein Canada's National Judging List after a second offence. All infractions are considered serious.

Best of luck to all exhibitors during the 2012 RAWF Holstein shows! 🐄



#1 REASON TO ATTEND THE 2012 WORLD HOLSTEIN CONFERENCE

REASONS #10 THROUGH #2 WERE FEATURED IN THE JUNE-JULY AND AUGUST-SEPTEMBER ISSUES OF INFO HOLSTEIN.

#1 THE PEOPLE, ENOUGH SAID

Come and meet not only fellow Canadians, but international guests and Holstein fraternity who would love to meet and talk "cow" with you. The World Holstein Conference attracts visitors from every area of the Holstein industry and with over 30+ countries in attendance in addition to the many Holstein Canada members who are attending, what a more perfect venue to network and meet like-minded dairy enthusiasts when you attend the 2012 World Holstein Conference!!!

#2 HOLSTEINS — OUR ONE TRUE LOVE

#3 ROYAL AGRICULTURAL WINTER FAIR AND QUEBEC INTERNATIONAL HOLSTEIN SHOWS

#4 FOOD AND DRINKS ANYONE?!

#5 THE FARM TOURS — YOU HAVEN'T SEEN ANYTHING YET!

#6 THE SYMPOSIUM SPEAKERS — SOMETHING FOR EVERYONE

#7 WORLD YOUTH CONFERENCE

#8 LEARN ABOUT CANADIAN HISTORY AND TRIVIA

#9 LOCATION, LOCATION, LOCATION

#10 FIRST WORLD HOLSTEIN CONFERENCE TO TAKE PLACE IN CANADA

Holstein Canada's Connection to the World Holstein Friesian Federation

2012 World Holstein Conference marks the pinnacle event for WHFF

HOLSTEIN CANADA has a long-standing history with the **World Holstein Friesian Federation (WHFF)**, holding a seat on the 11-person council, filled by Holstein Canada CEO Ann Louise Carson. This year in particular will be special for strengthening the Association's relationship with the WHFF when Canada hosts the 2012 World Holstein Conference. The World Holstein Conference is the venue in which WHFF representatives and council members meet to discuss timely topics related to the Holstein industry.

WHFF is a non-governing body of Holstein Associations from around the world. The Council is a forum for countries to work toward providing the tools for dairymen around the world to be confident that within the Holstein breed, the genetic information required to maximize their profits is available, understandable, and reliable. It is notable that the membership covers the spectrum from highly developed countries to developing countries. Countries set their own priorities and pace for implementation based on the requirements and resources.

In recent years, discussions at WHFF have centered around harmonization of classification; the process of identifying and coding recessive genes; Federation structure and effectiveness; relationships with other world organizations such as **International Committee on Animal Recording (ICAR)** as well as **Interbull** and **genomics**. The focus of WHFF is standardization and harmonization in the collection of data and the dissemination of information.

These conversations at WHFF impact the

members of Holstein Canada because trade in Holstein genetics continues to grow between countries worldwide. The historic international movement of semen and embryos and superior Holstein genetics is rapid and continuing to grow—the next great bull could literally come from anywhere. Regardless of where they live, breeders and dairy producers need to feel confident that published genetic information is consistent and reliable.

The significance in hosting a World Holstein Conference is that the conference provides an opportunity to showcase the Canadian Holstein and dairy cattle genetics industry. As well, opportunity is available for the international community to see the structures, the processes, and the efforts of all the players within the Canadian dairy industry—with a particular emphasis on the role of the dairy producer.

For Canadian producers this is a wonderful opportunity to hear the perspectives from countries from around the world. Many of the presentations at the World Symposium will identify considerations for the future, while others will serve as a 'heads up' to what needs to be considered for your farm. Perhaps most significant is the occasion to learn. To learn how dairy producers in other parts of the world see their future; to learn the strengths of their genetic improvement industry and perhaps where there could be enhancements; to share information and ideas on breeding and management; and perhaps most importantly—develop new relationships that make life-long friends. 🐄



Nov. 1

All Day
Arrival in Montreal, Quebec

Evening
Registration

Nov. 2

7:30 - 16:00
Pierre Elliott Trudeau Tour: "Astonic, Gen-Com, CIAQ, La Presentation"

8:00 - 16:00
Bus to Quebec International Red & White Holstein Show, St-Hyacinthe, Qc

16:00 - 18:30
Embryo Sale at show grounds

19:00
Welcome Reception & Genomic Power Sale

Nov. 3

08:00 - 16:00
Bus to Quebec International Black & White Holstein Show, St-Hyacinthe, Qc

08:00 - 13:00
Montreal City Tour

17:00 - 19:00
Grand Champion Buffet

Nov. 4

All Day
Travel to Toronto (via Ottawa)

07:00 - 18:00
Sir John A. Macdonald Tour: "Gillette, Ottawa, EastGen, Toronto"

World Holstein Conference 2012

Schedule of Events

Main Conference

Nov. 4

19:00
T.O. Surprise Dinner

18:00 - 22:00
WHFF Council, Holstein Canada Board, Youth Dinner at CN Tower

Nov. 5

All Day
Farm Tours

07:30 - 16:30
Wayne Gretzky Tour: "Summitholm, Holstein Canada, Maple Wood"

07:30 - 16:30
Terry Fox Tour: "J&L Walker, Maple Keys, GayLea Dairy Heritage Museum"

07:30 - 16:30
Shania Twain Tour: "Fafard Sculptures, Stantons, Wikkerink"

08:00 - 16:30
David Suzuki Tour: "Bosdale, Claynook, Cityview, Springbank Show Countess"

08:00 - 16:30
Alexander Graham Bell Tour: "Armstrong Manor, Altona Lea, Tara Hills Stud"

07:30 - 16:30
Sidney Crosby Tour (Youth Conference): "Cranston, Summitholm, Bosdale"

20:00 - 22:00
Multi-cultural Social Soir"eh"

Nov. 6

08:30 - 16:00
Toronto City Tour

08:00 - 17:00
World Symposium

18:00 - 22:00
Northern Lights & Winter Nights Gala

Nov. 7

08:00 - 12:00
World Symposium

13:30 - 17:00
WHFF General Assembly

19:00 - 21:00
International Reception

Post-Conference

Nov. 8

07:30 - 18:30
Niagara Falls Tour

13:30 - 17:00
Royal Agricultural Winter Fair Red & White Holstein Show

18:30 - 21:00
Sale of Stars

Nov. 9

07:30 - 18:30
Royal Agricultural Winter Fair Black & White Holstein Show

THE TIME HAS COME

AFTER YEARS of planning and anticipation, the 2012 World Holstein Conference is set to kick-off on November 1st in Montreal, Qc! As more than 500 people gather from 30+ countries and meet with Holstein Canada members from across the country,

the 13th World Holstein Conference promises to be a stellar event! See the following Schedule of Events to familiarize yourself with all Conference activities so YOU can be part of all the action. See YOU in November when Canada welcomes the World!

2012 WORLD HOLSTEIN CONFERENCE PROFILE

WHAT: 2012 World Holstein Conference

WHEN: November 1-9, 2012

WHERE: Pre-Conference in Montreal, Qc (Nov.1-4) Alt Hotel, Montreal, Qc & St. Hyacinthe, Qc
Main-Conference in Toronto, ON (Nov. 4-7) Westin Harbour Castle Toronto, ON
Post-Conference in Niagara Falls and Toronto, ON (Nov. 8-9)

WHO: Canada can expect to host close to 500 international visitors to the Conference in addition to the domestic producers and Holstein Canada members who are participating from across the country.

WHY: This "Olympic-style" event is only held every four years and Canada has never had the honour of hosting. The Conference program schedule is jam-packed with a host of activities that allow for learning; networking; and socializing, all while sharing our passion on the common thread that ties us all together—the love for the Holstein cow!



GRASSED WATERWAYS REDUCE
erosion of sloped land at Ferme M.
Grenier et fils. Ferme M. Grenier were
the first-ever winners of the 2012 Dairy
Farmers of Canada Sustainability Award.

Members Recognized

for Sustainable Efforts

Farmers are pioneers of the land and stewards of the environment. Our members play a significant role in preserving the land for future generations to continue dairy farming and no one takes their job more seriously than farmers. Dairy Farmers of Canada (DFC) recently began the first-ever Dairy Farm Sustainability Award and in July at the DFC annual meeting held in St. John's, Newfoundland, the winner was announced.

Prior to announcing the winner, four finalists were named by a panel of judges after nominations were sought in late fall 2011. Three of the four finalists selected were Holstein Canada members. These members were chosen to vie for the top spot of being recognized as adopting on-farm management practices that extend beyond standard industry practices and meet objectives defined in DFC's sustainable strategy.

The following is a profile on each of the Holstein Canada members who were chosen as finalists for the

DFC Sustainability Award, including a profile on the winners, Ferme M. Grenier et fils of Stanstead, Qc.

Anita Grenier and Rock Simard of Ferme M. Grenier et fils received a prize of \$2,000 and a trip to receive the award in person at the DFC annual meeting in Newfoundland. The three runner-up finalists each received a prize of \$1,000.

Congratulations to these Holstein Canada members in being recognized for their sustainable efforts and special congratulations to Ferme Grenier et fils on being selected the first-ever winner!

.....

TO BE ELIGIBLE, NOMINEES MUST HAVE HAD TOO:

Be a dairy farmer with quota holdings in Canada

Have a dairy operation with an up-to-date Environmental Farm Plan developed in accordance with applicable provincial programs

.....

SELECTION CRITERIA

Nominations were evaluated on the following four areas with sample criteria for each:

ENVIRONMENTAL SUSTAINABILITY

On-farm practices have resulted in noticeable and measurable improvements in water quality, soil, energy, waste reduction, etc.

FINANCIAL VIABILITY

Practices are financially viable over the long-term.

SOCIAL IMPACTS

Promotion of on-farm practices has led to improved reputation of the dairy industry.

REPRODUCIBILITY

Must have demonstrated innovation and leadership.

.....

SELECTION PROCESS

A panel of sustainability experts from across the country with diverse backgrounds and expertise, including farmers, academia, and government and agricultural groups helped in the selection of the nominees and winner from the 14 nominations DFC received.

*With excerpts taken from Dairy Farmers of Canada.

A 2012 WINNER

Ferme M. Grenier et fils Inc.
Prefix: FMG
Stanstead, Quebec

A Holstein Canada member for 25 years, Anita Grenier and Rock Simard of **Ferme M. Grenier et fils** are committed to being innovative and trying new things for the betterment of the cow, the land, and their family. Farming with their two sons, Benoît and Alain, Anita and Rock have become pioneers in their area for their ongoing efforts in sustainability. Milking 90 cows with 100 kg of quota and a total of 145 purebred Holsteins, they are particular in how their 150 hectares of land is used and are consciously aware of the habitat surrounding their farm in the Estrie region.

Crop rotation of corn, soy, and hay for feeding the herd is just one measure they use to reduce the environmental footprint on their farm. Another measure includes roasting soy to facilitate digestion by cows, which helps reduce greenhouse gases. Instead of replacing equipment or buying new, Anita and Rock aim to modify equipment, just like they did to their cropper to produce wider rows, which dry faster and helps to reduce labour and

overall amount of diesel used. Because many fields around the farm are hilly, they have implemented several practices that reduce erosion of the soil: reduced tillage, adding cover crops to stabilize the soil, and grassed waterways, which helps to reduce the speed of water runoff.

Prior to milking cows, Anita's parents had a beef operation in the mid-1960s before they decided to enter the dairy industry. In the current main barn milk house, a plate cooler was added to help cool the milk faster to reduce energy expenses. Oldest son, Benoît, who came home to the family farm in 2009, has now become an owner and is responsible for the management of the herd. Younger son Alain is home also working full-time, but with an interest in the field work.

Anita is not afraid to share her passion for conservation and sustainability. The farm has been a member of the Eastern Townships Agri-Environmental Club for 12 years where Anita has served as a board member for 10 years and has been President for five years. Just last year, Anita spoke at a conference regarding sustainable agriculture practices, and farmers come to their farm for field days to learn directly from Anita and Rock.

B NOMINEES

Lakeside Dairy, Alberta
Prefix: Trejey
Legal, AB

Located close to Legal, AB, this 1,000 hectares farm is home to Jeff Nonay, who is a partner with five other family members in the Lakeside operation. Milking close to 180 Holsteins under the **Trejey** "prefix" in a modern free-stall facility, the sheer number of cattle and hectare of land keep the Nonay family very busy. In addition to their dairy operation, they cultivate 2,500 acres of grain, canola, and seed potatoes. Despite their busyness, they have made a commitment to on-going sustainability throughout their farm and it is evident by the number of initiatives they have researched and implemented.

A keen advocate for the dairy industry, Lakeside Dairy is well-known for their use of gypsum, which they use for bedding. They mix clean, unused drywall with wood shavings for cow bedding. The bedding is composted with manure and chicken litter from a neighbouring farm. In addition to the innovative cow bedding, cow comfort is a high priority. The modern free-stall facility is designed to maximize natural ventilation and lighting.



A



B



C

Additional drywall is also used as a fertilizer for the fields as the sulfate in drywall decreases the pH in manure, reducing ammonia and greenhouse gases by 90% or as much as 3,000 tonnes of CO₂-equivalent annually. When used as fertilizer on the land, it adds sulfate and calcium, retains nitrogen, all which adds to healthy plant growth. In addition, they reduce tillage on fields; put up windbreak fence lines to help reduce soil erosion; rotate crops; and sample soil of all fields each year. 80% of their farm's fertilizer needs are met through their compost.

The use of professionals including nutritionists and agronomy consultants helps Lakeside Dairy ensure they are maximizing all areas of their dairy operation to guarantee they are being profitable while being sustainable at the same time. Lakeside shares their sustainable efforts and continued advocacy through their website www.lakesidedairy.com.

C SUNHOLM FARMS
 Prefix: Sunholm
 Ethel, Ontario

Holstein Canada members, Grant and Pamela Martin, own and operate **Sunholm** farms in Huron County—an

operation which has been registered with Holstein Canada for five years. Milking 80 cows and cropping 680 acres of land while raising four young boys has proven to be a very busy lifestyle for the couple.

As part of the 'local' initiative, the Martin family does direct-to-consumer organic pasture-raised meat, eggs and dairy products. Certified Organic and meeting Local Food Plus standards since 2006, the farm ensures they meet all standards, which include production measures relating to animal welfare, enhanced biodiversity, energy conservation, and fair labour practices. In January 2012, the Martin's were named the winner of the Outstanding Dairy Producer award by the Organic Council of Ontario.

Organizing pasture to ensure all fields are maximized to their full potential takes meticulous work to restrict cattle from municipal ditches, woodlots, and streams. Rotational grazing is used on the farm where cows go to a new pasture twice daily from early spring through to late fall.

The Martin's recognize that cow comfort is something that is going to become increasingly more important

on all livestock farms as animal welfare becomes significant in the eye of the consumer. Their bedded pack barn provides natural light and has a well-insulated ceiling to keep out winter cold and summer heat when the cows are in the barn and not pasturing. Dairy herd improvement services are used to ensure cow rations are balanced for lower protein, lower ammonia losses, and lower greenhouse gas emissions to ensure the highest milk quality.

In addition to their keen focus on the dairy operation, an emphasis on preserving their farm land is notably as important. A double row wind break has been erected as well as many trees have been planted each year to help stop wind erosion on their land.

Grant credits the strong influence of his father, Lyle Martin—founding member of the Ecological Farmers Association of Ontario and past CanWest DHI Member—in encouraging Grant to lead the way in sustainable efforts on their farm and in their community.

Congratulations to these Holstein Canada members in being recognized for their efforts! 🍀

by Dairy Farmers of Canada
Assistant Director, Strategic Communications
Thérèse Beaulieu

Canadian Dairy — A Source of Pride!

DAIRY FARMERS across Canada have likely noticed there has been more media attention on supply management in the past year. This follows the announcement by the Canadian Government that they were seeking entry in the negotiations of the **Trans Pacific Partnership (TPP)** last November and their welcome by fellow members in the spring. The official entry of Canada is coming up in October and the first TPP negotiations Canada is expected to take part in are scheduled for December in New Zealand.

CONTRARY TO THE SPECULATION you may have read in the media, the Canadian government has not changed its position on supply management! The Dairy Farmers of Canada and Holstein Canada leadership know that. The Canadian government has signed many trade deals over the years, while we have kept supply management. Over the years, you, the dairy farmers in this country, have invested in making your farms better, more efficient, and a better place to live.

In July, Glen McNeil, President of Holstein Canada, addressed the Dairy Farmers of Canada assembly in these words:

.....

“In representing 11,000 members in Canada, we have discussed our responsibility of advocacy and lobbyist position in support of supply management. However, Holstein Canada has no desire to reinvent the wheel. At our recent Board of Directors meeting last week, we had a motion that was unanimously supported to communicate and verbalize our support of DFC with regards to supply management. Rather than motherhood statement, we want this assembly and DFC to understand both our commitment and offer of assistance to support DFC.”

.....

DFC welcomed this support by Holstein Canada to share in our strategy to promote the good news stories in the dairy industry in the media and using our own social media channels. The upcoming World Conference in November will once again show what the dairy farmer community – in Canada or elsewhere in the world knows: farmers in other countries respect the leadership and innovation of Canadian dairy farmers in shaping the evolution of dairy genetics. This conference is an opportunity, which DFC and Holstein Canada intend to seize, to show the 98% of Canadians outside of agriculture some of the achievements of Canadian dairy farmers!

The dairy industry in this country is essential to the economy of many rural areas. With innovative thinking, care for their animals, and adoption of technology, farmers have shown many times over, their entrepreneurial skills and how they benefit the country. A great number of you have interesting stories to tell and have different styles in which you prefer to tell them.

This is why DFC has created a few spaces for farmers to take advantage of—using modern communication and social media. The thing with social media is that it will be as good as the conversation and the people having the conversation - will make it! You may already be aware that Farm Credit Canada has put forward the same argument – that farmers need to tell their stories with the slogan ‘**Agriculture More than Ever,**’ which is also a website that can be found at www.agriculturemorethanever.ca.

The same motivation is behind DFC’s investment in increasing the profile of dairy farmers and showing off the positive attributes of this great industry! DFC is on Facebook ([Facebook.com/yourmilk.ca](https://www.facebook.com/yourmilk.ca)) and Twitter (@dfc_plc), and have also created a blog on



Holstein Canada and Dairy Farmers of Canada recently partnered to spread good news stories.

ANDREW CAMPBELL OF STRATHROY, ON farms with his parents, Wayne and Phyllis under the Bellson prefix. Andrew is part of the next generation of keen dairy farmers engaged in social media — using all forms of social media to be an advocate for the Canadian dairy industry.

dairyfarmers.ca called **Farmers Voice**. Also, if you have not yet seen the 100 reasons to choose Canadian milk (100CanadianMilk.ca) make sure to check it out! You probably have ideas to add to bring these reasons up to 100.

The one thing in common with all these tools? They are there for you, as farmers, to provide content! We'd love to hear from you! Maybe you like to take pictures of your farm? You may want to share these on Facebook.com/100percentCanadianmilk. Would you consider at least liking our pages or sharing some pictures or comments, if you are on Facebook? This provides a great avenue to share your personal story and connect not only with other dairy farmers from across Canada, but share your story at the same time

with the Canadian consumer—who is waiting to hear from dairy farmers like yourself.

DFC's theme in all these initiatives remains **'a source of pride!'** It is a natural fit with the attitudes of dairy farmers: proud to produce high quality milk; proud of achievements; pride in work well done; pride in animals; pride in the knowledge we share to continually improve; pride in working with experts (nutritionists, veterinarians, etc) to be the best we can and do the best job as the dairy farmers of Canada.

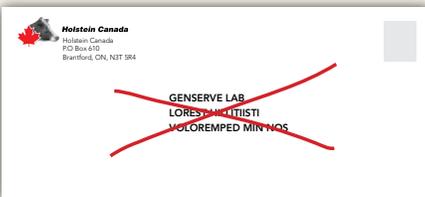
Farmers are doers. Now, it is time for show and tell. We hope you'll join us in spreading positive information about Canadian dairy farmers like yourself. 🇨🇦

Mailing of DNA and SNP Genotype Samples

HOLSTEIN CANADA remains diligent in moving towards the goal of acquiring only one sample for genomics, parentage verification, and diagnostic testing to simplify the process for both breeders and the Association.

Holstein Canada has changed the label on the parentage verification request envelope; **all samples should now be mailed to Holstein Canada.**

To ensure an efficient and automated workflow; Holstein Canada has the ability to work with multiple labs; therefore all samples must be received and catalogued at Holstein Canada. Cataloguing samples consists of capturing the animal information, requested test information, sample type, and client information for billing. Samples are then directed to the appropriate laboratory, along with the corresponding electronic data required by the lab to complete the test.



If you have any old envelopes with the GenServe lab address, please re-label and send samples directly to:

Holstein Canada
P.O. Box 610
20 Corporate Place
Brantford, ON, N3T 5R4

If you have any questions or comments, please contact the Customer Service team at Holstein Canada at 519-756-8300. 🐄

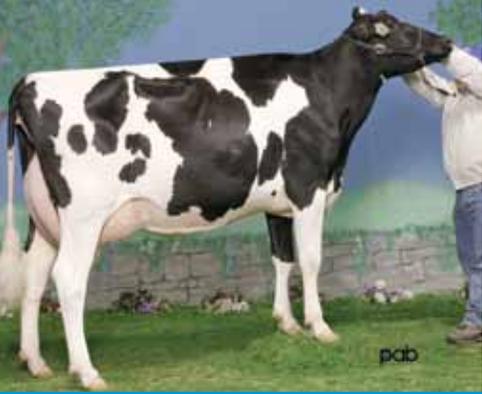
Goldwyn Surpasses Storm with Most EX Daughters

IN LATE AUGUST, Braedale Goldwyn surpassed Maughlin Storm with the most EX daughters classified in Canada. 903 Goldwyn daughters have been scored EX with an impressive 85% GP or better on 30,557 daughters scored! Following closely in second, Storm has 850 EX daughters and rounding out the third position is Comestar Outside with 835 daughters. 🐄

SIRE	NUMBER OF DAUGHTERS CLASSIFIED EXCELLENT
Braedale Goldwyn	903
Maughlin Storm	850
Comestar Outside	383
Silky Gibson	732
Canyon-Breeze Allen-ET	672
Comestar Lee	665
Startmore Rudolph	575
Comestar Lheros	566
Comestar Stormatic	549
Ladino Park Talent-IMP-ET	494



Braedale Goldwyn Daughter, RF Goldwyn Hailey, was recently added to an elite list of cows in Canada to score EX-97. Hailey scored 97-points in Mammary System; 97 points in Feet and Legs; 97-points in Dairy Strength; and 94-points in Rump. Hailey was named Reserve All-Canadian and All-American 5-Year-Old in 2011 after being named Reserve Grand Champion at the Royal Agricultural Winter Fair. Hailey is owned by Gen-Com Holsteins of Notre-Dame-du- Bon-Conseil, Qc.



FOLLOW IN GILLETTE BLITZ

2nd Wind's footsteps by nominating a cow you have bred, owned, or know that is deserving of the title of 2012 Cow of the Year. The annual award will be presented at the 2013 Annual General Meeting in Niagara Falls, ON. Nominations close December 7, 2012.

Who Will Take the Title Next?

Nominations for 2012 Cow of the Year contest are now open!

EVERY YEAR, anticipation builds as the four nominees for the Cow of the Year contest are announced and then an eventual winner is named at the Holstein Canada Annual General Meeting. This prestigious award has certainly become a highlight for all Convention-goers.

The Patenaude family of Ferme Gillette Inc., bred the 2011 Cow of the Year, Gillette Blitz 2nd Wind (VG-88-3YR 35*) and own her with T-Wave Holsteins of Hokkaido, Japan. This partnership has been solidified by the success that 2nd Wind has achieved by being named Holstein Canada's Cow of the Year. Louis Patenaude has nothing but positive remarks about the competition saying, "Since this contest is decided only by breeders and Holstein Canada members, it meant a lot to our family that people felt our cow deserved this honour. We are also extremely happy to be able to share this with our amazing partner

and friend, Mr. Toshiaki Yamada of T-Wave Holsteins in Japan."

The four finalists are chosen by a five-man committee once all nominations are submitted. Nominations must be for a cow that is Canadian-bred (in milk, or have natural offspring born or embryo recovery in 2012) and is an ambassador of Canadian genetics as she exemplifies the **Canadian Kind** of breeding.

For official competition rules and selection criteria, visit:

> www.holstein.ca > Awards & Shows > Cow Awards Lists (tab) > Canadian Cow of the Year Entries

Nominations close **Friday, December 7th, 2012** and can be submitted a variety of ways including sending an email to ccrowley@holstein.ca; by fax at 519-756-5878; or through the online nomination form which can be found on Holstein Canada's website. 🇨🇦

Canada's Longest Running County Show Celebrates 75 Years

ON SEPTEMBER 3, 2012 the Ontario County Holstein Show held at the Port Perry Fairgrounds in Port Perry, ON celebrated a major milestone when it began its show 75 years strong.

A special show was planned to commemorate 75 years of winners and participants — while videos were played to display past shows, pictures were on hand to show past champions and show-onlookers even had the chance to participate in choosing Ontario County's All-Time Supreme Champion.

There is a rich history that accompanies the show. Robert 'Bob' M. Holtby is credited as the founder of the Ontario County Holstein show — Canada's first-ever "Black and White"

show in Canada in 1937. Only expecting a small number of animals to be exhibited at the first-ever show, an astounding 118 animals were shown by 17 exhibitors. Holtby's efforts were recognized at the 75th show when he was awarded the 2012 Port Perry Lifetime Achievement Award, which was accepted by Dr. Roger Holtby of Holtbyholme Holsteins, Port Perry, ON—whose great uncle was Robert M. Holtby. Holtby was also named to the Canadian Agricultural Hall of Fame in 1962 after being nominated by Holstein Canada.

Congratulations to the Ontario County Holstein Club in celebrating such a tremendous landmark in showcasing Holstein genetics at its finest! 🇨🇦



THE SMITH FAMILY of High Point Farms, Port Perry, ON, have exhibited at every one of the 75 Ontario County Holstein Shows. Robert Smith and his family were also the 2012 Premier Breeder and Premier Exhibitor of the show. Congratulations!

GLEN MCNEIL, Holstein Canada President, browses the 2012 World Holstein Conference website. To find out more information on the upcoming Conference in November or to register online by October 12th, visit events.holstein.ca



Holstein Canada *A Responsible Member of the Industry*

by Holstein Canada President,
Glen McNeil, Goderich, ON

HOLSTEIN CANADA has responsibilities to both our members and our industry partners. Through our mission statement of 'Providing leadership through genetic improvement programs to enhance the profitability for all dairy producers,' Holstein Canada has great mutual respect for all dairy breeds regardless of colour.

We are all in the dairy business.

In demonstrating this, we 'walk the talk' as we make a multi-breed registration process available in the future building on the success of our multi-breed classification program for all dairy cattle and dairy goats.

We also have a moral obligation and responsibility to our industry partners. An absolute Canadian strength is that we effectively work together with breed partners and industry partners to develop a stronger Canadian dairy infrastructure in this constantly-evolving dairy industry.

Holstein Canada, on behalf of our 11,000 members, has recently aligned with DFC in support of supply management in Canada for the benefit of our Canadian consumers and producers. A safe, high quality product with constant supply at a reasonable price for the consumer, with a reasonable return for the producer defines supply management. A dream of many citizens of the world—is a reality in Canada! This system is indeed the envy of the world from both a consumer and producer viewpoint.

Interfacing with milk recording agencies in Canada, we both

supply data to enable **Canadian Dairy Network (CDN)** to generate Genetic Evaluations for the benefit of dairy producers both within Canada and globally. CDN and the related investment in research that they are responsible for is funded 80% by AI and 20% by breeds. AI has enabled genetic progress within Canada and indeed around the world. The research, acceptance, and use of genomics has cost-effectively propelled our genetic progress forward at a rate, five years ago, we would have only dreamed about. Research, collaboration, and industry cooperation is our Canadian approach. The Canadian Genetic Evaluation system is both respected and envied worldwide. All industry partners respect and work together for the benefit of our industry both domestically and globally.

As Holstein Canada hosts the first World Holstein Conference in Canada this November, we say 'Bienvenue and Welcome!' to all Holstein Canada members who are attending from within Canada and our international friends. Every member is welcome! To all farms hosting farm tours, a sincere merci and thank you! On Tuesday, November 6th and Wednesday, November 7th, please join us in Toronto, ON as we all learn from the elite speakers at the World Symposium on topics that affect all of us on our respective farms. In Canadian tradition, we will absorb knowledge and then enjoy social camaraderie with our Conference friends and be entertained when Leahy performs Tuesday evening at the Northern Lights and Winter Nights Gala. We invite you to participate and be a part of this amazing Canadian experience. This, my friends, is history in the making! 🇨🇦



True Type Model Price Increase

Effective October 1st, the price of Holstein Canada's True Type Models has increased by \$20. The following chart reflects the new prices:

True Type Cow Black and White	\$175	Young First Calf Heifer Red and White	\$175
True Type Cow Red and White	\$175	Customized Cow	\$295
True Type Bull Black and White	\$195	Customized Bull	\$335
True Type Bull Red and White	\$195	Customized First Calf Heifer	\$295
Young First Calf Heifer Black & White	\$175		

A TRUE TYPE MODEL makes the perfect Christmas gift or birthday gift for the dairy enthusiasts in your life. As is evident in the pictures, the True Type Model has certainly progressed as the Holstein breed has evolved over the years—reflecting the traits that are desirable in present-day.

To order a True Type Model, you can

order directly online by visiting:

> www.holstein.ca > **Products > True Type Models (tab) > Order a True Type Model (Link can be found at the bottom of the page)**

Alternatively, you can order a True Type Model by emailing Carole Morgan at cmorgan@holstein.ca or by calling 519-756-8300 ext. 264. 🇨🇦

TOP SIRES ACCORDING TO AVERAGE FINAL SCORE OF 1ST LACTATION DAUGHTERS

Based on 1st Lactation Classifications from July/August 2012

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
DENISON	127	80.79	80.71	AFTERSHOCK	38	83.05	82.18
LIGHTNING	142	80.42	80.14	DAMION	69	82.58	82.71
RE DESIGN	156	80.39	80.53	DUPLEX	69	82.55	83.30
DENZEL	477	80.34	80.58	ATTIC	58	82.05	81.14
SAMUELO	289	80.33	80.13	FINAL CUT	51	81.55	80.53
MR BURNS	164	80.21	80.07	TALENT	60	81.30	81.17
HOWIE	109	80.10	79.91	FLORIAN	43	81.30	80.95
ALTAARMSTEAD	109	79.99	79.83	LOU	64	81.09	81.05
DOLMAN	269	79.86	80.23	SEPTEMBER STORM	44	80.77	80.68
ASHLAR	418	79.83	79.39	STERLING	64	80.63	81.27

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.

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

OCTOBER

ON	Glengarry, Brant, Haldimand, Norfolk, Niagara, Wentworth, Prescott	EARLY
BC	MR	
ON	Leeds, Grenville	MID
QC	Abitibi, Témiscamingue	
AB	South/Central	
ON	Russell, Carleton	LATE
QC	Dorchester, Québec, Montmorency	
ON	MR Lanark, Renfrew	
AB	Northern	
MB		

NOVEMBER

ON	Lambton	EARLY
QC	Lévis	
ON	MR Grey, Bruce, Huron, Halton, York, Peel, Simcoe, Dufferin, Ontario	
QC	MR Drummond, Bagot, Saint-Hyacinthe, Richelieu, Verchères, Rouville	
ON	Middlesex, Essex, Kent	MID
QC	Bellechasse, Montmagny	
QC	MR Labelle, Papineau, Gatineau, Argenteuil, Pontiac, Deux-Montagnes, Terrebonne L'Assomption, Montcalm, Joliette, Berthier, Maskinongé	
ON	Elgin	LATE
ON	MR Peterborough, Northumberland	
QC	L'Islet, Rimouski	
QC	MR Portneuf	

DECEMBER

ON	MR Lennox & Addington, Frontenac, Hastings, Prince Edward, Victoria, Durham, Waterloo	EARLY
QC	Kamouraska, Matapédia, Bonaventure, Matane	
QC	MR Saint-Maurice, Champlain, Laviolette, Lac Saint-Jean, Roberval, Lapointe, Dubuc, Charlevoix, Chicoutimi	
PE, NB, NS, NL	MR	
ON	Oxford	MID



Visit the Holstein Canada Store at booth 6006 at The Royal!

*Located beside Holstein Canada

Holstein Canada Check out our **NEW** official World Holstein Conference apparel plus much more!



Full-Zip Polyester Hoodie



Lightweight Wind Jacket



Beer Stein



Mitten Scarf



Chino Twill Cap



Hoser Hat

Order your one of a kind commemorative **HOSER HAT** and **BELT BUCKLE** in celebration of the 2012 World Holstein Conference this November. (Belt Buckle coming soon. Visit our website for further details.)

Order in advance on-line and have your purchases available for pick up at booth #6006 at the Royal Winter Fair and save on shipping.

To place a 2012 Commemorative ORDER.

Visit www.holsteincanadastore.com and click on the 2012 Commemorative Collection.



LOOKING FORWARD TO SEEING YOU THERE!

info **Holstein** 

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Return undeliverable Canadian addresses to:

HOLSTEIN CANADA
P.O. BOX 610, BRANTFORD, ON N3T 5R4

Tel: 519-756-8300 Fax: 519-756-3502
www.holstein.ca

Editor: Christina Crowley
ccrowley@holstein.ca

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