

info Holstein

June/July 2014 issue no. 128

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

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CHECK OUT PAGE 8 and join us on a trip across Canada to hear about different ways to do the same thing the right way in our first-ever young producer Round-Table Q&A including Nick Bokma of Bokma Farms Ltd. (above left with partners Doug Stone, Donald Bokma and Andy Bokma) **ON THE COVER:** Covergirl Dameya Bama Josee Red lounges with her herdmates. Dameya Holsteins is featured in InspiRed on page 6.

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by Holstein Canada President,
Mario Perreault, Saint-Esprit, Québec



The power of TEAMwork

DEAR MEMBERS; it is with pleasure, pride and humility that I write my first editorial to you as President. At the time of writing this, the only remaining Canadian team, the 'Montreal Canadiens' accomplished quite a feat by taking out the Boston Bruins during the hockey playoffs! While they were unfortunately eliminated in the next round, who would have thought that a development team would take out one of the best teams in the National Hockey League in the first round? Yes – with determination, discipline, hard work and most of all teamwork, anything is possible.

As for me, I am really proud to be the President of your wonderful Association and teamwork is my first priority. I am aware that being President of this great organization, comes with great responsibility. My term will be easier – and more enjoyable – with teamwork! I am fortunate to have high-caliber board members (elected by you!) by my side. And I can assure you that we work and will keep working closely with you and the industry. Our members deserve this approach – it just makes sense to work as a team.

CONCRETE EXAMPLES OF TEAMWORK IN ACTION

The following are examples of teamwork so far this year:

- Hats off to the Sherbrooke Organizing Committee for the resounding success of the 2014 National Holstein Convention!
- The 11 new Holstein Canada committees were quickly set up.
- Moving forward, and in order to show our strong relationship with Dairy Farmers of Canada (DFC), a Holstein Canada director will attend each of DFC's Provincial Annual Meetings. I will attend DFC's Annual Meeting this summer and our Vice-President will attend their Policy Conference next February.
- We will, of course, continue to strengthen our relationships with our partners from the genetics industry. Among other things, two Holstein Canada directors sit on the CDN Board, along with directors from DHI, A.I., other breeds and DFC. We are also well represented on the various CDN committees from the Research Committee to the Genetic Evaluation Board (GEB) to the Industry Standards Committee. CDN recently set up a new committee with the mandate to consider data transfer for automated milking systems. We will be a part of it! It is very important that Holstein Canada be present in all of these discussions.
- The CDN Board of Directors is thinking about making changes to the LPI, and about the relevance of a second index that would be even more cost-efficient in nature. We will of course keep you

informed of the changes expected in April 2015. Last winter at the Branch meetings, your feedback was greatly appreciated on this topic.

There are so many other examples of teamwork at Holstein Canada including our work with the other dairy breeds, which I will highlight in future columns I have the pleasure of sharing with you this year.

Until then, do not hesitate to share your comments and ideas with me (mario.perreault@hotmail.com) and/or with your Holstein Canada Board members. Once again, my fellow Board members will be on the road as much as possible this year – attending your club meetings, shows, picnics, special activities, dairy days, twilight meetings, etc. Listening to members is the NUMBER ONE priority of our Board.



It is my commitment to you that the Holstein Canada TEAM (Directors and staff) are keeping your Association at the top of their priority list.

I wish you and your own TEAM at the farm a great summer – I know you will be busy with your many responsibilities! I wish you great success for hay and show seasons, as well as for all the activities that you love doing! 🇨🇦

Ann Louise is pictured here with a group of 4-H members from New Brunswick as well as Directors Harry Van Der Linden and Richard Bosma.



All is Right with the World

by Holstein Canada Chief Executive Officer, Ann Louise Carson

DESPITE THE FACT I very much feel (most days!) like I am in my 'early years', my driver's license indicates otherwise. I have crossed over...and so look forward to the second half of my life. I have every intention of hitting 100 as I still have so much to do, see, accomplish and more importantly, I have so many great people yet to meet.

Perhaps one of the main reasons I feel so young at heart is I am fortunate to be surrounded by some amazing, energetic young adults at work — both at the office and on our Field Service team. They bring refreshing new ideas and a "can do/let's get it done" attitude to any project. Not to mention the fact they are wizards at creating networks — as well as using technology to maintain and expand these networks.

This new generation is the perfect balance for colleagues of my generation, who of course offer insight, experience, vision, our own networks and still have lots of energy. "Growing up" does have its advantages! Generations often approach a situation differently — and there is nothing wrong with that! Magic happens when each is given the space to do so in their own way, while recognizing and respecting each other's strengths.

I know this is the situation many Holstein Canada members are fortunate enough to experience: you have dual or multiple generations involved on your farm in some way or another. What a gift! Always easy? Of course not. We are all busy and taking the time to understand the 'other' generation can require some effort — and yet can yield such great returns.

On the subject of time, I invite you to take a few minutes to read the youth-themed articles in this edition of "Info". Admittedly, I have a clear bias; however I do firmly believe our dairy industry has some of the brightest young leaders out there. These articles spotlight just a few of them. Supporting and promoting the next generation is a clear goal for Holstein Canada.

Indeed, I am always so impressed when I chat with youth at 4-H shows, on-farm, at Holstein Canada Young Leader activities or when I read/hear about the depth of their discussion at one of the many "Young Breeders Schools" organized by the Branches (which are growing in popularity since our young leaders are so thirsty for knowledge!). Anyone in today's society worried about the next generation simply has to spend some time with farm kids... they will be immediately reassured that all will be right with the world. Well done moms and dads!

I wish everyone a great summer of work and play - may it be intergenerational! I hope our paths cross, perhaps while watching a gang of hardworking/playing kids dressed in whites, helping each other care for those lovely Holstein calves you raise so well. 🐄

Ann Louise (a farm kid from a long time ago!)



Cyril, Myriam and Danyca Schneider.

FARM NAME (PREFIX):
Dameya Holsteins

LOCATION:
Glen Robertson, ON

HOW MANY RED & WHITE (RW):
57 RW and 20 RDC

HERD SIZE:
87 head

INSPI red

Q & A

4 HOW DO THE RW COWS IN YOUR HERD COMPARE TO THE BLACK COWS IN YOUR HERD? IS THERE A DIFFERENCE?:

We love red, but a cow has to meet our standard to keep her spot in the herd no matter what colour she is. We started with a black herd and today we have 27 RW cows and 7 RDC as well as BW cows – proof they have competed very well. Since 2008 we have bred 8 EX RW (3 of which are now 5E), 3 EX RDC and 1 BW.

5 WHAT ARE YOUR GOALS WITH THE RW ANIMALS IN YOUR HERD?:

Our goal is to breed long-lasting, healthy cows who produce nicely on pasture and classify EX as they mature.

6 IS THERE A PARTICULAR COW THAT HAS MOST IMPACTED YOUR HERD?:

Yes. In 2001 we bought a beautiful springing Milestone daughter that had only been classified as a two-year-old – GP 81. We lost her after calving, but she gave us a heifer calf: *Vieuxchene Bleu Jolly Red VG-88 5**. *Jolly Red* went on to have 11 heifer calves: three daughters are multiple EX, two VG 88, two VG 85 and two GP. Three granddaughters are also scored EX, and there are several 86 to 88 point cows at second and third lactation. Half of our herd traces back to *Jolly Red*.

7 WHERE DO YOU SEE THE FUTURE OF RED HOLSTEINS IN CANADA? AROUND THE WORLD?:

The demand will continue to grow as southern countries around the world are looking more and more for red coated animals who can better withstand the heat.

8 WHAT IS ONE PIECE OF ADVICE YOU WOULD GIVE TO SOMEONE WANTING TO GET STARTED WITH RW HOLSTEINS?:

Buy a good one to get started, but do your homework, study pedigrees and families – don't just buy numbers!

9 ANYTHING ELSE INTERESTING ABOUT YOUR FARM THAT YOU WOULD LIKE US TO INCLUDE?:

The farm is Organic, and the cows are on a pasture and forage diet – we don't grow corn. The older cows make records up to 13,000 kg in 305 days. We also have some Variant Red Colour (VRC) animals. We breed them to the best black bulls for a chance to get that special RW one; we now have a Red *Goldwyn*, a Red *Shottle*, a Red *Bolton*, a Red *Laurin* and a Red *Let it Snow*. 🐄

1 TYPE OF OPERATION: Tie-stall. Calves are housed in pens. Cows, heifers and calves are outside from April to November, even early December if weather permits. They also get to go out for exercise in the winter when the conditions are good.

2 HOW DID YOU BECOME INVOLVED WITH RW HOLSTEINS AND WHAT IS IT ABOUT THE REDS THAT INTERESTS YOU?:

We have always loved the Reds. With their red coat, they withstand the heat better than their black herd mates. This is important to us as our herd is outside as much as possible throughout the year.

3 HOW MANY YEARS HAVE YOU BEEN BREEDING FOR RED, AND IN YOUR OPINION, HOW HAVE THE RED AND WHITES CHANGED OVER THE YEARS? (CONFORMATION, PRODUCTION, ETC.):

We started the *Dameya* herd from scratch in 1999 buying black and whites and even grades. There were not many RW bulls available back then as compared to now. The best bloodlines (*Goldwyn* and *Shottle* just to name a few) have been brought into the red lines in the last 10 years. There is now more choice, but with genomics, it always goes back to the same bloodlines leading to higher inbreeding.

Use Ultraflex for Best Tag Retention

IN MAY 2013, *Ultraflex* tags were introduced as a new tag option for National Livestock Identification for Dairy (NLID). The new plastic material, which was modified to be more flexible and pliable, has been shown to increase tag durability and provide greater resistance to the Canadian weather climate changes throughout the seasons. A rounder shape with a thicker stem fitting closer to the animal's ear is a feature designed to minimize the tag catching on typical tag 'traps' such as chains, feeders, bale strings, etc.

While *Ultraflex* tags with the rounded male backside were introduced by Agri-Tracabilité Québec (ATQ) for Quebec producers in March 2011, ATQ has been conducting project studies on *Ultraflex* tags since February 2009. These projects have been related to the retention of the *Ultraflex* tags in both heifers and cows.

Results from the ATQ study have shown better retention with *Ultraflex* tags than previous tags issued by ATQ, with fewer losses and no breakage on the male tag portion. This is due to the *Ultraflex* tags being a more flexible plastic with rounded shape on the male tags. They are less prone to catching in chains or other tag traps as they closely resemble the natural shape of the ear. Both the housing environment and tagging procedures were found to be the two main factors contributing to successful tag retention.

Key Factors for Successful Tag Retention

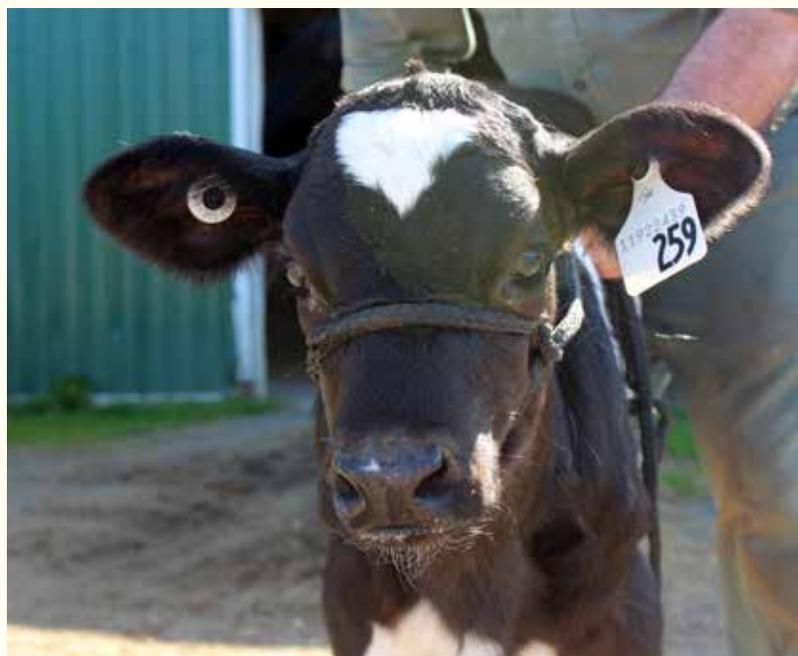
HOUSING ENVIRONMENT

- Examine facilities carefully and look for catch or snag areas.
- Remove such things as nails, exposed metal sheeting, open ends or uncapped pipes, damaged feed troughs, bail strings that can be tag traps.



TAG PLACEMENT

- The tags with black nubs go in the front of the ear where they are protected by the curl of the ear.
- For maximum retention, it is preferred that you use a new hole.
- Divide the ear into thirds and position the tags in the first third portion of the ear, closest to the head.



USE THE PROPER PINS WITH YOUR ALLFLEX TAGGER

- The proper pin is key when fastening the tags together, as the red and green pins are slightly different in diameter, impacting plier withdrawal during tag installation.
- Please remember – **Green pin is a GO** for *Ultraflex* tags

ORDER SMALLER QUANTITIES WHEN ORDERING YOUR TAGS

- A yearly ordering plan will help you reduce large tag inventories.
- Large inventories sitting in poorly controlled climate storage are victim to drastic climate change.
- Quick inventory turnover will help you take advantage of new material changes and innovations with tags.

Holstein Canada / NLID is continually working with ATQ and Allflex to ensure reliable tags are produced to meet the needs of Canadian dairy producers. If you are experiencing tag loss, we would like to hear from you to get an understanding of the circumstances related to the lost tags and, if possible, obtain these ripped tags from you. To discuss your concerns or experiences related to tag retention contact Linda Markle, Manager of Herdbook and Genotyping Services at 1-855-756-8300 ext. 272.

To order your tag sets or replacement tags, call NLID at 1-877-771-6543 or email nlidorder@holstein.ca. Quebec producers can contact ATQ at 1-866-270-4319 or visit www.atq.qc.ca.

Many Ways to do Th

A Young Producer

AS WE KNOW, Canada is a huge country – close to 10 million km² in fact! There is certainly great geographical distance between us, especially those on opposite coasts! However, regardless of distance, terrain, weather patterns, or even language, Holstein Canada members are all connected by one common thread – a passion for both our industry and the balanced, efficient and profitable Holstein cow we strive to breed.

From coast-to-coast, and from farm-to-farm, housing facilities, farming methods, opinions and philosophies, breeding goals and family dynamics will vary, but at the end of the day, the main goal is the same – to run an efficient, profitable and sustainable dairy farm that provides producers and their families with a good living today and for future generations as well.

What's another situation common among dairy producers across the country? The challenges faced by the next generation trying to break-in and become established as producers in our industry.

In this edition of *InfoHolstein*, we visit with four thriving young producers from across Canada, and with them about their operations, how they got started, and topics such as their breeding philosophies and thoughts on the industry. They are all from very different situations, keen to share their experience, and very open and honest about what did and did not work for them.

Many of you may also be facing similar situations on your own farms as you plan to bring the next generation on board. Whether you are in the beginning, middle or end stages of your plan, enjoy our round-table Q&A with four dynamic individuals and couples from across Canada that prove to us, as Shayne Brus of Santschi Holstein, QC so awesomely put, **“There are many ways to do the same thing the right way!”**



Nicole and Ian Crosbie
LOCATION: Caron, Saskatchewan
PREFIX: BENBIE
OF COWS: 140
TYPE OF FACILITY: Bedded Pack



Dave
LOCATION:
PREFIX: SC
OF CO
TYPE OF FA

ings the Right Way

Round Table Q&A



Shayne Brus & Annette Santschi

LOCATION: Ayer's Cliff, Québec

PREFIX: SANTSCHI/SWEET VIEW

OF COWS: 48

TYPE OF FACILITY: Tie Stall

Shubenacadie, NS

Ayer's Cliff,
QC

Staffa, ON



Squibb

Staffa, Ontario

QUIBBHAVEN

COWS: 30-35

FACILITY: Tie Stall



Nick Bokma (Right with brother-in-law & farm partner, Doug Stone)

LOCATION: Shubenacadie, Nova Scotia

PREFIX: BOKMA

OF COWS: 320 milking, 54 dry

TYPE OF FACILITY: Free Stall

[read more](#)

Young Producer Round-Table



How many years have you been a Holstein Canada member?

NICOLE & IAN: The farm has been a member for 24 years — we have been members for 2.5 years

DAVE: 11 years

ANNETTE & SHAYNE: 5 years (Annette) & 1.5 years together

NICK: 1 year

Who is involved in the operation? What is your role?

NICOLE & IAN: We farm together with Ian's parents (Neil and BJ). Together we share the day-to-day responsibilities and decision-making. However, Neil still handles the finances while we look after herd management.

DAVE: I farm on my own, however I do consult with a number of external people such as my vet and feed guy to help make the best decisions for the herd and operation.

ANNETTE & SHAYNE: Annette's parents still currently own the operation, but are not as involved in the day-to-day anymore. Heinz (her dad) comes to the farm every couple of days just to see that things are OK. As farm managers, we look after all the day-to-day management and decisions on the farm.

NICK: Donald Bokma (father), Andy Bokma (uncle), Doug Stone (brother-in-law) and I are shareholders at Bokma Farms (BFL). We each have our own special areas of the farm; however everyone helps out where they are needed. I take care of the breeding program, cow/herd health, and nutrition.

How long have you been actively involved in the operation in your current capacity?

NICOLE & IAN: Two and a half years ago we moved back to Saskatchewan and began farming with Ian's parents in our current capacity. At around the same time, Neil and BJ bought out Neil's brother, and we expanded the herd from 90 to 140 milking cows.

DAVE: I have been on my own for just over four years. I farmed with my grandfather for five years before that.

ANNETTE & SHAYNE: Annette finished school and returned home to the farm five years ago, but we have been farming here together for a little more than a year and a half.

NICK: I have been on the farm full-time for six years.

How were you integrated into your operation? For example, was there a succession plan? Was it through the New Entrant Program? Another avenue?

NICOLE & IAN: Neil and BJ have been working closely with their financial advisor and the farm's accountant over the past two years to set up a succession plan — one which includes Ian's three siblings. We are still in the final stages of being integrated into the business.

DAVE: I was able to start up on my own through the New Entrant Assistance Program. I was the second person in Ontario to be approved through the program. At the time, I had a herd of cows, but no quota, barn or land. I was able to secure the quota as a New Entrant and I was able to rent a dairy farm and 120 acres.

ANNETTE & SHAYNE: The succession process is still ongoing. As we mentioned, everything as of this moment is still owned by Annette's parents. However, as of January 2015, we will be purchasing the entire operation all at once.

NICK: Doug and I were ushered in through a succession plan last year as my other uncle retired from dairy farming.

What has been the hardest part of taking over/getting started as a partner? Did you encounter any unexpected obstacles?

NICOLE & IAN: A clash of management styles while moving to one that is more focused on cow care and the finer details. It was a struggle to change old habits and routines, and implement new practices. However, at the same time, Neil and BJ have been very supportive during our integration and have allowed us to take over much of the herd management.

DAVE: Starting up on my own, the hardest part was certainly a lack of funds! As well, I am currently renting a barn and looking to buy my own farm. However, since I started up, the cost of buying a farm in my area has more than doubled making a land purchase a lot more challenging.

ANNETTE & SHAYNE: Probably the biggest challenge was when I first came out of school and returned home. My dad had a different view on things and was more hesitant to make

changes, whereas I came back with lots of new ideas and things to try.

NICK: We were fortunate that our succession was very smooth. Doug and I had already been involved in each of our capacities here at the farm for a number of years, so stepping in as shareholders was a very comfortable transition.

What are the goals of your dairy operation? Were your goals the same/aligned with your parents, siblings and/or other partners? If they were different, how do they differ?

NICOLE & IAN: The main goals are really quite similar — we are still striving to run an efficient farm that allows us to have growth and be sustainable for the future. One difference is that we are now more focused on expanding the genetic value of our herd.

DAVE: My main goal is to be as profitable as possible. As well, as I mentioned, I would like to buy my own farm eventually. As far as goals differing from my family, I grew up on my family's dairy farm as the oldest of four siblings. While all of us had similar goals for the herd, we sometimes had different thoughts on what steps to take to achieve those goals. More significant though was the fact that there are four of us and only one farm! There wasn't room for everyone to farm on the home farm, so I chose to start on my own.

ANNETTE & SHAYNE: We would say our goals are similar to the goals Heinz and Marianne had — to have a good-quality life doing something we love. In terms of our goals for the herd, we would love to earn a Master Breeder shield someday, and we are also aiming to breed cows that last longer in the herd.

NICK: On our farm it is very important for us to work together and to all be on the same page. We are all committed to making high quality and high volumes of milk in the most efficient way possible.

What is your breeding philosophy? What types of bulls are you using and why? Do you make the breeding decisions yourself? Or is it a team effort?

NICOLE & IAN: Our philosophy is to breed a balanced and modern cow — one that excels

in type, but can also attain high production while being trouble-free. We select bulls that have a high type index, while maintaining solid production and desirable health traits with a focus on somatic cell count (SCC) and fertility. A combination of proven and genomic sires are used – proven are used intensely, while we spread our risk with genomic bulls. We make all of the breeding decisions ourselves.

DAVE: In terms of my breeding philosophy, I have done a bit of a U-turn from when I first started out. In the beginning, all I wanted was high type cows, but now I want the most profitable cows. I am currently focusing on daughter fertility and somatic cell count (SCC) when selecting bulls as I believe these are the most important factors to profitability besides milk. Currently I am using bulls such as *Shottle*, *Fever*, *Manifold*, *Impression* and *Jett Air*. I prefer to use proven sires with good reliability.

ANNETTE & SHAYNE: Our breeding philosophy is to use mostly good proven bulls and to also breed for type. We use bulls like *Aftershock*, *Sid* and *Lauthority*, as well as a bit of *Goldwyn* and *Windbrook* to flush cows. We also use genomics as a tool to help see potential faults in the heifers. Approximately the top 50% of our heifers are genomic tested – we then choose to either breed the heifer or use her as a recipient based on the results. We make all of the breeding decisions together.

NICK: We like to breed attractive cows that love to milk. We use bulls with high type that can also put milk in the tank. Cows also have to get around to the bunk and parlor, so feet and legs are always a priority. In recent years with the introduction of sexed semen, we have been overrun with heifers. Currently, we work strictly with the top 50% of our milk herd and breed them to high genomic bulls. The rest of the herd gets beef semen. We still want to see heifer calves from our best heifers so they are bred to sexed semen first service and conventional thereafter. We are using a lot of high genomic bulls and have been for a while. Our usage is 80-90% genomic sires to 10-20% proven sires. We tend to use bulls 3200 LPI and above for maximum herd gain. We spread the risk associated with genomic sires by using many different bulls and drive on. My dad, Donald, and I make all the breeding decisions ourselves.

What systems /ideas/programs/ set-ups are working well for your operation currently?

NICOLE & IAN: Loose housing is working well for us. We have added fans and misters which really improve cow comfort during the summer months. Additionally, we have switched to a sand pack in the summer months. The sand is harrowed twice a day and that is also working very well. We also utilize DHI testing to screen for pregnancy, leucosis, Johnes and mastitis.

DAVE: My focus is to be profitable. Just before

I left my grandparents' place, I had a herd of 36 cows that included 12 EX. I kept cows based only on what they were scored rather than looking at whether that cow was a profitable animal. I have since made a change to culling based on profitability. I currently have three EX cows in my herd of 35 cows. I still love to have a cow score EX, but she has to pull her weight to remain in the herd. If I have to choose between an EX cow with low production or fertility issues and a VG-85 cow with no problems, I will keep the VG-85. Changing my focus, I have a lower scored, but far better all-round herd than before.

ANNETTE & SHAYNE: Over the last year, we have implemented a double ov-synch program with the herd that sets the cows up to be bred back between 60-70 days. Using this program, we have improved the average number of breedings per cow from 3+ to 1.6, so we are very happy with it!

BOKMA: We really like our free choice calf feeding we moved to a couple years ago. We find the calves healthier and they grow bigger, faster. The sooner we can get them bred the more money we can keep in our pockets.

What would you like to change about your current operation? And, how do you plan to implement those changes?

NICOLE & IAN: We would like to save on bedding and labour costs, while maintaining cow comfort and cleanliness. Using a sand pack during the summer months is certainly helping with this. There could be some potential changes to the barn facilities in the future – possibly changing the older pack into a free stall. We attempted a compost pack, but couldn't get it to work properly with straw and in the cold Saskatchewan winter temperatures!

DAVE: In the future, I would really like to buy my own farm. I am fortunate enough to rent a very nice facility that is a great set-up, but it's still not the same as owning my own place. I know that in order to buy my own farm, I need to improve my cash flow and I am always working to cut costs where I can. I work on one area at a time – right now I am working on lowering my feed bills. I have some good advisors that I work with and they are a big help!

ANNETTE & SHAYNE: The biggest change we wanted to make was with the heifer facility, and we are currently in the process of building. When it's finished that will be a great improvement for the farm. Other than that, there are maybe small things here and there, but nothing big at the moment.

NICK: We would like to find a way to harvest more milk from our cows in a more labor efficient manner. Some day robots might be a good option for us.

Have there been any significant changes made to the operation/ philosophy since the change from the previous generation/operator to the next?

NICOLE & IAN: There are two significant changes we have made since we joined the farm. Implementing more stringent milking protocols and practices has been the most significant change we have made to the operation. We are also working towards more efficient utilization of the land.

DAVE: In terms of facilities, the barn I am renting was only 12 years old when I started here, so I haven't had to make any changes with it. When I was still working with my grandpa though, there were some changes in philosophy that took place – I really try to stay current and adapt to changes as they happen. As with many in that generation, grandpa was a lot more reluctant to accept change. It was a learning curve and could be trying for both of us at times!

ANNETTE & SHAYNE: Again, the new heifer facility! The heifers and dry cows will be much more comfortable and have a lot more space, so we are looking forward to it being completed. In terms of philosophy, that really hasn't changed – Heinz wanted to breed good cows, and we are the same.

NICK: We recently put in the Herd Navigator from De Laval into our parlor and we love it. Our reproductive performance has been further optimized and being able to look into the cow to see if she is healthy is quite something. We can see the return in this product through higher conception rates, limited drug usage, higher peak yields in the cows, and a lower cull rate.

What is a challenge you are facing/will face that the previous generation did not?

NICOLE & IAN: One big challenge is consumer awareness on social media. There are a lot of misconceptions circulating via social media, and it is our responsibility to properly inform the consumer and build a positive image of the Canadian industry.

DAVE: Technology. There are some obvious benefits to advancements in technology and for the most part, it's a good thing, but I think there could also be some drawbacks. Cost is one – new technology can be very expensive. With that in mind, I think we may eventually see more involvement in farming from bigger investors without a traditional connection to the industry. As farming becomes more and more advanced, it will be much easier to find investors and for an experienced manager to monitor all aspects of the operation without even being on the farm. With the latest technology, already you can move cameras

inside barns, know how much milk each cow has given, when they were last milked, how much of each ingredient went in the TMR, etc. all from your smart phone hours away from the farm. These types of things make it both very appealing for an investor to buy in and easier for managers to manage. This could make it a lot tougher for smaller scale operations.

ANNETTE & SHAYNE: Two things come to mind. The first is a lack of quota – you used to be able to buy quota whenever you wanted, but today that is just not the case. The other challenge is the price of land. Farm prices have increased enough since the 1980's that it makes it very difficult to transfer to the next generation.

NICK: The ability to obtain land and quota I think will be one of our biggest challenges moving forward. Before, if one wanted to finance an expansion to improve efficiencies, you could buy quota to make it feasible. Now, with current leverages and no quota available, it makes it extremely difficult to finance improved infrastructure.

What do you feel has been your greatest success so far?

NICOLE & IAN: Our herd management score has improved greatly – we've increased production, decreased SCC, lowered the calving interval and increased the pregnancy rate. We have also begun to exhibit our own "Benbie" showstring, and last year we were named Premier Exhibitor at Western Canada's largest dairy show – Red Deer Westerner.

DAVE: I feel my biggest success so far is still being in the game and able to continually improve my operation.

ANNETTE & SHAYNE: We feel our biggest success so far is being able to come to a good agreement with Annette's parents. We feel that it is the kind of transfer that will be good for everyone, so we are looking forward to completing the transfer next year.

NICK: We have many things to be thankful for at Bokma Farms since I've been here. We have a very committed team here that has been with us for years. Turnover is not an issue. The succession that took place last year has also been a blessing. Working with common goals toward the future made for a seamless transition and we were very thankful for George's (my uncle) contribution to the farm for the last 30 years. We were also very excited to have our first excellent cow this year, *Bokma Goldwyn 895, EX-CAN-90!* It was a great accomplishment for us being new Holstein Canada members just this past year. It was a moment that will not be forgotten!

Of the programs and services offered by Holstein Canada, which one is the most important to your farm? Why?

NICOLE & IAN: We feel there isn't one specific

program that stands out for us. Together all three (registration, classification and genomic testing) are important for the improvement and marketability of our herd. It's like a milking stool with three legs – if you take away a leg, you lose balance and the stool no longer works!

DAVE: I would have to say classification. I see the cows every day and can be a bit biased. Classification provides a second, unbiased opinion on the animals, and gives me a better idea of the herd's strengths and what needs to be improved upon.

ANNETTE & SHAYNE: We would say that classification is the most important to us. It gives us a good way to compare our cows to other cows and our herd to other herds. It also really helps to build a good pedigree on the animal which is very helpful when we are selling or marketing animals.

NICK: Classification. Spending time with the cows and the classifier in this regard is very worthwhile. An unbiased eye makes for more informed mating which runs directly in line with our herd goals, making longer lasting cows that produce.

In what ways does your Holstein Canada membership add value to your herd and your operation?

NICOLE & IAN: Although the gap has narrowed, there is still a premium for registered animals, especially in the top end. The services provided by Holstein Canada allow us to more intensely manage and accelerate our herd's genetic progress. In turn, this adds to the efficiency and profitability of our herd.

DAVE: Number one, it's a source of pride! But, outside of that, services like classification help to keep my herd improving and moving forward.

ANNETTE & SHAYNE: We see great value in our membership when we are selling animals. Registered, classified cattle with great pedigrees are more valuable whether selling in the auction ring, or selling privately on the farm.

NICK: Now that our animals are registered under Holstein Canada, we can sell and move them for a better price. Also, through genomic testing, we can make culling decisions earlier to reduce heifer rearing costs.

What changes would you like to see in the dairy industry as a whole?

NICOLE & IAN: We would like to see more accountability and transparency within our industry regarding animal welfare. Canadian Quality Milk (CQM) is a great program to monitor milk quality standards, but there is nothing within our industry that monitors animal welfare. This includes not just the treatment of the animals, but also the conditions they are housed in. Not only is this becoming more of a

concern to the consumers, but it should also be something we become more accountable for as producers.

DAVE: I would like to see the biggest change happen in educational programming for the next generation. Youth programming needs to be more current to the realities of the industry with more of a management focus. It's important for young people thinking about getting into the industry to have a realistic perception of what they are getting into. The DairySen\$e program is a step in the right direction, but there is still more that can be done.

ANNETTE & SHAYNE: We would really like to see people from cities know more about where their milk comes from and how it is produced. We think our industry needs to do a much better job of sharing this information with urban people – we need more positive advertisement!

NICK: It would be nice to someday be able to expand our current operation at a faster rate. The ability to obtain quota has been very slow, so I would like to see improvement in this area.

What piece of advice would you offer to other young people either starting on their own or taking over the family farm?

NICOLE & IAN: Patience is key!! All farm successions take time – even the ones that go smoothly. It is important to keep communication open and incorporate professional help such as financial advisors, accountants and succession planners.

DAVE: I would say to focus on cash-flow and build a strong business first. Also, when you are just starting out, it's good to avoid hype. Whether it's a hot young bull, fad product or a brand new technology, wait for a couple years until you know it works. This will save money and a lot of potential headaches!

ANNETTE & SHAYNE: Be ready to have a lot of patience – progress can take time. Also, it is really important to go out and work for other farms and on different types of operations both here in Canada and internationally when possible. This allows you to get a better sense of how the industry works and the different methods of doing things. There are many different ways of doing things the right way!

NICK: Be open with your partners and fellow workers. Free flowing communication and scheduled meetings provide clarity for the work week and also a structured plan for what needs to be accomplished. Dairy farming is very consuming! I try my best to shut off my "work" brain when I walk through the front door of my house to my running kids. It is very important to make time for your family. Dairy farming isn't for the faint of heart, so make sure it's your passion. And most of all have fun with your work. Dairy farming is a fantastic occupation! 🐄

2014 NATIONAL JUDGING CONFERENCE

Charlottetown, P.E.I August 5-7, 2014

LEADING THE WAY IN DAIRY CATTLE JUDGING

2014 National Judging Conference
Set to Take Place in Atlantic Canada

HOLSTEIN CANADA is proud of being recognized not only for our world-renowned cow, but for the caliber of people that are developed as judges as part of Holstein Canada's Judging program. Holstein Canada, along with provincial branches, is proud to foster the development of judges across Canada who become experts in dairy cattle evaluation through years of training and experience. Canadian judges are sought-after around the world as leading dairy cattle officials.

While Canadian judges attend provincial judging clinics every year to maintain their judging status, a National Judging is a world-class training and development event offered to Holstein Canada judges every three years to bring judges from across Canada together to help further train and enhance their skillset. The Conference provides both an in-class session and practical judging day so judges can be

assured they are learning about leading-edge topics and techniques pertaining to dairy cattle evaluation in and outside of the ring.

2014 marks the first time the conference will take place in Atlantic Canada in Charlottetown, PEI from August 5-7, 2014. The themed event, "Leading the Way in Dairy Cattle Judging," is expected to bring close to 50 judges from across Canada, who were selected by their provincial branches, to attend this prestigious training event.

Another feature added for the first time ever at the National Judging Conference is the addition of a Young Leader Judging Pilot Project being tested for the first time. Held in conjunction with the National Judging Conference, 11 young judges between the ages of 19 and 30, have been selected by their provincial branch to learn and be mentored by Official Judges participating in the 2014 National Judging Conference. 🐄



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Accuracy & Consistency of Classification

CLASSIFICATION IS A CORE SERVICE of Holstein Canada, and as such we are committed to assuring the quality and consistency of classification results through rigorous training, monitoring and mentoring of the classifier team. Classifiers are proud to be responsible for collecting data on daughters of sires to be used in the calculation of genetic evaluations. This data includes inseminations, classifications, DH1 information, health incidences and other measures of fertility and reproduction.

Precise data that is collected in an objective and unbiased manner affects the resulting accuracy of genetic evaluations; and subsequently information that producers are using to make management decisions.

Intense training and mentoring

New classifiers are subjected to an initial training period (a.k.a Boot Camp!) for 7-8 weeks. This begins with an intense orientation at Head Office to get acquainted with all support staff and gain an appreciation for all core services at Holstein Canada. Following that, the trainee will travel with senior classifiers during official classification visits (for up to 8 weeks) for practical instruction to develop and enhance the skills required to perform conformation assessment.

Focus is placed on adopting precisely defined reference points for 25 linear traits, seven of which are measured with a ruler (or keen eye) in centimeters or inches. The Canadian Classification software then calculates four general characteristics (Rump, Mammary System, Dairy Strength and Feet & Legs) directly from the classifier's linear scores. These four general characteristics are then combined into one Final Score. **All standards and regulations for the Classification Program in Canada are defined by the Board of Directors following consultation with the Classification Advisory Committee.** Classifiers administer and deliver the program and service as set by these regulating bodies.

Once the handheld computer recommends a score, the classifier has the flexibility to adjust this recommendation by up to (+) or (-) 2 points. This decision requires a combination of experience, inherent cow sense and certainly common sense, as not every cow fits perfectly into the mold of the computer calculation. These judgment calls are by far the most difficult to harmonize.

Providing meaningful reasons for assessments are almost as important as the scores themselves. These explanations for a cow's strengths and weaknesses are the fundamental educational opportunities for classifiers to assist producers with their herd improvement. Classifiers practice and develop their technique for giving reasons and harmonizing their scoring throughout their initial training period and repeatedly during national and regional workshops throughout the year.

Monitoring and coaching

Two to three times per year, all classifiers are monitored (individually or in groups) for their uniformity and consistency with the defined classification standards. Statistical comparisons are produced to pin point areas of concern where more attention or further training may be required. Where appropriate, areas of concern are discussed and corrected through on-farm coaching. In addition to harmonization with classification standards, client feedback surveys are monitored for quality of service delivery.

Keeping it real

Holstein Canada is committed to maintaining the consistency and integrity of the Classification system through constant development, training and mentoring of the classifier team. Client feedback is extremely important to this process.

Every team member is human and therefore mistakes and oversights can happen as a natural part of every business. We always welcome your feedback and input in order to keep the standards we work by in check at all times. What separates this team from most is the pride they take in their work, the joy in helping herds reach their potential, inspiring youth and even congratulating the newest master breeders on an amazing success! People are everything. As humans, classifiers bring their passion, intuitiveness and experience to each and every cow they score, and every conversation with every member. 🇨🇦

2013 Most Improved Classifying Herds in Canada

The following are the most improved classifying herds across Canada based on comparison of first lactation classifications in 2009 and 2013. The number of registrations was calculated based on the number of purebred female Holsteins registered in 2013 with an "Active Registration Status" for a prefix who owned those animals at the time of registrations. Herds were then categorized by the grouping system (8 groups) existing for the Master Breeder program. A prefix was qualified only when it had 5+ animals with

the above-mentioned conditions registered in 2013. Then the 1st lactation recent classification of Holsteins classified under each prefix was extracted for 2009 and 2013 visits. Based on those, the number of animals and score average for each prefix and each year were calculated. Only the herds that had +5 first lactation classifications in 2009 as well as 2013 qualified. Finally, the difference/improvement was calculated and on that basis, herds were ranked.

| 5-9 REGISTRATIONS | Client | Classifications in 2013 | Final Score Improvement | Prov. |
|-------------------|--------|-------------------------|-------------------------|-------|
| | CAYOU | 11 | 5.52 | QC |
| LAF-BOUR | 10 | 5.30 | QC | |
| FRANSYL | 15 | 4.71 | QC | |
| MEGA | 7 | 4.43 | QC | |
| BERILAIT | 18 | 4.39 | QC | |
| EPASO | 11 | 4.34 | QC | |
| GASPOLLI | 8 | 4.25 | QC | |
| JUVALY | 9 | 4.11 | QC | |
| DUSSEAU | 12 | 3.97 | QC | |
| CAJA | 16 | 3.83 | QC | |

| 25-29 REGISTRATIONS | Client | Classifications in 2013 | Final Score Improvement | Prov. |
|---------------------|--------|-------------------------|-------------------------|-------|
| | RHECO | 25 | 6.35 | QC |
| RIOGUY | 24 | 5.56 | QC | |
| SYGAMA | 25 | 5.54 | QC | |
| LARRO | 14 | 4.77 | QC | |
| MICH | 12 | 4.06 | QC | |
| DULOUP | 37 | 3.59 | QC | |
| MYSIL | 10 | 3.54 | QC | |
| WOOLLEY | 16 | 3.52 | ON | |
| GRANBROOK | 16 | 3.35 | ON | |
| VALE-O-SKENE | 19 | 3.33 | ON | |

| 10-14 REGISTRATIONS | Client | Classifications in 2013 | Final Score Improvement | Prov. |
|---------------------|----------|-------------------------|-------------------------|-------|
| | BUSHVIEW | 5 | 6.37 | ON |
| NOIRODE | 6 | 6.14 | QC | |
| FERMECPR | 14 | 5.59 | QC | |
| FERRON | 19 | 5.26 | QC | |
| STAWENEV | 9 | 4.85 | ON | |
| GIGI | 8 | 4.83 | QC | |
| VALHERO | 13 | 4.57 | QC | |
| GEROLA | 7 | 4.50 | QC | |
| HIRONDELLE | 12 | 4.30 | QC | |
| REFERJEAN | 6 | 4.21 | QC | |

| 30-39 REGISTRATIONS | Client | Classifications in 2013 | Final Score Improvement | Prov. |
|---------------------|----------|-------------------------|-------------------------|-------|
| | PHILIDOR | 19 | 5.12 | QC |
| COZY PRAIRIE | 17 | 4.93 | BC | |
| SOUTHRISE | 12 | 4.57 | AB | |
| GRANDBOIS | 32 | 4.29 | QC | |
| LAUCO | 27 | 4.21 | QC | |
| REPER | 22 | 4.17 | QC | |
| BERGEVOIE | 21 | 3.92 | QC | |
| BERLEUR | 25 | 3.86 | QC | |
| BEAUVIDE | 18 | 3.73 | QC | |
| FRANICK | 15 | 3.70 | ON | |

| 15-19 REGISTRATIONS | Client | Classifications in 2013 | Final Score Improvement | Prov. |
|---------------------|----------|-------------------------|-------------------------|-------|
| | MARBOISE | 6 | 5.60 | ON |
| THEVIO | 22 | 5.44 | QC | |
| DESCHENOISE | 10 | 5.14 | QC | |
| GENA | 7 | 5.14 | QC | |
| CHATTEL | 10 | 4.79 | QC | |
| GONZALES | 8 | 4.49 | QC | |
| HUOT | 12 | 4.48 | QC | |
| YOUGI | 12 | 4.42 | QC | |
| BERONDE | 7 | 4.08 | QC | |
| LABONTCHANCE | 17 | 3.91 | QC | |

| 40-59 REGISTRATIONS | Client | Classifications in 2013 | Final Score Improvement | Prov. |
|---------------------|-------------|-------------------------|-------------------------|-------|
| | HILLMEADOWS | 20 | 5.95 | ON |
| MATIL | 30 | 4.48 | QC | |
| BELGICA | 17 | 4.29 | QC | |
| RAYON D'OR | 32 | 4.22 | QC | |
| PIGNONS-BLEUS | 37 | 4.18 | QC | |
| SUNNINGHILL | 34 | 3.47 | BC | |
| CLEARVALE | 25 | 3.38 | MB | |
| DELGREN | 24 | 3.38 | MB | |
| GRANDCLOS | 26 | 3.36 | QC | |
| MILSTEIN | 22 | 3.27 | ON | |

| 20-24 REGISTRATIONS | Client | Classifications in 2013 | Final Score Improvement | Prov. |
|---------------------|--------|-------------------------|-------------------------|-------|
| | FRALAR | 11 | 9.30 | QC |
| CHURCHDALE | 9 | 6.33 | ON | |
| OLIVI | 20 | 5.73 | QC | |
| HARDA | 12 | 5.57 | MB | |
| PAQUETIERE | 23 | 5.18 | QC | |
| RODEMSAY | 21 | 5.00 | QC | |
| LEONIDAS | 10 | 4.96 | QC | |
| LOUSTEF | 8 | 4.72 | QC | |
| REDGRAVE | 16 | 4.64 | ON | |
| MADOURIBERT | 14 | 4.52 | QC | |

| 60+ REGISTRATIONS | Client | Classifications in 2013 | Final Score Improvement | Prov. |
|-------------------|--------|-------------------------|-------------------------|-------|
| | NOKY | 24 | 4.46 | QC |
| NOELANGE | 73 | 3.78 | QC | |
| ARDROSS | 39 | 3.74 | ON | |
| GRAVELIN | 59 | 3.46 | QC | |
| MELLOHILLS | 23 | 3.39 | ON | |
| SWEETRIDGE | 61 | 3.25 | MB | |
| CARIK | 41 | 3.16 | QC | |
| VAN IRON | 15 | 3.16 | AB | |
| HUCHO | 81 | 3.04 | QC | |
| KAISON | 135 | 3.04 | QC | |

Dairy Down Under

By **Roxanne Montplaisir**,
2014 Canada-Australia
Exchange Winner

young LEADER PROGRAM

I FEEL LIKE IT WAS JUST YESTERDAY I was told I would spend three months in Australia as the Exchange winner for Semex and Holstein Canada, and yet here I am back home already! It was such a privilege for me to be able to discuss the realities of the Canadian dairy industry with agriculture enthusiasts, as well as discover the Australian dairy industry and its challenges. The industry has had to adapt to extreme weather conditions that differ from one state to another; Australia is a vast country of 7,692,024 km² vs. 9,984,670 km² in Canada. Their milk market has been deregulated since 2000, which greatly affects the price of milk, varying from \$35 to \$55/hl. During my time there, the price was between \$45 and \$55/hl depending on fat and protein.

During the three months, I had the opportunity to work on eight different farms, where I helped with daily chores (milking, feeding and animal care). One of the farms was owned by Marco and Rita Payette, a Québec couple who immigrated to Australia about 10 years ago to expand their herd. Unfortunately, a fire destroyed 200 of the 300 acres and 480 round bales of hay while I was staying with them. Believe me, forest fires are a harsh reality!

In January, I attended International Dairy Week and assisted with the Semex Spectacular Sale. The sale averaged \$6,823 and I had the pleasure of leading sale consignments including the top seller. Topping the sale at \$12,000 was *Gorbro Uno Tiffany-ET*. I also participated in the National All-Breeds Dairy Youth Camp; the main focus of this camp is show cattle fitting for youth aged 16 to 20. I then attended shows at Warragul and Korumburra; I helped the Semex team at the booth during Warrnambool's and Lardner's Outdoor Field Days; and I also shadowed a representative from Reids Stockfeeds Feed Mill. I spent a lot of time with the Semex representatives in several regions throughout the states of Victoria and New South Wales.

Australia is a beautiful country — I was able to visit Melbourne and Sydney, drive along the Great Ocean Road and see breathtaking scenery such as The Twelve Apostles.

Roxanne with Melissa Bowers, Embryo Sales Manager for Semex at International Dairy Week.



The 440 milking cows at Alnor Holsteins, Learmonth, VIC.



Australia's Dairy Industry at a Glance

| | |
|---|-------------------------|
| # OF HERDS | 6,400 herds |
| # OF COWS | 1.65 million |
| # OF COWS/HERD | 258 |
| AVERAGE PRODUCTION (ALL BREEDS) | 5,525 l/cow |
| AVERAGE PRODUCTION (CONTROLLED HERDS) | 6,881 kg/cow |
| AVERAGE PRODUCTION (CONTROLLED HOLSTEINS) | 7,400 kg/cow |
| AVERAGE PRODUCTION (REGISTERED HOLSTEINS) | 8,391 kg |
| FAT | 4.08 % |
| PROTEIN | 3.35 % |
| DHI % | 50 % |
| % OF REGISTERED COWS | 17.5 % |
| AVERAGE PRICE (2012-2013) | \$40,20/hl |
| MAJOR EXPORT COUNTRIES (FOR MILK) | China, Japan, Singapore |

(Source: 2013 Australian Dairy Herd Improvement Report & 2013 Australian Dairy Industry in Focus)

The cow herd at Jenamy Holsteins, VIC owned by Marco and Rita Payette.



10 Things I Learned About Australia...

By Roxanne Montplaisir

- 1 At Shows, heifer classes are divided into 6 month-increments.
- 2 In most cases, the potential of expanding one's herd is proportional to the size of the land owned to provide forage on an annual basis, including the January to March drought period.
- 3 In Australia, 79% of calvings are planned between March 1st and October 1st in order to have enough forage to allow peaks in production and to be as profitable as possible. In some states where forage production is better throughout the year, such as New South Wales, calvings are planned all year round.
- 4 To have enough forage for the herd, round hay bales are unrolled or bunker silage is spread out on the ground. Cement feed bunks next to the milking system to feed Total Mixed Ration (TMR) are also common. These feed bunks considerably reduce loss and waste, as well as improve the use of concentrates in feeding. Cows are fed only twice per day at milking times, allowing TMR to improve concentrates per day, and in turn allow for higher production.
- 5 Natural service using bulls on pasture is extremely popular, mostly with heifers and cows that did not become pregnant using A.I. service.
- 6 The Australian Dairy Herd Improvement Scheme (ADHIS) is currently consulting with producers to get feedback on the change of the Australian Breeding Value (ABV) to better adapt genetics to Australian conditions.
- 7 Due to the strong sun, eye cancer is quite common, particularly in white cows. Moreover, pink eye is also quite common due to the abundance of flies.
- 8 It is not uncommon for herdsmen to earn \$25 per hour as the cost of living is so high. The lack of labour, in quantity and in quality is a challenge. Most farms own at least one dog and more often than not, an excellent herding dog is worth as much as an employee.
- 9 The cow population by breed is as follows: 76% Holstein, 13% Jersey and 5% Holstein/Jersey cross, 4% are Red and other breeds account for 1%.
- 10 The most popular sport is 'footy', which was invented in Australia and is a mix of rugby and soccer played on a cricket field. Cricket, rugby, polo and horse racing are also popular.

Team Canada Set to Compete on International Stage



HOLSTEIN CANADA, with its provincial branches, is proud to announce that a team comprised of six Young Leaders from across Canada have been selected and will be participating in the 2014 edition of the European Young Breeders School (EYBS) held September 3-7, 2014 in Battice, Belgium.

The EYBS travel opportunity will allow for Team Canada representatives to learn how youth from European countries show, judge and prepare animal's for competition while staying with local dairy farms and travelling throughout the Belgian countryside. Team Canada first sent a team in 2009 as part of the 10th anniversary of the EYBS competition.

The six Canadians selected to comprise 'Team Canada' were winners of provincial competitions across Canada and/or selected through an interview process within their province after winning a provincial competition. Eligible competitions taken under consideration were the Western Canadian Classic, the three Ontario EastGen Challenges (Western Ontario, East-Central Ontario and Eastern Ontario), Ontario Inter-County Judging Competition, Québec Young Breeder School, Québec Preparation School and the Atlantic EastGen Challenge.

Holstein Canada along with its branches congratulates the following six Young Leaders who will represent Canada at the competition in Belgium: **Jaclyn Hunter (Alberta), Ryan Crowley (Ontario), Kenny McRae (Ontario), Emmanuel Brisson (Québec), Sebastien Dalpée (Québec), and Erica Jackson (Nova Scotia).**

.....

Best of luck to our Team Canada participants—we'll be sure to share more from their journey as they travel overseas and compete.

.....

Travel Opportunities— Get Ready to Apply!

Each year, Holstein Canada is proud to sponsor and provide international travel opportunities for young dairy leaders to visit and work on international dairy farms. This experience, as the 2014 Australia Exchange winner Roxanne Montplaisir explained on page 16-17, provides an experience to see dairy farming from a different perspective while offering a fun approach to education and learning.

While Holstein Canada and Semex will no longer be offering the Australian Exchange, Holstein Canada is excited to be working on offering additional travel exchanges to new countries. Please stay tuned and look forward to hearing more on when the new travel exchange opportunities will be available so you can apply for the trip of a lifetime—wherever that may be around the world!

Calling all Holstein Canada Tweeters!

WE KNOW THAT classification helps producers of all breeds improve their herds. We also know classification day, while no different than any other day for the cows, is an exciting day for producers on farms across Canada.

Share your excitement, passion and pride by tweeting us a photo of your cows in their working clothes on classification day using the hashtag: **#ScoreTheHerd**

Show us what it looks like on your farm when it's time to **#ScoreTheHerd!**

All entries tweeted before **September 1st, 2014** will be entered in a draw to win an iPad mini with a custom Holstein Canada sleeve! 🐄



🐦 **Don't follow us on Twitter? Join our conversation at:**
twitter.com/HolsteinCanada

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

Based on 1st Lactation Classifications from March/April 2014

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 | 123 | 82.45 | 84.11 | G W ATWOOD | 52 | 82.73 | 82.50 |
| DEMPSEY | 359 | 82.19 | 81.77 | AFTERSHOCK | 35 | 82.46 | 81.46 |
| SID | 432 | 81.94 | 82.16 | BOLTON | 76 | 81.00 | 82.00 |
| SANCHEZ | 106 | 81.46 | 82.02 | DAMION | 42 | 80.95 | 81.57 |
| WINDBROOK | 845 | 81.44 | 81.80 | ALTAEXTREME | 56 | 80.84 | 80.64 |
| SEAVER | 245 | 81.39 | 80.94 | SEAGUAL | 86 | 80.45 | 80.76 |
| BRAXTON | 268 | 81.34 | 81.96 | MAMMOTH | 50 | 80.44 | 79.64 |
| FEVER | 751 | 81.07 | 81.12 | KRUSADER | 50 | 80.38 | 80.90 |
| LAUTHORITY | 527 | 80.83 | 81.57 | SECURE | 39 | 80.36 | 81.18 |
| REGINALD | 217 | 80.76 | 80.02 | STANLEYCUP | 57 | 80.35 | 79.67 |

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**

JUNE

- ON Simcoe
- QC Témiscamingue, Terrebonne, Argenteuil, L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice
- QC **MR** Frontenac, Beauce, Lévis, Québec, Montmorency
- MB **MR**

LATE

JULY

- ON Northumberland, Durham, Peterborough
- QC Lavolette
- ON **MR** Middlesex, Essex, Kent, Elgin, Lambton
- QC **MR** Bellechasse, Montmagny, L'Islet

EARLY

- ON Victoria, Lennox & Addington, Hastings, Prince Edward, Frontenac
- QC Champlain, Portneuf
- PE, NB, NS, NL

MID

- ON Waterloo
- QC Lac Saint-Jean
- QC **MR** Kamouraska

LATE

AUGUST

- ON Wellington
- ON **MR** Oxford
- QC Roberval, Lapointe, Dubuc, Charlevoix, Chicoutimi, Vaudreuil & Soulanges, Huntingdon, Châteauguay, Beauharnois

EARLY

- QC Laprairie, Napierville, Saint-Jean, Iberville

MID

SK

- ON Thunder Bay, Northern Ontario
- QC Brome, Shefford, Richmond, Missisquoi

LATE

SEPTEMBER

- ON Dundas, Stormont, Glengarry
- ON **MR** Perth
- QC Sherbrooke, Compton, Stanstead
- QC Rivière Du Loup, Témiscouata, Rimouski, Matapédia, Matane, Bonaventure, Arthabaska, Mégantic, Wolfe

EARLY

Dairy Industry Innovation Partnership

DESPITE A VERY WET FALL, followed by the coldest winter in Ontario in recent history, construction of a new state-of-the-art, world-class dairy research facility is well underway at the University of Guelph's Elora Research Station.

The \$25-million facility, known as the Dairy Research and Innovation Centre, is being funded by a combination of government and industry dollars. The Ontario government has provided \$20 million to the project, while the dairy industry has committed to raising the additional \$5 million. Dairy Farmers of Ontario (DFO) has contributed \$1 million towards the facility, while DuPont Pioneer and EastGen/Semex have both stepped forward as the first two "Leader" donors to the partnership, each contributing \$250,000. DFO is currently working with the University of Guelph and industry stakeholders to secure the remaining funds needed to complete the project.

Keeping in line with Goal #3 of Holstein Canada's recently-launched Canadian Breed Strategy – Intensify collaboration and exchange between industry partners – Holstein Canada has partnered in the project as well at the "Supporter" level of \$25,000. While the facility is based in Ontario, the research and innovation possibilities in the new facility will impact not only the dairy sector in Ontario, but across Canada and around the world. Ensuring research results reach all Canadian dairy farmers was a priority for Holstein Canada when deciding to support the Centre.

"Holstein Canada is proud to support ground breaking research that will benefit our shared members, both in Ontario and across Canada, in working toward a more profitable future for Canadian dairy producers," says Holstein Canada CEO, Ann Louise Carson.



The Dairy Research and Innovation Centre will house 240 milking cows, along with dry and replacement cattle and is designed to accommodate dairy research needs over the next 25 years. It will concentrate on cow-side research including, but not limited to, health, reproduction, nutrition, life-cycle, emissions, welfare and value-added milk components.

The facility is slated to be completed by fall 2014. You can follow the progress on Twitter at Dairy Centre (@milk1elora). 🇨🇦



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