



Holstein Canada

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MediaRelease

For Immediate Release
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Record Breaking Year at Holstein Canada

Brantford, ON January 29, 2010— Holstein Canada is pleased to report that in 2009 they achieved new records in animal registrations and classifications. For the year they registered 275,557 animals and classified 240,422. This accomplishment represents a 2% growth over 2008 and significant gains in market share.

Dairy producers across Canada continue to recognize the importance of registration and classification services provided by Holstein Canada. Recent analysis of dairy herds using these services showed an average increase in milk production of 994 kg per lactation. As well, these herds experienced improved cow longevity by 0.3 lactations. These benefits translate to increased net profits of more than \$350/cow/year.

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