



## Holstein Canada Appoints New Chief Executive Officer!

**June 15, 2010** - The Holstein Canada Board of Directors proudly announced the appointment of Brian Van Doormaal as Chief Executive Officer, effective June 21, 2010. Brian will also maintain his current responsibilities as General Manager of Canadian Dairy Network (CDN). Holstein Canada President, Germain Lehoux, summarized this strategic agreement with CDN; "The process initiated late in 2009 by Holstein Canada to engage a new CEO has now been accomplished and has simultaneously opened the opportunity for achieving the long established industry vision of continued structural streamlining." Grant Roy, Chairman of the CDN Board of Directors supported this action stating "Both organizations are governed by producers to provide breed improvement services and programs to producers and industry partners. Given the similarity of core activities and competencies, the sharing of Brian Van Doormaal to lead both organizations is not only logical but is expected to facilitate the vision recently established by all breed associations to work towards a common service provider, following the example of the Multi-Breeds Classification system."

Brian Van Doormaal has 24 years experience in the Canadian dairy cattle improvement industry, which includes a very successful 15-year tenure taking CDN to its current leadership position as a world-recognized national genetic evaluation centre. Reacting to this new appointment and dual responsibilities, Brian Van Doormaal stated "I am honoured and privileged to have this opportunity to manage both companies as the industry initiates a process towards achieving the industry vision aimed at gaining efficiencies for the benefit of Canadian dairy producers."

With a history of 125 years, Holstein Canada is the largest breed association in Canada having 11,000 active members. Its mission is to provide the membership with the opportunity to enhance their profitability and competitiveness through genetic improvement programs. Canadian Dairy Network is the national genetic evaluation centre for dairy cattle and provides services to Canadian dairy producers and member organizations including breed associations, DHI agencies, A.I. organizations and Dairy Farmers of Canada. It also serves as an umbrella organization to facilitate and coordinate initiatives of broad industry interest that encourages cooperation among organizations and provides value to Canadian dairy producers.

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For more information, contact:

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President  
Holstein Canada

Grant Roy  
Chairman  
Canadian Dairy Network



Left to right: Germain Lehoux, President of Holstein Canada; Brian Van Doormaal, CEO of Holstein Canada and GM of CDN; Grant Roy, Chairman of Canadian Dairy Network (CDN)



Holstein Canada President, Germain Lehoux, welcoming new Chief Executive Officer, Brian Van Doormaal, who also remains General Manager of Canadian Dairy Network