



Holstein Canada

20 Corporate Place
Brantford, ON, N3T 5R4

MediaRelease

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Contact: Brian Van Doormaal

Tel: 519-756-8300

brian@holstein.ca

Dr. Bethany Muir Appointed Manager of Classification & Field Services

Brantford, ON, March 15, 2011 - Holstein Canada is pleased to announce that Dr. Bethany Muir has accepted the position as ***Manager of Classification & Field Services*** and will be responsible for the on-going management and delivery of the Multi-Breed Classification Program, which involves more that 20 classifiers plus head office staff. Classification is an important industry service and herd management tool that helps dairy producers improve the functional conformation of their cattle. As a core service provided by Holstein Canada to all dairy breeds, assessment of functional conformation facilitates the development of a cow's natural ability to produce higher volumes of milk over longer lifetimes.

In her new role, Bethany Muir will coordinate the activities and work directly with the Breed Advisory Committee and the Classification Advisory Committee of Holstein Canada to ensure that the Association is effectively advancing the functionality and genetic potential of the breed by delivering outstanding type classification and related field services. In addition, she will maintain her current involvement with industry committees including the DairyGen Council and Genetic Evaluation Board of Canadian Dairy Network. Reporting to the Chief Executive Officer, Bethany will join the management team set to proactively position the Association for a healthy future.

After completing her Ph.D. in Animal Breeding and Genetics at the University of Guelph, Dr. Muir was employed as a Geneticist at Canadian Dairy Network (CDN) where she was responsible for conducting research of industry significance and assisting with the delivery of genetic evaluation services. As Coordinator of Research & Development at Holstein Canada since 2005, Bethany has gained a wealth of experience coordinating industry-wide research projects, facilitating numerous extension opportunities and collaborating with breeders and industry representatives both nationally and internationally. In recent years, she has also played a key role in the delivery of genotyping services and genomic evaluation information to Holstein Canada members nationally.