



Holstein Canada

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MediaRelease

For Immediate Release

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Valérie Tremblay Joins Holstein Canada

Brantford, ON September 9, 2011 - Holstein Canada is pleased to announce the addition of Valérie Tremblay in the newly created position of Market Development Coordinator, effective September 19, 2011. Valérie completed a Bachelor of Science in Agriculture from Macdonald Campus of the University of McGill. She brings a tremendous amount of experience within the dairy industry combined with a thorough knowledge of breed improvement tools and principles. For nearly 11 years she has worked as an advisor with Holstein Québec. Since 2008, Valérie was in charge of the Holstein Québec Advisory Service and worked closely with many dairy producers within the province of Québec.

In this role Valérie will work closely with classifiers, field staff, and industry partners to enhance the uptake of services offered to dairy producers. Valérie will also be responsible for ensuring Herd Book compliance with Holstein Canada members from coast to coast.

Alain Lajeunesse states “I am very excited to have Valérie join our team. With this position we will increase our presence at the farm level and help dairy producers get more value out of our services.”