



Holstein Canada

20 Corporate Place
Brantford, ON, N3T 5R4

MediaRelease

For Immediate Release

Contact: Alain Lajeunesse

Tel: 519-756-8300

alajeunesse@holstein.ca

Holstein Canada's Annual General Meeting

Brantford, ON April 24, 2012— Dairy producers from across Canada attended Holstein Canada's 129th Annual Meeting at the Keystone Center in Brandon, Manitoba on April 21st.

Elected officers of the Holstein Association of Canada for 2012:

President, Glen McNeil, Goderich, ON

Vice-President / Board Chairman, Richard Bosma, Abbotsford, BC

Directors:

AB Orville Schmidt, Rollyview

SK/MB Ron Boerchers, Laurier, MB

ON John Buckley, Lindsay

ON Ron Sleeth, Battersea

Qc Robert Chabot, St-Patrice de Beauvillage

Qc Elyse Gendron, Saint-Polycarpe

Qc Mario Perreault, Saint-Esprit

Atlantic Harry Van der Linden, Antigonish, NS

Holstein Canada maintained a strong financial position throughout the 2011 year and reported an Operating Fund surplus of \$279,472. As expected, operating revenue of \$11.8 million decreased slightly compared to the previous year. This was mainly due to a modest decline in registration and classification activity. Junior memberships increased by 3%; however the overall number of memberships decreased by 1% as predicted. Operating expenses increased by 1% over the previous year for a total of \$11.5 million.

President Paul MacLeod talked about the member input sessions and the decision not to proceed with amalgamation with Canadian Dairy Network. He discussed the importance and value of meeting and listening to members in this process. The passion Holstein Canada members show indicates how much they care about the industry and the Association. Paul reiterated the importance of Holstein Canada continuing to look for efficiencies and opportunities. Paul also stressed the importance of Canadian genetic improvement services and the need to continue developing the Canadian Holstein cow to be profitable, efficient, and eye-appealing. Paul concluded by stating that Holstein Canada was proud to host the 2012 World Holstein Conference in November.

Board Chairman Glen McNeil presented the Board of Director and Finance reports. Holstein Canada maintained a solid financial position and performed very well in 2011. For 2012, modest growth in the areas of registration, genotyping, and classification are expected.

Chief Executive Officer Brian Van Doormaal presented the administrative report outlining key business highlights for 2011. Registration and classification activities were down slightly but Holstein Canada had just completed two consecutive years of record breaking results in both areas. Genotyping continues to be an important growth area for Holstein Canada. A new service called GenoID will be launched on June 1st. GenoID uses genomic testing to discover parentage, register animals, and provide a genetic evaluation. Other significant initiatives included the expansion of Holstein Canada's field service staff and the commercialization of the Canadian classification system in Mexico.

Two prestigious Holstein Canada awards were presented during the annual meeting:

- Gillette Blitz 2nd Wind VG-88-3yr-CAN 34* (5/166) was named 2011 Cow of the Year. She was bred by Ferme Gillette Inc., Embrun, ON and owned by Ferme Gillette Inc., and T-Wave Holsteins, Hokkaido, Japan.
- The Century of Holsteins Award (1912-2011) was presented to Ellacott Family from Moncton, ON and the Wallace Family Farm from Penobsquis, NB.

A highlight for many attending the convention was the Master Breeder banquet recognizing twenty-one Holstein breeders from across Canada. Achieving Master Breeder status is one of the most coveted awards in the dairy industry today.