



Holstein Canada

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MediaRelease

For Immediate Release

Peter Brand Joins Holstein Canada Management Team

Brantford, August 16, 2012 – Holstein Canada CEO, Ann Louise Carson, is pleased to announce Peter Brand has accepted the position of *Manager of Business & Technology Solutions* at Holstein Canada. This role combines management of the former Business Development and Information Technology departments, and will focus on meeting needs of the Association and its members while working closely with industry partners.

“Peter will be working with management and staff to prioritize Holstein Canada’s business needs, while overseeing technological services required by members and industry partners”, states Ann Louise. “This is a clear indication our members were heard during the joint Canadian Dairy Network-Holstein Canada consultation process last fall when they told us it was not time for a merger but it was time to work more closely together where efficiencies could be gained. Peter’s familiarity with IT systems and how they relate to the needs of our members will greatly facilitate this move. We are most appreciative towards CDN for making this career change smooth for Peter”, concludes Ann Louise Carson.

CDN General Manager, Brian Van Doormaal adds, “Peter has made incredible contributions to CDN for the past 14 years and, on behalf of the Board of Directors and staff, I thank him sincerely. We wholeheartedly support this move, knowing it speaks to our vision of a strong and efficient industry. Peter is the perfect person to lead this endeavour.”

Along with his knowledge of the IT area, Peter’s background includes grassroots experience on his family’s purebred Holstein farm in Southern Ontario, a diploma from the University of Guelph, and work as an A.I. technician at *EastGen* (then United Breeders), where he also oversaw the technology aspect in the field. During his career with CDN, Peter collaborated with DHI in the development of the Data Exchange System which allows information to flow smoothly between CDN, DHI and AI agencies, and breed associations. He is also a member of the Industry Standards Committee and Information Technology Advisory Group.

In his vision of the future, Peter states "Technology at the farm and in this great industry is changing rapidly – Holstein Canada will use new strategies to meet these needs in an efficient and timely manner. I look forward to working with the Holstein Canada team and Industry Partners to meet the needs of Canadian producers." Peter can be reached at pbrand@holstein.ca.

Peter will join the following colleagues who make up the Holstein Canada Management Team:

Ann Louise Carson, Chief Executive Officer
Linda Helmer, Human Resources
Alain Lajeunesse, Market Development & Communications
Linda Markle, Herd Book and Genotyping Services
Rhonda Morley, Chief Financial Officer
Bethany Muir, Classification & Field Services

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