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MediaRelease

For Immediate Release

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World Holstein Conference comes to Canada

Brantford, ON November 2, 2012— Holstein Canada is pleased to announce the kick-off to the 2012 World Holstein Conference. The pre-conference program begins today in the picturesque city of Montreal, Québec. Project Manager, Alain Lajeunesse states, “after three years of planning it is great to be here now!” The World Holstein Conference only happens every four years and this is the first time it will be held in Canada. “I would like to recognize the organizing committee for their dedication and effort in putting together a fabulous venue for both international and domestic producers,” says Alain Lajeunesse.

The Conference will attract more than 550 attendees from over 45 Countries. Holstein Canada would like to thank the generous support of our sponsors to help make this event possible.

Conference Highlights:

Pre-Conference - Montreal and Ottawa, November 1-4th

- Farm Tours, City of Montreal and Ottawa Tours
- International Red & White and Black & White Holstein Shows
- Genomic Power Sale

Main Conference - Toronto, November 4-7th

- Farm Tours, City of Toronto Tour
- Dairy Symposium
- World Youth Conference
- Multi-Cultural Social Soir “eh”
- Northern Lights & Winter Nights Gala
- International Reception

Post-Conference - Toronto and Niagara Falls, November 8-9th

- National Red & White and Black & White Holstein Shows at Royal Agricultural Winter Fair
- Niagara Falls Tour

Complete conference program and details can be found at:

<http://events.holstein.ca>