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MediaRelease

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2012 World Holstein Conference Unifies Dairy Industry in Canada and Abroad

Brantford, ON December 6, 2012 — After four years of fruitful planning and organizing, the 2012 World Holstein Conference was a smashing success when it took place from November 1 through to the 9, 2012. 600 attendees from 39 countries enjoyed a well-executed Conference from the time the Pre-Conference kicked off in Montreal, QC. The Conference has been four years in the making after Holstein Canada placed a bid at the 2008 World Holstein Conference in Dublin, Ireland to have the opportunity to host.

A fun Pre-Conference in Montreal, QC saw participants from Australia, New Zealand, United Kingdom, Mexico, and Canadians from British Columbia and Atlantic Canada enjoy farm tours and the Quebec International Holstein Shows where bonds of friendship were made for life!

The Main Conference portion of the program got underway on Sunday, November 4 in Toronto, ON and continued through to November 7. A day of farm tours on Monday, November 5 saw participants travel throughout southwestern Ontario and east-central Ontario to visit the many eager farms ready to open their doors to Conference participants to teach them about the landscape of the Canadian dairy industry and the various management styles that exist on these proud family farms.



A true international presence was felt when the Multi-Cultural Social Soir-Eh was held on the evening of Monday, November 5 to allow for Conference participants to further network. Ethnic attire was worn by participants to proudly showcase their heritage and culture. Many hockey jerseys were donned by proud Canadians and Holstein Canada staff. It truly wouldn't be a Canadian event without including our love of the game of hockey! A very remarkable touch to the evening was the painting of a custom-designed portrait of a Red and White Holstein cow, which was painted on the spot during the Soir-Eh. This custom-painted large canvas

was then signed by all Conference participants in attendance to show what countries participants hailed from. This unique piece of art will be proudly hung as a memento in Holstein Canada's head office in Brantford, ON.



The anchor of the Conference schedule was the two-day World-Class Symposium on November 6-7, which featured leading-edge, relevant topics pertaining to the modern-day dairy farmer presented by internationally-acclaimed speakers. The Symposium was enjoyed by a full house of more than 400 attendees. Presentations generated great questions from the audience and the attendees actively engaged in social media conversation about the Symposium as they posted their Symposium highlights on Twitter through the #2012WHC hashtag that was uniquely created for the Conference. PDF versions of all presentations are now available

at the [2012 World Holstein Conference website](#).

The 'grand finale' of the Conference was the Northern Lights and Winter Nights Gala on Tuesday, November 6. The evening featured the colourful Canadian spectacle of the magnificent aurora borealis, also known as the Northern Lights. The evening had a touch of the outdoors inside as real spruce trees decorated the ballroom and certain winter features touched on the many jokes about the "colder than normal" temperatures Canadians experience 'in the north.' These included white, snow-like decorations and a World Holstein Conference bar made completely out of ice where gala attendees sipped on Canadian beer and wine. Ribbon performers, a jazz band during supper, and the wonderful talent of rural-Ontario farm family, Leahy, who hail from Lakefield, ON, capped off an amazing event. Brian Leach, Co-Chair of the 2012 World Holstein Conference was stunned by the success of the Gala saying, "Attendees thought the entertainment of the farm family Leahy, an Ontario band with an agricultural background, were crowd pleasers (you can't go wrong with seven young children step dancing while their eight aunts/uncles play music at the same time!) but really, it was the whole evening— it was a real touch of class!"



The World Holstein Friesian Federation (WHFF) General Assembly concluded the Conference on Wednesday, November 7 with general updates brought forth by the 41-member federation council. The WHFF council sincerely appreciated the efforts of the 2012 World Holstein Conference Organizing Committee and Holstein Canada staff who they recognized put on a world-class Conference. Ann Louise Carson, Holstein Canada CEO, was humbled by the feedback received by Conference-goers saying, "It was touching to hear so many comments from our international guests – they commonly used the word 'professionalism' when describing the week – from well-organized farm tours to an informative World Symposium and the amazing gala on the final evening of the Main Conference. And of course, the National Holstein shows at the Royal were of course the cherry on top of a fantastic week!" Furthering her comments on the efforts of Holstein Canada staff who successfully organized the Conference and thought of every detail during the Conference, "I am extremely proud of the Holstein Canada staff– they are INCREDIBLE workers – no task was too big or too small."



The perfect way to cap off a fabulous Conference was during the Post-Conference portion on November 8 and 9 where participants enjoyed a city tour to Niagara Falls to see one of the seven wonders of Canada and then had the opportunity to watch the National Holstein shows. Canadian-bred Blondin Redman Seisme and RF Goldwyn Hailey both won their respective Grand Champion titles at the National Red and White Holstein Show and Black and White Holstein Show. *Hailey* would go on to win Supreme Champion honours at this year's 2012 Royal Agricultural Winter Fair (RAWF) during the Post-Conference portion of the World Holstein Conference. A commemorative flag ceremony was performed by more than 50 Canadian youth from coast to coast who carried 40 international flags of those countries in attendance for the 2012 RAWF and World Holstein Conference, and the 11 provincial flags and Canadian flag were also proudly carried down the middle of the large ring during the National Black and White Holstein Show on Friday, November 9, which was watched attended by more than 5,000 people.

Holstein Canada President, Glen McNeil, expressed his sincere appreciation from the Board of Directors for a 'job well done' to all involved remarking, "It was an honour for Holstein Canada to host this World Conference as we feel Holstein Canada did ourselves proud and we are stronger for it. I thank our members who opened their barns to tours— our guests saw great herds, but most importantly, met great Canadians. Also, our industry partners all supported us and we showed that to the world— we cannot thank our generous sponsors enough!" Holstein Canada CEO Ann Louise Carson echoed this sentiment concluding, "Remember the great effect the Vancouver Olympics had on us as a nation in 2010? I like to think the World Holstein Conference had the same effect on the Canadian Holstein family – we have always been a big family, however this time, we stood even closer together and shared our passion and pride of the Holstein cow with the world! It truly unified us as a country and with the rest of the world."

Four years from now, the 2016 World Holstein Conference will be held in Argentina.