



Media Release

HOLSTEIN CANADA, 20 CORPORATE PLACE, BRANTFORD, ONTARIO CANADA N3T 5R4
PHONE | 519-756-8300 | 1-855-756-8300 FAX | 519-756-5878 WEB | WWW.HOLSTEIN.CA

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Contact: Jennifer Kyle

Phone: 519-756-8300 ex. 234

jkyle@holstein.ca

Holstein Canada Sets New Record for Registrations

Brantford, Ont. – Holstein Canada is pleased to announce that a new record for animal registrations was achieved with 286,005 Holstein registrations completed in 2016. This is an increase of 2,150 registrations or 1% over 2015.

“We are very proud to have achieved this new record for registrations,” says Holstein Canada CEO, Ann Louise Carson. “This is a reflection of two things: the current favourable industry conditions, which stem from increased demand for dairy products, and the continued loyalty of Canadian producers towards registration.”

2016 also marked the launch of Holstein Canada’s new Herdbook software, with 11 months of business being conducted through the new system.

“2016 was a year of transition for Holstein Canada,” says Carson. “Changing over to our new Herdbook software went relatively smoothly, with no work days lost. This, in addition to a new and efficient system that allows the registrations to process automatically even when the office was closed on December 31, certainly played a key role in the achievement of the record.”

In addition to the record set for Holstein registrations, Holstein Canada is also pleased to have registered 7,705 other breed animals in 2016. This number is in addition to the Holstein record, and includes Ayrshire, Brown Swiss, Canadienne, Guernsey and Milking Shorthorn animals.

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