

info Holstein

January/February 2018 issue no. 149

A Holstein Canada publication providing
informative, challenging and topical news.





Registration is now open!

National Holstein Convention April 11-14, 2018

Reminders

09 Jan	Registration opens	09 Mar	Hotel Room Block closes	29 Mar	Registration closes
------------------	--------------------	------------------	-------------------------	------------------	---------------------

Farm Tours

Tour 1		Tour 2		Tour 3	
---------------	--	---------------	--	---------------	--

- Drapeau & Fils (Dragon)
- Ferme Pierriche Inc (Pierriche)
- Ferme Rolandale Enr (Jolibois)
- B. Lehoux & Fils Inc (Lehoux)
- Ferme Duhibou Inc (Duhibou)
- Ferme Malic (Malic)
- Ferme Canco Inc (Canco)
- Ferme Boulet Inc (Boulet)
- A. & R. Boulet Inc (Bonaccueil)
- Pierre Boulet (Pierstein)
- Ferme Geno Inc (Geno)
- Drolet & Fils (Drolie)
- Ferme Jacobs Inc (Jacobs)
- Ty-D Holsteins (Ty-D)
- Ferme Jean-Paul Petitclerc & Fils Inc, (Petitclerc)
- Yvon Richard & Fils Inc (Rigo)

***Watch the farm tour videos at events.holstein.ca**



Visit events.holstein.ca for more information and follow us on social media to stay connected!

QCHOCConvention2018 @2018Qcho



Editor Jennifer Kyle

Chief Executive Officer Ann Louise Carson

Board of Directors
President Orville O. Schmidt, AB
780-986-5746
southrisegen@yahoo.ca

1st Vice President Harry Van der Linden, Atlantic
902-863-3063
hvd1205@gmail.com

2nd Vice President Gerald Schipper, ON
519-765-4614
geraldschipper@gmail.com

Ben Cuthbert, BC
250-246-6517
b.cuthbert@telus.net

Ron Boerchers, SK & MB
204-447-2047
rainyridge@mymts.net

Doug Peart, ON
905-768-5163
peartome@live.com

Dennis Werry, ON
905-213-8228
werrydennis@gmail.com

Nancy Beerwort, ON
613-330-0348
cherrycrest@sympatico.ca

Elyse Gendron, QC
450-265-3147
e.gendron@xittel.ca

Angus MacKinnon, QC
819-570-3891
angusmackinnon3891@gmail.com

Gilles Côté, QC
418-343-2597
lacnor@hotmail.ca

Isabelle Dubois, QC
819-359-3120
milibro@cablovision.com

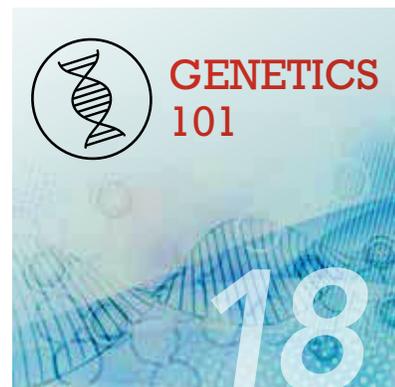


Design by Blueprint Agencies Inc.
10 Scott Ave., Paris, ON 519.442.1242

Printed in Canada by BECK'S PRINTING
75 Empey St., Brantford, ON



ABOVE: Be sure to check out the farm profiles on page 14. In this edition, we talked to four members across the country who have endured and overcome some kind of disaster. **ON THE COVER:** Our cover features exhibitor Jim Ostrom of MilkSource Genetics during the Grand Champion parade at the 95th National B&W Holstein Show. See page 6 for the Royal wrap-up! (Photo by Dominique Savary)



contents

- 4 **President's Message**
- 5 **DFC Article**
- 12 **Cow of the Year Finalists**
- 20 **Young Dairy Leaders Institute**
- 24 **Holstein Canada's 135th Annual General Meeting**

President's Message

By Orville Schmidt, Holstein Canada President

WE IN CANADA have a lot to be proud of. Not only is our economy one of the most diverse in the world, Canada's beauty and majesty from Atlantic to Pacific make it the envy of many people and countries around the world. This is much the same with our Holstein Breed.

After visiting farms and attending shows in four countries in the first few months of my term as your President, many seem just like home. Canadian genetics were at the forefront from Canada to Mexico and to Europe, as was the same at our recent National Holstein Shows at the Royal.

The Royal is indeed a place to honour the best in front of our fellow producers and an international audience. In these changing times, other competitions such as the ever-growing Breeder's Cups, which highlight cows standing in barns across the country, also recognize many outstanding cows in their everyday working clothes. Best of luck to all who will be competing in these events this winter!

Whether they are Breeder's Cup winners or Royal Grand Champions, all of these animals are special to their breeders and owners, and are a fantastic credit to our breed. We should always be as proud of the "Canadian Kind" as other people around the world are.

As spring approaches (there is always hope!), we will be preparing for our annual convention, which will be held in Quebec City this year in the heart of "Old Quebec." There will be tours, sales, shows and meetings hosted by some of the most passionate Holstein Breeders in the world.

Spring in Quebec will indeed be the place to be – see you there. 🇨🇦

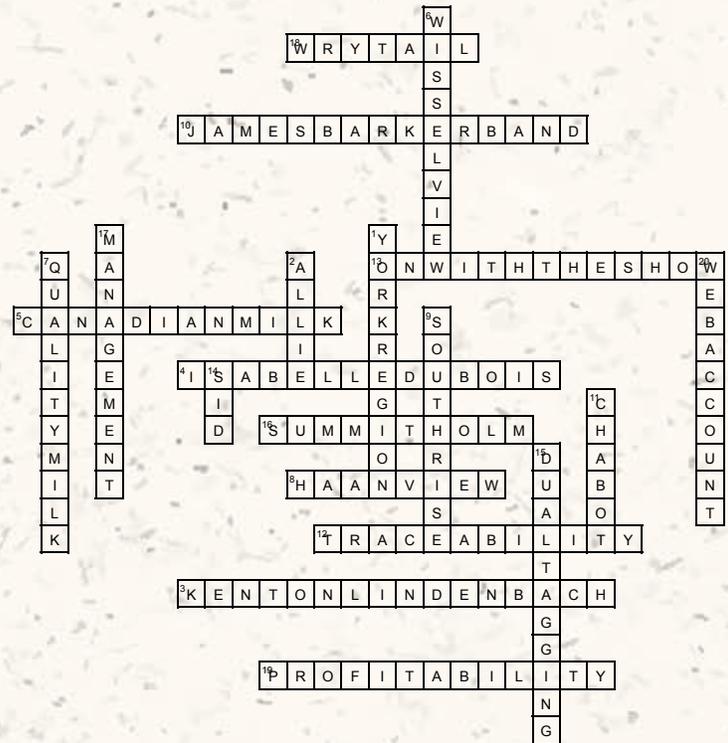


Changes to Classification Herd Visit Fees

AS PER THE NOTIFICATION letter mailed to all Holstein Canada members and classification clients in early November, **the herd visit fee will now be \$125 for both Regular and Mid-round Classification visits effective January 1, 2018.** While the price per animal will remain unchanged at \$11 per animal, the changes to the herd visit fees allow the Association to better cover the direct cost of getting on-farm to provide you with this valuable herd management information. Should you have questions or concerns, please contact the Classification department at classification@holstein.ca or 1-855-756-8300 Ext. 290. 🇨🇦

A Year In Review

ANSWERS



Across →

- Who is the Vice-President of the Young Leader Advisory Committee? (2 words)
- Who is the newest National Director for Holstein Canada? (2 words)
- What was the #FrametheHerd theme for the May/June 2017 edition of InfoHolstein? (2 words)
- Which herd from Loretto, Ontario was named Master Breeder in 2016?
- Which band played at the National Convention in April 2017? (3 words)
- Which ProAction® module came into effect September 1, 2017?
- Name the title of the new judging manual released in 2017 (4 words)
- Which Top Production Herd milks the most cows? (Sept/Oct 2017)
- Which conformation trait was removed from the Rump section of the Classification scorecard? (2 words)
- Fill in the blank: Pro\$ is based on sound science and takes current economic values into account for the calculation of expense, income and overall daughter _____.

Down ↓

- Where was the 134th annual general meeting held? (2 words)
- Who was Cow of the Year in 2016?
- Which British Columbia farm was featured in the Farm Profiles in the March/April 2017 edition?
- The ultimate goal of most dairy producers is to produce _____ (March/April 2017) (2 words)
- What is the prefix of our current Holstein Canada president?
- What is the last name of our most recent past president?
- Based on the 1st lactation Classifications from May/June 2017, who was the top sire with 100+ daughters classified?
- Fill in the blank: _____ is the standard for dairy cattle traceability and herd book registration.
- Metabolic disease is heavily influenced by what?
- Where can you find your e-Documents? (2 words)

Dairy Update: International Trade



Canada is participating in trade negotiations that may have a direct impact on supply-managed industries, including dairy. Here is a brief overview, provided by Dairy Farmers of Canada (DFC), of the two major negotiations currently underway.

1 North American Free Trade Agreement (NAFTA)

The fifth round of the NAFTA re-negotiation talks ended November 21, and as expected, there was no movement on the most contentious issues. The three countries have agreed to continue negotiating through to the end of March; however, it is likely the talks will be put on hold after the March round while Mexico undergoes its Presidential election and the U.S. has its mid-term elections. It remains unclear whether the three parties will be able to reach a deal before then.

The lead Ministers for Canada, the U.S. and Mexico did not attend the latest round of talks, and while lead negotiators worked on some of the easier issues, reports indicate that they largely ignored contentious ones such as dairy, automotive content, dispute panels, government procurement and a sunset clause.

During round five, the U.S. administration released an update of its NAFTA negotiating objectives, originally released in July 2017. The list reflected U.S. demands tabled in the previous round of negotiations, including the elimination of Canadian tariffs on imports of dairy, poultry, and egg products over ten years, and what amounts to a veto over Canadian domestic dairy policy. Needless to say, these demands remain as outrageous now as the day they were tabled.

In addition to their asks on dairy, the U.S. proposed to increase the use of regionally-made auto parts, demanding the minimum threshold be raised to 85 per cent NAFTA origin components from 62.5, and that half the content come from the U.S. They also asked to gut the deal's dispute-resolution system and add a sunset clause that would terminate NAFTA in five years unless the three countries agree to keep it.

Since the beginning of the negotiations, the Government of Canada has clearly and publicly expressed its support and willingness to defend the dairy industry and all supply-managed farmers and, along with Mexico, quickly dismissed new U.S. objectives as unworkable and "non-starters." DFC believes the government will stay true to their word.

Media are speculating that the U.S. is frustrated with Canada and Mexico's reluctance to present counter proposals during round five, but the latter two countries are waiting for realistic proposals. If a NAFTA deal is to be achieved, the U.S. is going to have to respect Canadian and Mexican sovereignty and strive for an agreement that

all three countries see as a "win-win-win."

An interim round of talks is scheduled for December in Washington, followed by the sixth round in Montreal in January 2018.

2 TPP-11 – Comprehensive and Progressive Agreement for Trans-Pacific Partnership

Since President Donald Trump withdrew the U.S. from the original Trans-Pacific Partnership in January 2017, the 11 remaining countries have held a series of senior-level gatherings to try and reach a deal without the U.S. Newly renamed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership or otherwise called TPP-11, the latest round of meetings were held in Hanoi Vietnam in November 2017. While many issues were sorted out, Canada refused to sign an agreement-in-principle, opting to continue negotiating for a better deal for Canada – particularly when it comes to Canada's auto and cultural sectors.

Prime Minister Justin Trudeau said that Canada would not be rushed into a deal that is not in the best interests of Canadians. Ministers from participating countries have indicated that they will continue to try to resolve several outstanding issues prior to concluding an agreement – the timeline for this remains uncertain.

While Dairy Farmers of Canada (DFC) was pleased to see the Prime Minister hold firm for a better deal, we were disappointed that market access concessions on agriculture were not mentioned amongst the outstanding issues.

The original agreement with the United States included a market access concession of 3.25% of Canada's dairy market. DFC estimates that this represents a loss of up to \$246 million dollars a year, in perpetuity. Given the withdrawal of the United States from the agreement, DFC considers that it will be imperative for the Canadian government to ensure that the original market access concessions on dairy and supply management are recalibrated to reflect the loss of the world's largest economy from the deal. This has been clearly communicated to government.

While it remains unclear what the final outcome of any TPP-11 agreement will look like, in taking a strong position, the Prime Minister has made it clear to both our TPP and NAFTA partners that his priority is Canada and its economy, and that Canada won't be pushed around. 🇨🇦

The Royal REVIEW

2017

IT WAS ANOTHER FANTASTIC SHOWING for Holsteins at the Royal Agricultural Winter Fair! In fact, the 2017 edition of the National Black & White Holstein Show was not only a milestone 95th show, but also set a new record for the number of animals exhibited. There were 380 head of cattle shown this year, which tops the previous record of 378 set in 1998. Both National Holstein Shows are always highlights at the RAWF, and this year's shows were certainly no exception. Large crowds of domestic and international Holstein enthusiasts gathered to watch the world-class events.

In the National Red & White Holstein Show judged by Bruce Mode of Vankleek Hill, Ont, Meadow Green Absolute Fanny captured the roses as Grand Champion of the show for the second consecutive year. Judge Pierre Boulet of Montmagny, Que. was tasked with placing the National Black & White Holstein Show, selecting Co-Vale Dempsey Dina 4270 to wear the rose garland as Grand Champion of the 2017 show. There were 447 animals exhibited at the 2017 National Holstein Shows. Full results from both shows can be found on the Holstein Canada website.

The success of both National Holstein Shows would not be possible without the generous support of a number of sponsors who help make the shows such world-class events.



We sincerely thank the following:

BLACK & WHITE SHOW SPONSORS

Beckridge Holsteins
 Canadian Imperial Bank of Commerce
 CanWest DHI
 Cattle Connection
 Cherry Crest Holsteins
 Comestar Holstein
 Cowsmopolitan
 Crackholm Holstein
 Crasdale Holsteins
 Crovalley Holsteins
 Eastside Holsteins
 Ferme Jacobs
 Ferme Provetaz
 Ferme Rolandale
 Gleneil Farms
 Heather Holme Holsteins
 Hokkaido Holstein Association
 Holstein Cattle Association of Japan
 Holstein Journal
 Holstein Québec
 La Coop Fédérée
 Lookout Holsteins
 Manitoba Holstein Branch
 Nova Scotia/Newfoundland Holstein Branch
 Nurseland Holsteins
 Ontario Holstein Branch

Petitclerc
 Riverdown Holsteins
 Salem Holsteins
 Semex Alliance
 Southrise Holsteins
 The Bullvine
 Vetoquinol
 Walnutlawn Farms

RED & WHITE SHOW SPONSORS

Arrow Marketing
 Bienert Holsteins
 Canadian Livestock Photography
 CanWest DHI

Deslacs Holsteins
 Ferme Milibro
 Holstein Québec
 Innislake Holsteins
 La Coop Fédérée
 Nova Scotia/Newfoundland Holstein Branch
 Semex Alliance
 Southrise Holsteins
 The Bullvine
 Vetoquinol
 West Port Holsteins

Pedigree Analysis

OF ANIMALS EXHIBITED AT THE NATIONAL HOLSTEIN SHOW AT THE 2017 RAWF

A pedigree analysis was completed following the conclusion of this year's National Holstein Shows. The analysis was completed on only those animals that appear in the Holstein Canada database. The following charts summarize the results of various data from animals exhibited at the shows.

LEADING SIRES OF ANIMALS EXHIBITED AT 2017 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Sires
358 animals included in the total

Rank	Name	# of Daus
1	VAL-BISSON DOORMAN	82
2	BRAEDALE GOLDWYN	25
3	WALNUTLAWN SOLOMON	24
4	PINE-TREE SID-ET	20
5	MAPLE-DOWNS-I G W ATWOOD	19
6	MR CHASSITY GOLD CHIP-ET	13
6	LIRR DREW DEMPSEY	13
8	KH CINDERDOOR-ET	8
9	DYMENTHOLM MR APPLES AVALANCHE	7
9	GILLETTE WINDBROOK	7

LEADING SIRE STACKS OF ANIMALS EXHIBITED AT 2017 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Sire Stacks
358 animals included in the total

Rank	Sire x MGS	# of Daus
1	DOORMAN X GOLDWYN	24
2	GOLDWYN X DUNDEE	12
2	SID X GOLDWYN	12
4	DOORMAN X G W ATWOOD	7
5	DOORMAN X SANCHEZ	6
5	SOLOMON X GOLDWYN	6
7	DOORMAN X WINDBROOK	5
8	DOORMAN X FEVER	4
8	GOLD CHIP X SANCHEZ	4
8	WINDBROOK X GOLDWYN	4

LEADING SIRES OF ANIMALS EXHIBITED AT 2017 NATIONAL RED & WHITE HOLSTEIN SHOW

Overall Leading Sires
58 animals included in the total

Rank	Name	# of Daus
1	DYMENTHOLM MR APPLES AVALANCHE	9
2	MR APPLES ARMANI-ET	4
3	MR D APPLE DIAMONDBACK	3
3	PATIENCE SHOWLINE CONTENDER	3
3	EK-STJ CALIFORNIA-RED-ET	3
3	APPLES ABSOLUTE-RED-ET	3
7	BLONDIN LOTUS-ET	2
7	JACOT-RED	2
7	CHARPENTIER REDHOT RED	2
7	DUDOC MR BURNS	2
7	MR ANSLY ADDICTION-P-RED-ET	2
7	SCIENTIFIC B DEFIANT-ET	2

LEADING MATERNAL GRAND SIRES OF ANIMALS EXHIBITED AT 2017 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Maternal Grand Sires
358 animals included in the total

Rank	Name	# of Daus
1	BRAEDALE GOLDWYN	63
2	REGANCREST DUNDEE-ET	29
3	GILLETTE WINDBROOK	16
4	MAPLE-DOWNS-I G W ATWOOD	15
5	PINE-TREE SID-ET	14
6	GEN-MARK STMATIC SANCHEZ	13
7	CRACKHOLM FEVER	11
8	MR CHASSITY GOLD CHIP-ET	9
9	MS ATLEES SHT AFTERSHOCK-ET	7
9	LIRR DREW DEMPSEY	7
9	COMESTAR LAUTHORITY	7
9	VAL-BISSON DOORMAN	7
9	WILCOXVIEW JASPER-ET	7

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT THE 2017 NATIONAL BLACK & WHITE HOLSTEIN SHOW

113 animals included in the total
(Canadian classifications only)

Class	Category	# cows	# cows with scores	Avg Score
10	Milking Yearling	26	13	86
11	Junior 2-Year-Old	14	9	86
12	Senior 2-Year-Old	18	17	87
13	Junior 3-Year-Old	19	16	87
14	Senior 3-Year-Old	16	16	88
16	4-Year-Old	16	13	90
17	5-Year-Old	15	15	92
18	Mature Cow	10	8	93
19	Longtime Production	6	6	94

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT THE 2017 NATIONAL RED & WHITE HOLSTEIN SHOW

21 animals included in the total
(Canadian classifications only)

Class	Category	# cows	# cows with scores	Avg Score
10	Milking Yearling	2	1	85
11	Junior 2-Year-Old	4	3	87
12	Senior 2-Year-Old	1	1	87
13	Junior 3-Year-Old	4	4	87
14	Senior 3-Year-Old	2	2	90
16	4-Year-Old	6	5	89
17	5-Year-Old	2	2	90
18	Mature Cow	4	3	92

Producer Perspective on Conformation

IN THE PAST TWO ISSUES of *InfoHolstein*, we have highlighted the science and the benefits of functional conformation through the classification program.

As classification is a management tool, each producer will value different aspects of the program and its corresponding reports and data. With this in mind, this final article will highlight the perspectives of four different producers, as well as a classifier, on how classification is valued and how it affects management decisions. For the purposes of this round-table discussion, we spoke with:



Gert Schrijver (GS)

A producer from Stettler, Alberta (Marsfield Dairy) who milks 250 cows in a free-stall with a parlour. Marsfield Dairy was the 2014 and 2009 recipient of the Alberta Branch's Breeder of the Year.



Phillip Vroegh (PV)

A producer from East Noel, Nova Scotia (Sunny Point Farms Ltd.) who milks 350 cows in a free-stall barn with a parlour. Sunny Point Farms received their Master Breeder Shield in 2013 and has been ranked the best managed herd in Nova Scotia by CanWestDHI and Valacta for the last few years. Phillip also sits on the Breed Advisory Committee.



John Peeters (JP)

A Holstein Canada Classifier with 20+ years of scoring experience and extensive experience working as a hoof trimmer.



Ysabel Jacobs (YJ)

A producer from Cap Santé, Quebec (Ferme Jacobs Inc.) who milks 215 cows in a tie-stall barn. Ferme Jacobs is a three-time Master Breeder herd. They have had and continue to have great success in the show ring. Some of their many show accolades include Premier Exhibitor and Breeder at both the World Dairy Expo and the Royal, and Grand and Reserve Champion Bred and Owned animals at this year's Royal.



Ben Cuthbert (BC)

A producer from Ladysmith, British Columbia (Silvermaple Holsteins) who milks 120 cows with two robots. Ben has a great eye for buying, selling and breeding cows, a notable animal being Silvermaple Damion Camomile VG-89-3YR-CAN EX-95-5YR-USA. Ben is a Holstein Canada National Director and also sits on the Classification Advisory and Breed Advisory Committees.

Q&A

Describe your ideal cow:

GS: An animal that calves at less than two years of age and scores 83 points in her first classification. She milks well and lasts a long time in the herd. We aim for our cows to hit 60,000 kg in four lactations.

PV: A cow of moderate stature with a strong loin and a well-sloped rump. I like a cow that is wide through the chest and muzzle, and that can produce lots of milk with high components.

BC: Has a great or "perfect" udder, meaning high and wide with a great fore attachment. We like cows that are wide throughout, and have a proper rump that flows into a strong loin; cows that walk comfortably on sound, correct feet and legs.

YJ: She has perfect rump angle and thurl placement, which carries into her feet and legs to give her excellent mobility.



When asked if her ideal barn cow was different from her ideal show cow, Ysabel responded: "There used to be differences between the two venues, but not anymore. We have seen a difference over the last few years especially. Judges are now looking for more balanced cows rather than really big cows. Our industry is changing and the shift in mindset and selection needs to happen."

JP: Medium stature with adequate width and strength throughout. They have solid wearing parts, meaning feet and legs and mammary.

What does "Functional Conformation" mean to you?

GS: A cow that has longevity and lasts until 10 years of age while still milking well. She has a good udder which can produce 100,000 kg in her lifetime. Additionally, she is easy to get pregnant and does not have health issues.

PV: My ideal cow is also a functional cow. An animal that is not overly extreme as it relates to dairy character. I prefer animals of moderate height, with proper rump angle and width throughout. I like cows that are more durable and less fine-featured than what is typically seen in the show ring.

BC: I break down functional conformation into three parts: (1) good feet and legs with good mobility; (2) a good udder; and (3) correct rump structure (lower in the pins).

YJ: A cow that lasts! We want cows that breed back easily and calve out without any issues. Ideally cows will last beyond six lactations in our herd.

JP: Functional conformation is the cow's ability to wear and give lots of milk with minimal stress.

What type traits are important to your breeding program and why? Are there specific traits that are more important?

GS: Over the last 20 years, we have focused on udders (rear udder width), dairy strength (chest width) and rumps with very little emphasis on feet and legs. A cow with a wide rear udder will be wide throughout and have good locomotion. Selecting for health traits is already done by the AI industry.

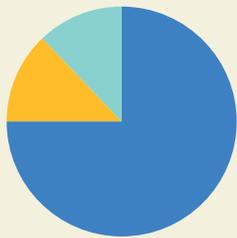
PV: We look at several things. For conformation traits, we focus on feet and legs, loin strength, chest width and rump. In terms of production traits, we look for a SCC under 2.7, positive kilograms for milk and positive deviations. Lastly, for functional traits we look for a positive pregnancy rate and a milking speed that is average or better.

BC: Our focus has changed since we switched to robots. We put more emphasis on front teat placement, udder floor and rear teat placement. We also look at dairy strength (especially angularity), good udders and rumps.

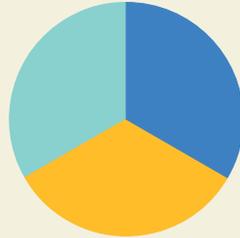
YJ: We really focus on the mammary and rump traits in addition to SCC, mammary health and overall health, which are also important to us. We strive to have a SCC under 100 and are looking for a balance of health traits and production traits. If you are out of balance, you are going to start having problems.

JP: All traits are important. Some are certainly more descriptive than others, but all are important for a balanced cow. A cow is only as strong as its weakest trait.

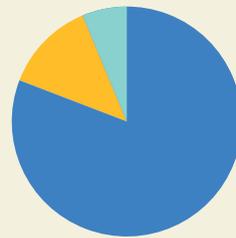
What percentage of emphasis do you place on conformation, health & fertility and production components when making breeding decisions?



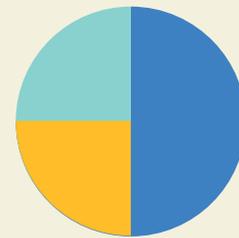
GERT SCHRIJVER



PHILLIP VROEGH



BEN CUTHBERT



YSABEL JACOBS

***YJ:** 50% conformation also include emphasis on cow families.

■ CONFORMATION ■ PRODUCTION COMPONENTS ■ HEALTH/FERTILITY

Classification is primarily a herd management tool. Why do you classify?

GS: We use classification as a benchmarking tool to measure progress and to provide an indication of how we compare to the average herd. Classification is also an educational tool; we learn a lot about our cows and the herd from the classifiers. As an example, we use the Dairy Strength score to measure our success in raising our heifers.

PV: Classification puts another set of eyes on our herd. We use it as a tool for selective breeding; if a first lactation cow milks well but her conformation is poor, we will only breed her with beef semen. We also show all animals for reclassification every time, as we want to know where our herd is at.

BC: The primary reason we classify is for marketing. It's really important for buyers to know what they are buying; the same thing can be said for milk recording. Performance data is very important for marketability and maintaining records for the maternal families.

YJ: It's a great tool to see how cow families grow and mature, especially in a larger herd.

JP: Classification points out an animal's strengths and weaknesses. It is a great tool for corrective mating, which is probably the largest

strength of the program. It allows producers to look through the classifier's eyes and study their animals, something they often don't have time to do. Producers know their favourite cows, and often this mirrors how we score because the better the conformation, the fewer problems the animal causes.

Is herd longevity important to you?

GS: YES! Longevity is very important to us. Not only do we want a cow that lasts, but we want a cow that has good production. I think as a whole, we need to do a better job of recording longevity and lifetime production. If we had a benchmark, this would allow us to have a better understanding of longevity economics. Kilograms of fat and protein per day of life are the gold standard for longevity to us.

PV: Yes, herd longevity is very important and is something we strive for. We recently received some awards for cows with over 140,000 kg. Those types of cows generate a lot of income and are typically classified Very Good or better.

BC: We do a lot of marketing and we always have an excess of animals to sell because of animal longevity. We can milk our cows for multiple lactations; therefore, we constantly have replacements to sell. The longer an animal lives, the more animals we can sell.

YJ: For sure! Herd longevity leads to a more profitable herd. As previously stated, we like our cows to calve out and have at least six productive lactations.

Envision the breed in 10 years. What do you think the ideal cow will look like?

GS: The way we look at feet and legs will change because of increased lesion data collected by hoof trimmers. This data shows there is no correlation between lameness and bone quality, foot angle and rear leg side view. Focus should be on heel depth, rear leg rear view and **front legs** – the forgotten trait in my opinion. I also think everyone will be genomic testing in the next 10-20 years. This will help us find more and more genetic recessives and haplotypes that negatively impact herd profitability. Some of the more well-known recessives and haplotypes are HCD (cholesterol deficiency), embryonic death and still birth. To manage these haplotypes, genomic testing is a must. Mating programs will be needed and will increase in complexity.

PV: In 10 years, the breed may not look like what I want it to. I hope cows will be of moderate stature with strong loins and well-sloped rumps. The current program does not put enough emphasis on slope of rump, and recent research has indicated slope of rump

doesn't affect calving ability. However, time and time again, we see on-farm that it does. Top sires right now have high pins, bad feet and weak loins, and are producing ugly heifers. Adjustments need to be made and stature really needs to be watched – our cows are too big.

BC: Similar to today, but slightly smaller. We don't look at size when breeding anymore, and we don't consider using bulls which are high positives for stature. Our big cows do well, but they are getting too big for the milking system.

YJ: I hope we will find more balance and move away from the extremes. I like a balance between production, conformation, and health and fertility traits. The balance will lead the breed to more longevity.

JP: I think cows will have a more moderate stature and more overall width. I think that because people are breeding for a strong loin and a more sloped rump, we are going to see more correct rumps. I also think this new generation is going to be breeding for a higher foot angle and better rear leg rear view. 🐄



COW of the YEAR 2017

Who will be the next Queen of the Breed?

VOTING DEADLINE:
FRIDAY, MARCH 9, 2018

Cast your vote in one of four easy ways:

ONLINE WEB ACCOUNT
Log into your member profile and click on the Cow of the Year banner at the top of the page.

E-MAIL
cowoftheyear@holstein.ca

MAIL
Postage-paid, tear-off ballot
20 Corporate Place P.O. Box 610
Brantford, ON N3T 5R4

FAX
519-756-5878

Each prefix or client ID is entitled to one vote.
The announcement of the 2017 Cow of the Year winner will be made at Holstein Canada's Annual General Meeting of Members, Saturday, April 14, 2018 in Quebec City.

→ See page 12 for finalist profiles

Who will be the next



Jacobs Goldwyn Brittany

EX-96-2E-CAN 6* (0/32)



- Breeder and Owner: Ferme Jacobs Inc., Cap Santé, Quebec
- Best 305: 6yr. 17,310 kg M 688 kg Fat 4.0% 529 kg P 3.1% BCA 333-360-327
- Lifetime: 4 lacts. 61,062 kg M 2,502 kg F 4.1% 2,033 kg P 3.3% BCA 281-307-291
- 3 Superior Lactations, Reserve All-Canadian Four-Year-Old 2011, Nominated All-Quebec Mature Cow 2013

Jacobs Goldwyn Brittany is undeniably a founding pillar of the herd at Ferme Jacobs. Completing seven generations of Very Good or Excellent at EX-96, *Britany* is an outstanding cow that has proven she can excel both in the show ring and in the barn. She has also solidified herself as an exceptional brood cow by proving her own incredible transmission power.

Britany is a well-known name in the show ring and has accumulated many show accolades over the years. Included in those accomplishments are: a Grand Champion title at the Quebec Spring Show in 2011, a first-place finish in the Four-Year-Old class at the Royal that same year, and capping the year off being named Reserve All-Canadian and Reserve All-Quebec Four-Year-Old.

Adding to her show ring success, *Britany* has been a hard worker in the barn as well. With a lifetime milk production of over 61,000 kg in four lactations, she has earned three Superior Lactation awards. Just like their mother, her 17 classified daughters are following in her footsteps as 100% of them are scored Good Plus or better with an average production of 13,867 kg of milk with 4.1% fat, 3.1% protein and an average BCA of 262-292-261. Also a prolific flush cow, *Britany* has 83 registered progeny here in Canada and has sold numerous embryos all over the world.

Britany is an exceptional balance of high-production and show type. Her uncanny ability to pass on her best qualities to her daughters and their many descendants has ensured that she has left her mark on the breed nationally and internationally. *Britany* is a true ambassador for Canadian Holsteins and her legacy will continue to grow for years to come!

Misty Springs Lavanguard Sue

VG-89-4YR-CAN 9* (0/45)



- Breeder: Misty Springs Holsteins, Little Britain, Ontario
- Owner: Walnutlawn Farms Limited, Tavistock, Ontario
- Best 305: 4yr. 12,361 kg M 558 kg Fat 4.5% 384 kg P 3.1% BCA 238-291-234
- Lifetime: 2 lacts. 32,926 kg M 1,509 kg F 4.6% 1,122 kg P 3.4% BCA 257-306-256
- 1 Superior Lactation

Misty Springs Lavanguard Sue may still be a “young” cow, but she has already left her mark and is poised to continue to have an incredible impact on the type market around the world. An outstanding individual herself, *Sue* has proven to be a fantastic brood cow with exceptional ability to transmit her best qualities to her progeny and their descendants.

In Canada and the US alone, *Sue* currently has over 18 classified daughters and 100% are scored Good Plus or better, including four Excellents and 12 Very Goods. Beginning with *Sue*, there are now four consecutive generations of females that have held the title of #1 conformation cow or heifer. *Sue's* descendants have proven that they are certainly more than just looks. Like their mother, her daughters pull their weight in the milk row as well averaging 13,391 kg of milk with 4.1% fat, 3.2% protein and an average BCA of 253-279-260.

A prolific flush cow and bull dam, *Sue* has also made a name for herself in the AI industry. Her *Doorman* son, *Solomon*, remains one of the most popular bulls around the world. Currently, three of the top five GPA bulls are *Sue's* direct descendants, including one son, one grandson and one great-grandson.

Several of her descendants have also been making an impression in the show rings. *Sue's* daughter, *McCutchen Summer EX-92-USA* is not only a former #1 conformation cow, but was also nominated both All-Canadian and All-American Senior three-year-old in 2016.

Sue is a cow whose legacy and story have only just begun. At only eight years old, she has a lot of story left to write. Her impact will continue to shine throughout the breed for many years to come through her progeny and their many descendants around the world!

Queen of the Breed?

Ronbeth Stormatic Doll

92-8E-CAN 2* (10/0)



- Breeder and Owner: Ronbeth Holsteins, Hastings, Ontario
- Best 305: 8yr. 12,430 kg M 451 kg Fat 3.6% 372 kg P 3.0% BCA 227-224-219
- Lifetime: 10 lacts. 119,286 kg M 4,569 kg F 3.8% 3,717 kg P 3.1% BCA 212-216-205
- Longtime Production Award (100,000 kg)

Ronbeth Stormatic Doll made Canadian Holstein history recently by becoming the first cow that is a fifth-generation EX and the fifth consecutive generation to produce over 100,000 kg of milk in her lifetime. This alone is an incredible accomplishment and demonstrates the transmission power of the family, but most impressively, *Doll* is still going strong! At 119,286 kg to-date, she is working towards completing her 10th lactation.

Great type, high production and longevity are traits that have been easily passed from one generation to the next. *Doll* is no exception and has made a name for herself by continuing this legacy with her own progeny. She has six classified daughters in Canada all scored Good Plus or better, including two EX daughters. Her milking daughters average 11,538 kg M with 3.9% fat and 3.0% protein and an average BCA of 218-229-212.

While virtually all of her progeny here in Canada are natural calves, *Doll* has proven herself to be a solid flush cow who has left her mark around the world as well. She has produced 67 embryos for export and currently has progeny in seven different countries, including a Goldwyn son that has over 240 daughters in Scotland. *Doll's* progeny and their descendants, both here in Canada and abroad, are continuing her legacy of success both in the barns and show rings around the world.

Doll is a favourite of everyone who enters the barn at Ronbeth. Pictured here at 14 years old, her youthfulness is a big part of that. *Doll* is a problem-free cow that goes about her business lactation after lactation. She exhibits the high type, high production and longevity associated with the "Canadian Kind", making her a fantastic ambassador for Canadian Holsteins here at home and around the world!

Vieuxsaule Allen Dragonfly

EX-94-2E-CAN 39* (7/188)



- Breeder and Owner: Mario & Jimmy Perreault, Ferme du Vieux Saule, St. Esprit, Quebec
- Best 305: 5yr. 13,814 kg M 553 kg F 4.0% 432 kg P 3.1% BCA 277-296-272 Dev. +31 +68 +18
- Lifetime: 4 lacts. 65,462 kg M 2,671 kg F 4.1% 2,123 kg P 3.2% Average BCA 273-301-270
- 2 Superior Lactations, Nominated All-Canadian 4-H Junior Yearling 2003

Dragonfly is a balanced cow with ability to transmit her high genomics, show style, strong components and in-demand health traits to her descendants. A great brood cow, she has made a name for herself around the world with her high-genomic progeny in high-demand.

This *Allen* daughter currently has over 62 classified daughters here in Canada and throughout Europe. Thirty are scored 87 points or higher, 98% are Good Plus or better, and they average 13,338 kg with 4.2% fat and 3.2% protein. Her daughter, *Toystory Haley* EX-90-2E 15*, continues the legacy with 100% of her 28 milking daughters scored GP or better and averaging 13,550 kg with 4.2% fat and 3.2% protein. Another daughter, *Bolton Halia* VG-87-2YR-CAN 11*, is the former #6 GLPI cow and 94% of her daughters are GP or better and average 12,544 kg with 4.4% fat and 3.4% protein.

A very prolific flush cow and popular bull dam, *Dragonfly* has four sons in AI – two being Superior Type sires – and a number of grandsons and great-grandsons in AI who are some of the most notable genomic bulls. Young genomic sire *Drifter* is the current #2 PTAT at 4.37 and #1 for conformation in Canada at +23, while his brother *Diago* is #1 for udder composite (3.69) for young genomic sires in the US and is #1 for mammary in Canada at +21.

Leaving her mark in the show ring as a heifer, *Dragonfly* continues to shine in the ring through her daughters and their descendants at many regional, national and international shows.

Dragonfly's breeders feel lucky to have worked with her, and describe her as more than a cow, but rather a part of the family! With progeny in over 22 countries, this two-time International Cow of the Year nominee continues to shine and has become an ambassador for Canadian Holsteins around the world.



Overcoming Disaster

Mosnang Holsteins

Rimbey, Alberta

By Morgan Sangster, HC Field Service Business Partner

PREFIX: Mosnang

PEOPLE INVOLVED: Heini & Ruth Hehli and Markus & Amanda Hehli as well as some part-time or summer student help

OF YEARS AS A HOLSTEIN CANADA MEMBER: 37 years

OF COWS MILKED: 90 to 100 cows

OF ACRES FARMED: 250 acres

FACILITY TYPE: Free-stall barn with a flat or "step up" parlour

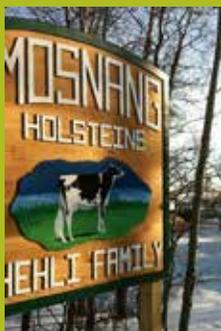
HERD PRODUCTION AVERAGE: BCA 252-310-251

HERD CLASSIFICATION (IF APPLICABLE): 8 EX - 57 VG - 31 GP

WHAT IS YOUR FEEDING SYSTEM? TMR of Alfalfa and Barley silage with a complete ration bought in

ARE THERE OTHER BREEDS IN YOUR HERD? We also milk five or six Jerseys

HOLSTEIN CANADA SERVICES USED: We use all of Holstein Canada's services



WHAT HAPPENED? AND, WHEN DID IT HAPPEN? In January of 2011, the entire free-stall barn collapsed due to the snow load on the roof.

WHAT WAS THE WORST/MOST DIFFICULT PART ABOUT WHAT HAPPENED? For us, the worst part was walking into the barn at 5 a.m., wondering why there were no lights and everything was too quiet only to discover the roof was down. The next 12 hours were the most difficult as we had to get the cows out and milked, and figure out what to do with them. We gathered some neighbours and tractors, and were able to save all but four of our 100 cows. The barn was ruined but we were lucky the parlour was in an attached building, so we could continue to milk. We spent a day taking all of the hay and straw out of our hay shed, turning it into a bedding pack that would house the cows for the next few months. We also immediately shipped a few injured cows because we knew we had no room or time to try to fix them. One was an Excellent cow, which was hard.

REGARDLESS OF THE SITUATION, THERE IS ALWAYS A SILVER LINING OR POSITIVE TAKE-AWAY TO BE FOUND. WHAT WAS SOMETHING POSITIVE THAT CAME THROUGH YOUR EXPERIENCE? The barn went down in the middle of the night, so most of the cows were trapped in the stalls, but were still alive and mostly unharmed. Had the collapse happened shortly after feeding, most cows at the feed bunk would have been crushed. We were lucky we did not lose more cows. The experience also reaffirmed that the neighbours and the agriculture industry pull together to help when someone needs help.

HOW AND WHEN DID YOU DECIDE TO REBUILD AND CARRY ON? For us, it was never a consideration to not rebuild and carry on. We (Markus and Amanda) are in the process of taking over the farm from my parents, Heini and Ruth, and this [dairy] is where our passion is.

IF YOU HAD TO REBUILD, HOW DID YOU DECIDE WHAT TO BUILD? HOW LONG DID IT TAKE TO BUILD AND RETURN TO NORMAL? Our insurance company was very cooperative and helpful. We had to rebuild on the same foundation, but were allowed to make

improvements. We also made the switch from a cold barn to an insulated barn. Insurance allowed this to happen, and we paid the difference in cost. We have a great builder in our area that had just finished a job and was available. We had the whole structure cleaned up and rebuilt in two months. We also built with an expansion in mind, which we built the following year.

WHAT WERE SOME OF THE CHALLENGES YOU FACED IN REBUILDING/CARRYING ON? A big challenge was getting quotes and prices on such short notice and still at a good price. Also, while the insurance was great, there were some frustrating times waiting for insurance approval on certain aspects so we could move forward. Approval of our contractor was one such example. We knew who we wanted and they were ready, but because they were not on the insurance company's list, it took some time to get the go ahead. Another challenge was getting extra bedding and looking after the cows in a temporary area for two months with temperatures hitting -30 C for extended periods. This made it especially difficult to look after the fresh cows.

HAS YOUR HERD MANAGEMENT AND BREEDING PROGRAM CHANGED? HOW? Our herd management changed simply because we switched from a cold barn to a warm barn. But, other than that, nothing major changed and our breeding program is still the same.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO FINDS HIMSELF/HERSELF DEALING WITH THE AFTERMATH OF SOME SORT OF DISASTER OR TRAGEDY? WHAT ENCOURAGEMENT WOULD YOU GIVE THEM? Good relationships with neighbours are invaluable in times like these. Also, make sure to go with a respected insurance company and always review your insurance policy on an annual basis.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? Our ideal cow would be EX-97-10E, a Royal Champion and a Canadian All-Time Production leader. We love sound, hardworking cows that are trouble-free and can also compete at the shows. 🐄

WHAT HAPPENED? AND, WHEN DID IT HAPPEN? In January of 2013, a fire destroyed the dairy barn, including all of our 90 milk cows, 15 dry cows and 25 calves.

WHAT WAS THE WORST/MOST DIFFICULT PART ABOUT WHAT HAPPENED? The most difficult part was losing the generations of genetics and the cows that we loved and worked with every day.

REGARDLESS OF THE SITUATION, THERE IS ALWAYS A SILVER LINING OR POSITIVE TAKE-AWAY TO BE FOUND. WHAT WAS SOMETHING POSITIVE THAT CAME THROUGH YOUR EXPERIENCE? Since we rebuilt, we have had many opportunities to share dairy farming with people from the general public through tours on the farm. We also learned so many new things (including humility), met a lot of people from our community who were willing to help out, and were very blessed in a number of ways throughout this journey.

HOW AND WHEN DID YOU DECIDE TO REBUILD AND/OR CARRY ON? We decided to rebuild immediately after the fire. Our family members all have a very strong faith, and so we were easily able to trust that God had a plan for us. We did take as much time as possible to decide exactly what we wanted to build.

IF YOU HAD TO REBUILD, HOW DID YOU DECIDE WHAT TO BUILD? HOW LONG DID IT TAKE TO BUILD AND RETURN TO NORMAL? We packed as many tours into a month as we could, and had help from several people in the industry in terms of advice and help with touring and drawing. Most notably, Pete Spyk from our milking equipment dealership was instrumental in working with us as we planned our rebuild. The actual building of the barn took less than 12 months, but we still have a ways to go before we can consider things "back to normal." Before the fire, we milked in a tie-stall that was vastly different than our operation now. We have also not yet made it back to where we used to be in terms of milk production.

We were very blessed to work with John and Dawn Wynands from whom we purchased about 80% of our herd. They are fantastic people and have an

exceptional herd of cattle. We are very pleased with our classification results since the fire, and our milk production is starting to move in the right direction.

WHAT WERE SOME OF THE CHALLENGES YOU FACED IN REBUILDING/CARRYING ON? Initially it was a challenge to obtain a building permit, and to design a barn and plan our future in such a short timeframe. After the new barn was built, we still faced challenges, a fair number of which stemmed from us learning so many new things at once. We lost 40 cows in our first two years in the new barn, mainly due to injury and mastitis. We have also experienced the struggle and/or failure of a number of aspects of our new barn. Our biggest challenge has definitely been trying to make milk – some of which is a result of the aforementioned struggles.

HAS YOUR HERD MANAGEMENT AND BREEDING PROGRAM CHANGED? HOW? Our herd management has changed greatly. The change from tie-stall to free-stall with deep bedding and robots brought with it an entirely new management style that is difficult to even compare to the old. Our breeding program has changed slightly. In our old facility, we bred mainly for type and fed for milk, while seeking balanced cows that excelled in both areas. With the new barn, we have needed to put more emphasis on mobility and health traits.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO FINDS HIMSELF/HERSELF DEALING WITH THE AFTERMATH OF SOME SORT OF DISASTER OR TRAGEDY? WHAT ENCOURAGEMENT WOULD YOU GIVE THEM? If you go through a disaster, find someone who has experienced something similar to learn from. As you explore a rebuild, find farmers who will be 100% honest with you and share their struggles and challenges as well as their successes. Don't be afraid to lean on family, friends and your faith.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? The ideal cow on our farm is an excellent cow that produces well. We like tall, angular, deep-bodied cows with exceptional udders and excellent mobility and health traits. 🐄



FARM PROFILE

Overcoming Disaster

Roosburg Farms Inc.

Athens, Ontario

By Andrea Emond, Ontario Holstein Link Editor

PREFIX: Roosburg

PEOPLE INVOLVED: John & Debbie Verburg, sons and daughters-in-law, Cole & Anjela, and Ian & Abbey

OF YEARS AS A HOLSTEIN CANADA MEMBER: 54 years

OF COWS MILKED: 95 cows

OF ACRES FARMED: 600 acres

FACILITY TYPE: Free-stall with GEA robots

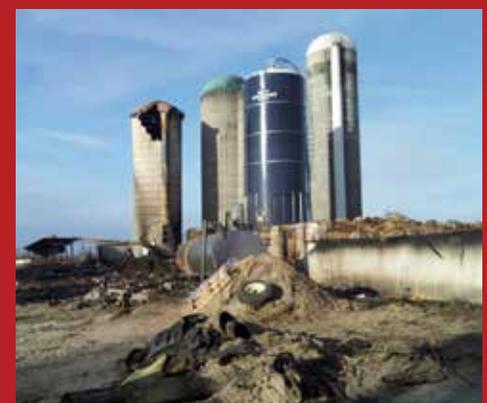
HERD PRODUCTION AVERAGE: 32 Litres

HERD CLASSIFICATION (IF APPLICABLE): 12 EX – 42 VG – 36 GP – 1 G

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration and Classification





FARM PROFILE

Overcoming Disaster

Ferme Pellerat Inc.

St-Roch-des-Aulnaies, Quebec

By Valérie Bolduc, Holstein Québec, Advisors' Assistant

PREFIX: Pellerat

PEOPLE INVOLVED: Lysanne Pelletier, Carl Dubois, Francis Pelletier, Daniel Pelletier, Jenny Frappier, Gervais Pelletier & Jean-Guy Pelletier

OF YEARS AS A HOLSTEIN CANADA MEMBER: 42 years

OF COWS MILKED: 380 cows

OF ACRES FARMED: 1,750 acres

FACILITY TYPE: Free-stall with an external 32-stall rotary parlour; for optimal comfort, we installed stall mattresses, an automatic scraper & a natural ventilation system.

HERD AVERAGE: 11,822 kg with a BCA of 270-296-271

HERD CLASSIFICATION: 14 EX -133 VG - 181 GP - 23 G

WHAT IS YOUR FEEDING SYSTEM? Total Mixed Ration

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Classification, Registration and Genotyping



WHAT HAPPENED? AND, WHEN DID IT HAPPEN? In 2007, the friction between the hay elevator and a steel frame caused a spark. This spark hit the straw and started a big fire. All of our livestock barns and 75% of our herd were destroyed. Fortunately, we managed to save some pregnant heifers and the machinery buildings.

WHAT WAS THE WORST/MOST DIFFICULT PART ABOUT WHAT HAPPENED? Everything we had built was destroyed in a matter of hours. Having been dairy farming for many years, we had reached our goals in terms of genetics and herd performance. We lost all of the animals from our best families in that fire.

REGARDLESS OF THE SITUATION, THERE IS ALWAYS A SILVER LINING OR POSITIVE TAKE-AWAY TO BE FOUND. WHAT WAS SOMETHING POSITIVE THAT CAME THROUGH YOUR EXPERIENCE? The positive we took away from this is that this tragedy has allowed us to rebuild state-of-the-art barns. Not only have we given our animals more comfort, but we designed the barns to work effectively. The new buildings also allow our operation to grow without being limited by the barns.

HOW AND WHEN DID YOU DECIDE TO REBUILD AND/OR CARRY ON? We decided shortly after the incident. Actually, we made the decision to rebuild without hesitation that very same evening. No discussion was needed between the members of our family; we were all looking in the same direction.

IF YOU HAD TO REBUILD, HOW DID YOU DECIDE WHAT TO BUILD? HOW LONG DID IT TAKE TO BUILD AND RETURN TO NORMAL? It is hard to get a good idea of what you really want without visiting other farms. That's why we decided to visit as many farms as possible throughout Quebec to find a layout that was a good fit for us and that matched our vision of breeding. It was about one year and two months between the fire and moving the cows

into the new barn. However, it took us six (6) years to be back to where we were in terms of classification and production.

WHAT WERE SOME OF THE CHALLENGES YOU FACED IN REBUILDING/CARRYING ON? Our biggest challenge was keeping track of our animals that survived the fire as they were not housed in the same barns, which made things much more complicated. Our first goal was for our animals to be a reflection of us until we could move them into the new barn.

HAVE YOUR HERD MANAGEMENT AND BREEDING PROGRAM CHANGED? HOW? When we bought the new cows, we added embryo transfer to our breeding program. We invested in good families in order to improve our herd as quickly as possible. We bought two daughters of La Presentation Daurel EX 64*, namely La Presentation Goldwyn Dahlia VG-86 2Y 15* and La Presentation Leona VG-89 22*. Today, we are still using embryo transfers, but only with the cows we love in order to have more offspring from these families.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO FINDS HIMSELF/HERSELF DEALING WITH THE AFTERMATH OF SOME SORT OF DISASTER OR TRAGEDY? WHAT ENCOURAGEMENT WOULD YOU GIVE THEM? First, it's important to look ahead. Somehow, the fire was a blessing in disguise for us as far as our barns are concerned. It is, however, important to visit as many facilities as possible before starting blueprint work. Starting from scratch is a huge project. Also, you should not be afraid to invest in good cow families to rebuild the new herd.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? In a free-stall setting, it's a cow with a balanced size, excellent feet and legs and above-herd average production that is functional and durable in our herd. 🐄



FARM PROFILE

Overcoming Disaster

Highlander Farm

Crapaud, PEI



By Rob Beckwith, HC Field Service Business Partner

WHAT HAPPENED? AND, WHEN DID IT HAPPEN?

On the morning of November 22, 2008, our tie-stall burned. There was a brisk southwest wind that morning. After finishing breakfast, I returned to the barn to find a fire had started in our hay mow and was quickly spreading out of control throughout the barn. The barn housed our milking herd and our calves. Five fire stations from around the province responded, and luckily were able to save our other buildings where we housed our dry cows and bred heifers.

WHAT WAS THE WORST/MOST DIFFICULT PART ABOUT WHAT HAPPENED?

Losing our cows was very hard for us. We had a pretty great herd, with three excellent cows at the time.

REGARDLESS OF THE SITUATION, THERE IS ALWAYS A SILVER LINING OR POSITIVE TAKE-AWAY TO BE FOUND. WHAT WAS SOMETHING POSITIVE THAT CAME THROUGH YOUR EXPERIENCE?

The fact that of the few dry cows and bred heifers that survived, we were fortunate to save a few animals from our best cow family; that of Highlander Jethro Star EX-93-5E 2*.

HOW AND WHEN DID YOU DECIDE TO REBUILD AND/OR CARRY ON?

We actually didn't start back up until 2017. We leased our quota for a year or two afterward before entering a partnership with Jewelldale Farms, where we milked for the past eight years. When our son, Alex, came back after university wanting to farm, that's when we started the plans to rebuild on our own.

IF YOU HAD TO REBUILD, HOW DID YOU DECIDE WHAT TO BUILD? HOW LONG DID IT TAKE TO BUILD AND RETURN TO NORMAL?

We really liked the style of the Wolf barn construction, especially since it was fully insulated. We built a free-stall with the intention of adding a robot down the road. We

started our build in the fall of 2016, and started milking in May 2017.

WHAT WERE SOME OF THE CHALLENGES YOU FACED IN REBUILDING/CARRYING ON?

We were later getting started with building than we had hoped, but our structure went up quickly and everything inside ended up being a winter construction. We moved in on May 10, 2017, which put us right in the middle of cropping season. It was a stressful time. Thankfully, we had a lot of much-needed help from our neighbours, Brett and David Francis, who sowed our grain for us last spring!

HAS YOUR HERD MANAGEMENT AND BREEDING PROGRAM CHANGED?

HOW? Yes, we went from a tie-stall to a free-stall. Our free-stall environment has allowed us to pick up heats much better, so as a result, our breeding program has improved. And, there are also many more tools available now than there were 10 years ago!

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO FINDS HIMSELF/HERSELF DEALING WITH THE AFTERMATH OF SOME SORT OF DISASTER OR TRAGEDY? WHAT ENCOURAGEMENT WOULD YOU GIVE THEM?

We lived through it, and we were very fortunate that no one was hurt. I accepted some great advice from other farmers who told me not to rush, and to take my time with deciding what to do. I was 50 years old at the time, which made it a much harder decision. However, I'm glad that taking my time gave Alex the time to go get an education, work on other farms and to learn.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM?

Definitely not a great big monster of a cow! I like a medium-build cow with a wide front end, good feet & legs and a well-attached udder. 🐄

PREFIX: Highlander

PEOPLE INVOLVED: Frank & Sandra MacDonald, Alex MacDonald & Stephanie Schnare and Scott Curtis

OF YEARS AS A HOLSTEIN CANADA MEMBER: 37 Years

OF COWS MILKED: 56 Cows

OF ACRES FARMED: 300 Acres

FACILITY TYPE: Free-stall with a flat parlour

HERD AVERAGE: 32 Litres

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? Only Holsteins

HOLSTEIN CANADA SERVICES USED: Registration, Classification and NLID Tags





BACK TO THE BASICS

What is genetics?

GENETICS IS THE HEREDITY AND VARIATION of inherited traits, the occurrence of a parent's DNA and characteristics being passed on to its progeny. More simply put, your genetics make you unique, and therefore is a direct result of your parent's uniqueness.

An animal's make-up is found in its DNA and determines an animal's ability to produce milk, its conformation potential, and its reproductive and health traits, to name a few characteristics. Each characteristic is expressed as a gene. Each strand of DNA is made up of millions of genes that make up the animal's unique traits. Genes can be expressed as dominant or recessive. Dominant genes are more likely to be expressed in the animal, meaning only one parent needs to have that dominant specific trait or gene. Recessive genes are less likely to be expressed through progeny and require both parents to have that trait in their genetics. An example of a recessive trait is the red coat colour, which will be dominated by a black coat gene (with the exception of the variant red gene).

Breeding Values

Breeding values and genetic evaluations are only calculated for registered dairy cattle. It is the responsibility of the Canadian Dairy Network (CDN) to calculate these values for the seven dairy breeds. When an animal has progeny, that animal passes half of its genetic potential to that progeny. Any given animal will always start with values based on Parent Average (PA), these values will be calculated before the animal is even conceived through the average of the parents breeding values. Once an animal has performance data (conformation and milk recording) she will have an Estimated Breeding Value (EBV). Both breeding values help producers select the parentage of the next generation. The difference between PA and EBV is simple – the EBV values have a higher reliability because performance data (phenotypic data) has been added to the calculation.

Once an animal receives its genomic test, the breeding value (PA or EBV) turns into a more accurate figure (GPA or GEBV). The primary advantage of genomic testing is the increased reliability of GPAs and GEBVs at an earlier age. This concept will be explained in more detail later in the article. For a bull to receive an EBV, his daughters' production information is required, making him "Proven". To become proven there needs to be 20 daughters from 10 different herds contributing both conformation and production data.

More than Just Looks

Each animal expresses their genetic potential differently. Animal performance or phenotypic traits are traits that typically can be measured by the human eye. Examples of a few measurable phenotypic traits are how much milk the cow produces and the 25 traits used to calculate her classification score. Phenotypes will change over the course of an animal's lifetime, whereas his or her genetic potential or ability will remain the same. Phenotypes can be very easily influenced by an animal's environment and management. For example, if you have two heifers with the same genetic potential, one that is managed extremely well while the other one is managed poorly, you will most likely see a significant profitable gain from the well-managed animal. The one managed extremely well will likely have higher production, a higher conformation score and decreased health issues. These three factors can be expressed using the formula below:

$$\text{Phenotype} = \text{Genotype} + \text{Environment}$$

Genotyping

Genotyping is the science of DNA sequencing. By genotyping an animal, you are increasing the reliability (a.k.a. accuracy) of the animal's genetic potential. Genotyping is first and foremost a selection tool that provides more accurate information to help you market, verify parentage, and/or cull animals with greater confidence.

When an animal is genotyped, DNA is collected through tissue, hair follicles and/or nasal discharge. Once collected, the DNA sample is analyzed. Scientists use "SNPs" on the DNA to determine which traits the animal is likely to express. SNPs are similar to highway markers; at each highway marker you know exactly where you are on the highway. Similarly, each SNP signifies the degree of genetic potential within the animal, and if the animal carries 0, 1 or 2 copies of a gene that indicates potential performance. Scientists know this through comparison of hundreds of thousands of animal DNA records in relation to actual performance data (milk recording and classification records). This data makes up our reference population.

For a low cost investment of \$45 to genomic test a calf, you will learn more about that animal's genetic ability at an earlier age than you would by raising her for two years and calving her out - keep in mind rearing costs can be significant. Secondary advantages of genomic testing can be parentage verification and identifying "recessive" genes, which are genes that an animal may carry but not present in "real time". A simple example would be a black and white heifer that carries the gene for red.

For a low cost investment of \$45 to genomic test a calf, you will learn more about that animal's genetic ability at an earlier age than you would by raising her for two years and calving her out.

Are you interested in genomic testing? Have questions about genomic testing? Contact Customer Service by phone (Toll free) 1-855- 756-8300 or email: CustomerService@Holstein.ca.

Is there a genetics or genomic topic you would like to learn more about? Let us know!

Young Dairy Leaders Institute

THE YOUNG DAIRY LEADERS INSTITUTE (YDLI) is a US national three-phase program designed to help build leadership and communication skills in the dairy industry by targeting young adults aged 22 to 45. Since 1994, the Holstein Foundation has been building up the industry leaders by hosting classes of up to 95 participants who come searching for knowledge about how they can promote the dairy industry in a positive way.

Over the last few years, there has been some interest shown by some of our Canadian Young Leaders, including several who have accomplished their projects successfully. The classes start in February of the given year and are completed in February two years later. Throughout this two-year period, students are expected to participate in all three phases. The first phase is a focus on individual leadership, growth and personal development. During the second phase, completed off-site, participants are expected to create a project and develop a plan for how they can serve as agriculture advocates. The third and final phase takes place during a four-day conference where they take part in advanced communication training, further develop their leadership skills and learn more about the public policy process.

Presently, Ariane France from Eastern Ontario is preparing to head back to Phoenix, Arizona to complete her final phase of the program. She is currently an undergraduate Animal Science student at the University of Guelph. Ariane has been involved in the dairy industry through 4-H and quickly developed a very strong passion for the industry. Aside from 4-H, she has worked on several dairy farms and has started breeding a few animals of her own under the Littlecreek prefix. Genetics, health and welfare are Ariane's three major areas of interest and she would like to pursue a career in these domains. Since she is currently finishing up the YDLI program, we had her answer a few questions for us to share her experience and perhaps encourage others to get involved.

Q&A

How did you hear about the YDLI program? I heard about YDLI from Morgan Overvest, who was in the same 4-H club as me. She was completing her Phase II at the time and told me what it was all about and how to apply to the program.

What made you want to attend this program? Were you encouraged by someone? Or, was it something you stumbled across? I mostly stumbled upon this program. As an American program, it isn't as widely-known in Canada, and I likely would not have heard about it if not for Morgan. Once I learned more about it, I discovered others I knew who had done it and felt more encouraged to apply. Everyone I asked said it was an amazing program and a great experience for any dairy-driven person.

What is your Phase II project and why did you decide on this one? My Phase II project is a string of short videos outlining myths about the dairy industry and trying to "debunk" these myths in a fun way. The idea is to choose a few "hot" topics which are often

controversial or poorly explained, and attempt to make them easy to understand to clarify mistruths about the dairy industry. I decided on this because while there is no way to completely eliminate bad information on the internet, by adding a little bit of good information, we can help spread knowledge.

What kind of new tools did you gain from your experience? Are they tools that you will implement as you continue to grow in the industry? More than anything, I learned about the importance of networking and establishing good relationships with people. I learned effective communication skills to use with both dairy industry folk and non-dairy folk. The strength of YDLI is that it helps each of the participants learn how to be a good advocate for the industry and spread a positive message about dairy. These skills are all vital to any job I may have in the industry, and I will definitely use the great knowledge I have gained throughout the entire program.



How do you think this experience will help you achieve your future goals? YDLI has helped me discover a much larger world than the one I had previously been living in. I have gone through this program at a relatively young age. I was finishing 4-H, in University and still not quite sure of what kind of role I could have in the industry. After going through this program, I now have a lot of tools and skills which have improved my networking, communication and translating my passion into words that others can understand and relate to. I hope in the next few years as I enter the job market, I will be able to use my new tools as well as my contacts and knowledge to be a more competitive candidate and excel at anything I set out to do!

Is this a program that you would recommend to a young person considering it or who doesn't even know it exists? Absolutely! YDLI was fun, educating and slightly scary, but very eye-opening. I have grown a lot through this program and know I will benefit from it for the rest of my life. For those who don't know what it is, it is a three-phase program that spans two years and includes two visits to a sunny destination in the USA. There are several assignments to complete and a big project to do. During the two conferences, there is massive opportunity to network and make friends, as well as discuss the dairy industry in-depth with

like-minded, passionate people! While solid time-management is essential, there is absolutely no reason why this program couldn't be completed during school or alongside a full-time job!

The Young Dairy Leaders Institute is a great way to network, learn new skills and develop an understanding and appreciation for the differences between Dairy in the US and Canada. For those interested in more information on this opportunity, visit: www.holsteinfoundation.org/YDLI or contact Jody Hoynoski at 1-800-952-5200 ext. 4261. And, of course, we wish Ariane all the best as she completes the third and final phase of YDLI in February! 🇨🇦

FUN FACT Since this interview and article were completed, Ariane has been hired to cover the maternity leave contract for Christine Tolhurst starting later this month. We are excited for Ariane to join the team, and for her to bring her enthusiasm and passion to Holstein Canada and the Young Leader Program!

Check out our Top four finalists from Theme #12 – Canada 150 and Theme #13 – My Life with Cows



Three year old Jacob Rylaarsdam supervises the cows in the pasture and the Canada 150 tulips in the garden! Submitted by Rylersfield Holsteins, Moorefield, Ont.



The girls at Windy Willows Farm show off the Canadian flag. Submitted by Annie VanMaar, Goderich, Ont.



Red roses, red shorts and red maple leaf for Canada's 150th. Submitted by Sabrina Lydan, Mission, B.C.



Laura Ackermann rocks the Canada 150 shirt while showing at the Atlantic EastGen Showcase. Submitted by Laura Ackermann, Shubenacadie, N.S.



Cowboy Dawson Brown is the newest sheriff in town at Brownville Farms! Submitted by Tara Brown, Lower Cove, N.B.



When you love your cows, you incorporate them into important life events...like engagement photos! Submitted by Orlanne & Brian Coyne from Chesterville, Ont.



Love from my buddy Sprucecourt Cow 1071! Submitted by Julie Kennett, Sprucecourt Organic Dairy Farm Troy, Ont.



Just hanging out with the girls! Submitted by Debbie Riddell from Milverton, Ont.

#FrameTheHerd Photo Contest

Great photos are still rolling in for the #FrameTheHerd Photo contest! Thank you to everyone for your submissions!

THEME #14 IS: MY FAVOURITE DAIRY FARM PHOTO

To get back into the swing of the photo contest, we thought we would start 2018 off with an easy and wide-open theme! We want to see your favourite dairy farm photos – they can be with people or without – your choice! As always, bonus points if you can sneak a Holstein Canada logo into the photo somehow (hats, jackets, farm sign, etc.), and we also don't discriminate against colour, so send us those all-breed photos as well!

THE DETAILS:

- Photos should be high-res digital images (300 dpi is preferred)
- There is no limit to the number of entries per person
- Any visible animals MUST be properly tagged to be considered

Entries are to be emailed to socialmedia@holstein.ca and should include the names of any people and animals, as well as the prefix when possible. *If you do not have access to email, but wish to participate, call Jeanette at 1-855-756-8300 ext. 266 to make alternate arrangements.

DEADLINE
FEBRUARY 28, 2018

ON SOCIAL MEDIA? SHARE YOUR ENTRY WITH THE WORLD! EMAIL YOUR ENTRY TO US AND THEN SHARE IT ON SOCIAL MEDIA USING #FRAMETHEHERD

Call for National Director Nominations

ELECTIONS FOR NATIONAL DIRECTORS

in several of the electoral districts will be taking place from January 8 – February 8, 2018. At press time we were unable to say exactly which districts will require an election, however members in the districts indicated to the right are encouraged to watch their mailboxes for ballots.

Completed ballots must be received at Holstein Canada head office by **FEBRUARY 8, 2018**. For more information, please contact Jeanne Dumont at jdumont@holstein.ca or 1-855-756-8300 ext. 241. 🇨🇦

Electoral Districts 2018

British Columbia

Western Ontario

Eastern Ontario

Western Quebec

Quebec at Large

Atlantic Canada



CLASSIFICATION SCHEDULE

MID-ROUND **MR**

JANUARY

ON Glengarry, Stormont, Dundas
 ON **MR** Perth
 QC Shefford, Richmond, Missisquoi
 QC **MR** Rivière du Loup & Témiscouata, Rimouski & Matane, Matapédia, Bonaventure

MID

ON Niagara, Wentworth, Brant, Haldimand-Norfolk
 QC Compton, Sherbrooke, Stanstead
 QC **MR** Arthabaska, Mégantic & Wolfe
 SK

LATE

FEBRUARY

ON Prescott, Russell, Carleton
 QC **MR** Lotbinière, Nicolet, Yamaska, Drummond

EARLY

ON **MR** Leeds & Grenville, Lanark & Renfrew, Grey, Bruce, Huron
 QC Frontenac, Beauce, Québec & Montmorency

MID

BC **MR**
 ON **MR** Halton, York & Peel, Simcoe & Dufferin, Ontario
 QC Dorchester, Lévis, Bagot & Saint-Hyacinthe
 QC **MR** Abitibi & Témiscamingue

LATE

MARCH

ON **MR** Peterborough, Northumberland
 ON Lambton, Middlesex, Elgin, Essex & Kent
 QC **MR** Québec Central, Québec West, Deux-Montagnes & Terrebonne
 QC Bellechasse, Montmagny, L'Islet

EARLY

Please note this schedule is tentative and can be subject to changes. For the most up-to-date schedules for Classification and Field Service, please visit the Holstein Canada website.

TOP SIRES ACCORDING TO AVERAGE FINAL SCORE OF 1ST LACTATION DAUGHTERS

Based on 1st Lactation Classifications from September/October 2017

Top 10 Sires with 100+ Daughters Classified in Two-Month Period

Top 10 Sires with 30-100 Daughters Classified in Two-Month Period

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score	Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
DOORMAN	565	82.37	82.72	BROKAW	60	83.27	83.50
GOLD CHIP	260	82.30	82.80	SAMMY	64	82.09	81.16
DEMPSEY	374	82.20	81.76	INTEGRAL	39	82.03	81.72
SEAVER	227	81.52	81.59	ACROBAT	49	82.00	81.51
CHELIOS	203	81.27	80.77	SNOWY	43	81.95	81.47
MCCUTCHEN	221	81.26	81.89	SANCHEZ	70	81.80	81.90
PULSAR	117	81.25	81.38	BRADNICK	61	81.66	82.67
WICKHAM	250	81.17	80.71	BYWAY	37	81.62	81.73
IMPRESSION	557	81.15	80.52	KIAN	74	81.58	80.47
ENVIIOUS	170	80.85	80.61	COLLATERAL	57	81.53	81.54

NOTE: Daughters are included in the statistics only if both the daughter and her dam calved for the first time before 30 months and were both first classified within the first six months of lactation. Sires listed must have >=50% of daughters that improve in score over the dam.



WANT TO BE PART OF IT ALL?
 Consider a career as a classifier!

Contact hr@holstein.ca today!

Holstein Canada's 135th Annual General Meeting

Saturday, April 14, 2018
Hilton Quebec City



By-Law Amendments

HOLSTEIN CANADA By-laws are rules and regulations, established to ensure the Association meets its legal obligation. Further, they provide directives under which the members determine how their association operates.

By-laws can only be amended at an Annual General Meeting, as it is the only time members come together to discuss governance issues. At press time for this edition of *InfoHolstein*, a review is underway and will be completed in early January 2018.

Before presenting to members, all proposed By-law amendments are forwarded to the Association's lawyers to ensure all amendments fulfill the Association's legal obligations to the membership in conducting its business. Amendments must also satisfy requirements under the Animal Pedigree Act. Prior to coming into effect, the Federal Minister of Agriculture must approve all By-law changes/ amendments which have been approved by the membership at the Annual Meeting.

YOU have an opportunity to provide input into the direction of the Association at the April 2018 Annual Meeting. By **January 15, 2018**, the full list of amendments will be posted online at holstein.ca for viewing. They will also be printed in full in the March edition of *InfoHolstein* which is mailed to all members. If you wish to obtain a copy of the amendments, or current By-laws, please contact our Customer Service team at 1-855-756-8300 ext. 223. 🐄

AGENDA

9:00 a.m.	Welcome
	National Anthem
	Minutes of 2017 Annual General Meeting of Members
	Consideration of reports from the President, Board Committees and the CEO
	Finance Report
	Appointment of Auditors
	Proposals of Amendment to the By-laws
	Introduction of Guests
	Consideration of Resolutions (Resolutions must be submitted to the Secretary no later than February 28, 2018)
	Members' Input and Question Period
	New Business
	2017 Cow of the Year
	Adjourn
	Guest Speaker: Jean-François Carrey



Independent expression by contributors is welcomed, but is not necessarily that of the Association. Reproduction and use is encouraged for research, education, personal, and other non-commercial use, provided that the author and source are clearly identified.

Return undeliverable Canadian addresses to:

HOLSTEIN CANADA
P.O. BOX 610, BRANTFORD, ON N3T 5R4

Tel: 519-756-8300 Fax: 519-756-3502

Toll Free: 1-855-756-8300

www.holstein.ca

Editor: Linda Ness
lness@holstein.ca

Published six times annually
Subscription: \$18 outside Canada

Publications Mail
Agreement 40008691