

info Holstein

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



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ABOVE: Be sure to check out the farm profiles starting on page 15. In this edition, we talk to farmers across the country who have improved their classification! ON THE COVER: Nixon Prémont, age 2, helps out with the chores on his parents Alex Prémont and Joëlle Saucier's farm. Picture was taken at Ferme Jacobs during the National Holstein Convention Farm tours.

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Inspiring...

ANN LOUISE CARSON | CEO HOLSTEIN, CANADA

I HAVE SAID IT BEFORE – and will say it again, because good news never goes out of style: farm kids (of all ages) inspire me. In the many hiring processes I have overseen throughout my career, a resume that includes “4-H member” always climbs to the top of the pile.

I know the next generation inspires you as well, and is always on your mind when making major herd and farm decisions. Then there are those tough questions to answer: When is it time to start turning over the decision-making process? To consider ‘different’ ideas? To let them learn from their trials and errors?

Holstein Canada is on the same page. We are fortunate to have very devoted young people join our team, both in the field and at the office. They bring energy and new ideas to the Team. Even better, we have many experienced colleagues to guide new colleagues, share knowledge through detailed training programs, and give ongoing advice. New energy + experience and wisdom = a winning combination!

Holstein Canada programs reflect our focus on the next generation. Our Young Leaders program, aimed at the 19-30 age group, fills a crucial post 4-H age group gap and is designed for those who plan to stay in the industry. Regular *infoHolstein* readers know a page or two is dedicated to youth in each edition. Over 30 Young Leaders were engaged and keen participants at the recent Holstein Canada Convention – provinces (and families!) should be proud of their ambassadors. These are just some highlights of our program.

With existing communication networks, today’s new generation is so open to the world. Holstein Canada is proud to expand our Young Leaders program to include a farm work exchange with the Danish Holstein Association. If you meet a young Danish person this summer, please say a friendly Canadian “Hello!”

I wish all the young – and not so young – leaders a great summer, especially at all the great activities held across the country that allow our youth to shine.

NEW!

Top Classifying Herds in Canada

As of this year, Holstein Canada will publish the Top 20 herds in each of the categories based on number of registrations. Here is a sneak peek of the Top Classifying Herds list for 2017, with the Top 5 being featured here!

Prefix	Farm Name	Class. # - 2017	Average Final Score - 2017	Province	Rank
7-14 REGISTRATIONS PER YEAR:					
RYLA	RYLA HOLSTEINS	5	85.40	ON	1
BIENERT	BIENERT HOLSTEINS	7	85.14	BC	2
MARY INN	MARY INN HOLSTEIN	7	85.00	QC	3
LOOKOUT	LOOKOUT HOLSTEINS	13	84.92	QC	4
BASTE	SEBASTIEN FONTAINE	7	84.86	QC	5
15-19 REGISTRATIONS PER YEAR:					
FARISVIEW	DALTON J. FARIS	23	85.04	ON	1
LOVSHIN	LOVSHIN FARMS LTD	21	84.95	ON	2
ROYAL LYNN	ROYAL LYNN HOLSTEINS	8	84.75	ON	3
STERLINGPARK	STERLINGPARK HOLSTEINS	7	84.71	AB	4
FRANKHAVEN	FRANKHAVEN HOLSTEINS	9	84.67	ON	5
20-24 REGISTRATIONS PER YEAR:					
HIGH POINT	HIGH POINT FARMS	17	85.06	ON	1
LAFONTAINE	FERME LAFONTAINE	8	84.88	QC	2
HARVDALE	HARVDALE HOLSTEINS	11	84.82	ON	3
RUBIS	FERME RUBIS ENRG	11	84.82	QC	3
CLARKVALLEY	CLARKVALLEY HOLSTEINS	8	84.75	ON	5
25-29 REGISTRATIONS PER YEAR:					
ROTALY	ROCK HEBERT & NATHALIE DUMAIS	16	85.31	QC	1
RALSTON	FERME RALSTON S.E.N.C	18	85.11	QC	2
SUNSPARK	SUNSPARK FARMS INC	15	84.80	ON	3
RIGHTSTAR	RIGHTSTAR HOLSTEIN	18	84.56	QC	4
WILLOWLANE	BRIAN SLAUGHTER	14	84.50	ON	5
30-39 REGISTRATIONS PER YEAR:					
VALE-O-SKENE	VALE-O-SKENE HOLSTEINS	13	85.31	ON	1
LEGAULT	FERME LEGAUDIERE INC	26	85.08	QC	2
HICKLEE	CAMERON HICKLING	13	85.08	ON	2
LEGEND-MAKER	LEGEND-MAKER HOLSTEINS	13	85.08	ON	2
BENCREST	FRED & MARIAN HOPKINS	8	84.88	ON	5
40-59 REGISTRATIONS PER YEAR:					
JOLIBOIS	FERME ROLANDE ENR	21	85.43	QC	1
HODGLYNN	HODGLYNN HOLSTEINS	17	85.41	ON	2
WENDON	WENDON HOLSTEINS	24	85.33	AB	3
DESNETTE	DESNETTE HOLSTEIN	26	84.77	QC	4
SICY	FERME YVON SICARD	42	84.67	QC	5
60+ REGISTRATIONS PER YEAR:					
VOGUE	VOGUE CATTLE CO.	20	85.15	ON	1
KINGSWAY	KINGSWAY FARMS	48	85.13	ON	2
SILVERCAP	SILVERCAP HOLSTEINS	17	84.88	ON	3
BOSDALE	BOSDALE FARMS INC	60	84.85	ON	4
COTOPIERRE	FERME ST. PIERRE & FILS ENR	23	84.78	QC	5

2018

National Holstein Convention

IN THE HEART OF BEAUTIFUL QUEBEC CITY



Over 550 Holstein breeders, industry partners, Young Leaders and enthusiasts gathered in Quebec City in April for the Holstein Canada National Holstein Convention. The Convention and 135th Annual General Meeting were held April 11-14 at the downtown Hilton Hotel. The volunteer organizing committee led by Chairperson Marie-Édith Droulers ensured that people's expectations of a good time – something this event has come to be known for – were met. Attendees were dazzled by the Traditions & Innovations theme, the charm of the old city and the modern class of the evening events and activities.

Farm Tours, Sale, Show and Festivities

Wednesday kicked off the Holstein Convention activities, with most of the attendees heading to the fairgrounds in Victoriaville for the National Convention Sale. There, 91 animals were sold for an average of \$5,813. The Top Seller was Loyalyn Duplex Vanessa (EX-94), who was sold to Ferme Ralston of Compton, QC for \$26,000. That evening, the convention organizing committee hosted a Welcome Reception at the Hilton, for attendees to meet each other and network.

On Thursday, the Quebec Spring Show was the attraction for most of the attendees. Judge Jamie Black rose to the occasion and did a superb job of placing 193 animals of exceptional quality. After a quick bite at the show and a bus trip back to Quebec, most of the attendees made their way to La Chapelle d'Amérique Francophone in Old Quebec for an evening of fun and dancing at the Mixology Event Night. There, Select Sires, CIAQ and STgenetics treated guests to a cocktail-tasting contest. The festivities lasted well into the wee hours of the morning as the group enjoyed live music by the band, FK & PO.

Friday was the much-loved farm tour day. Convention-goers appreciated the warm welcome from the 16 Quebec farms that opened their doors for the day. An alternate trip to Quebec Heritage Activities offered the opportunity to explore the Sainte-Anne-de-Beaupré region, where good food and touring were on the agenda. The busy day ended on a festive note during the Traditions & Innovations banquet at the hotel, where the band Tony La Sauce kept attendees very entertained with music and a chance to show off their dance moves!



Master Breeders Celebrated

The 2018 National Holstein Convention ended with a flourish during the Master Breeder Gala. Glamorous lights and dazzling decorations made this celebration special for the 20 breeders and their families who came to Quebec to receive their 2017 Master Breeder shields. After the success of the 2016 program, videos were used to introduce the breeders and their farms to guests at the Gala. Congratulations again to the families and breeders who were awarded a 2017 Master Breeder shield!



2019 Convention Plans Are Underway

Come from away – this colloquial term is teasingly used to describe non-native Prince Edward Island inhabitants. The 2019 Convention Committee warmly invited all Holstein enthusiasts to become “Come from away” visitors in April of 2019 for the National Holstein Convention in Charlottetown, P.E.I. Details and the Convention Schedule will be launched on the Holstein Canada website in fall of 2018, so keep an eye out for them! 🇨🇦



We're Hiring!

Holstein Canada works hard to keep dairy farmers informed and up-to-date so they can have healthy, happy herds. This year, we need some extra hands to help get the job done!

WE'RE LOOKING FOR ENTHUSIASTIC, KNOWLEDGEABLE, PROUD DAIRY PEOPLE TO JOIN OUR TEAMS IN:

- Classification & Field Service
- Assessment
- Customer Service
- Finance/HR/IT
- Administration



Holstein Canada has a past full of stories, a present full of opportunities, and a future full of promise.

Work with us to help keep Canada's dairy industry the best in the world - see our Careers page at the top of www.holstein.ca to start your next big adventure!

Resolutions

P = Passed

T = Tie Vote

The following resolutions were brought forward for consideration at the 2018 AGM. Resolutions 1, 2, 3, 4, 6, 7, 8, 9, 10, 11, and 12 passed while 5 resulted in a tie.

1 (P) ADMINISTRATION - Holstein Canada implement a new registration procedure that would include genotyping at the time of registration at a favourable price, which would help the breed continue to advance with genomics.

2 (P) AWARDS - that we ask Holstein Canada to find a solution to improve the look of the award certificates (colour and style).

3 (P) AWARDS HOLSTEIN CANADA - look into a new award (published online on the same line as classification score and stars) to promote cows with a minimum of 83 points and 6 completed lactations.

4 (P) CLASSIFICATION - that for all unclassified females, over 30 days in milk, and with registered sons, that the female must be classified; and further; that the female cannot be classified as "out of condition."

5 (T) GENETICS - Holstein Canada investigate whether it would be possible, using our comprehensive database, to identify two groups of animals that have been overlooked in our current formulation.

1. The families of sires that produce great female lines but not males (Blackstar, Rudolph)

2. Families whose offspring are only average producers in lactation; but who have exceptional later lactations and lifetime production.

6 (P) GENETICS - Holstein Canada add haplotypes to the pedigrees and publish them on the Holstein Canada website so the information is easily accessible.

7 (P) SHOWS - Holstein Canada explore the possibility of adjustment to the structure of shows; and further, that any changes must be reviewed by the membership.

8 (P) SHOWS - that Holstein Canada support our efforts with continued discussion as we make changes to our class structure in Atlantic Canada in our efforts to not only grow and strengthen our shows but also to be more relative to our industry.

9 (P) SHOWS - Holstein Canada investigate the possibility of having Show classes based on the age of the animals at the time (day or month) of the show – heifers: 0-3, 3-6, 9-12-month-old, etc.; cows: under 24, 24-34, 30-36-month-old, etc. – instead of using their birthdate.

10 (P) SHOWS - Holstein Canada conduct a study of show ages to find the best ages for 2020 and beyond for heifers that best support junior programs and the marketing of fully documented show animals; and further that Holstein Canada approach Holstein Association USA with the goal of making the study a North American Holstein initiative; and involve Provincial Holstein Branches in the study. (Note Atlantic Canada is testing out show age revisions for 2018).

11 (P) SHOW - Holstein Canada and the RAWF show committee investigate alternative options to the current show schedule.

12 (P) SHOW - Holstein Canada publish the results of the 1st of each class and the Breeders' Cup Champions, on the animal's online record, on Holstein Canada's website.

The complete proposed resolutions are available on the Holstein Canada website.

MASTER BREEDERS CELEBRATED

To put the cherry on top of Convention week, more than 500 people came out to celebrate the 2017 Master Breeder recipients with a flourish and bang at the Gala! As in past years, the evening was dedicated to recognizing those breeders who have achieved the high honour of Master Breeder of the Holstein breed. Congratulations again to the families and individuals who received their shields in 2017!

Why we're proud to have received this shield:

In the past two years, instead of reading bios at the Gala, we visited each of the winning farms and created videos; these videos are available for viewing on Holstein Canada's YouTube channel. For this issue, we have made available some fast facts on each of the 2017 Master Breeder recipients and what the Master Breeder award means to them.



ALLEY

We never really thought we would win this shield and we never worked towards it, so it's rewarding for us to have obtained this shield just by doing what we always have. It's a nice reward for being good dairymen and using good bulls to breed good, solid cows.

Of the 1050 females born between 1998 and 2013...

CLASSIFICATION

GP 83-84	120
VG	239
EX or Multiple EX	43
LIFETIME PRODUCTION	
60,000 to 79,999	62
80,000 to 99,999	18
100,000+ kg	8

STAR BROOD

1*: 21 2* or 3*: 15 4*+: 2

CURRENT CLASSIFICATION

EX 28 VG 102 GP 59

HERD AVERAGE (146)

13,220 kg M 485 kg 3.7 F%

414 kg 3.2 P%

BCAs

292 288 287



CAMPBOLS

We have always dreamed of becoming Master Breeders. We were so proud to see that we had reached our objective. Obtaining a Master Breeder title requires a lot of work and determination. It also requires a good team to support you.

Of the 648 females born between 1998 and 2013...

CLASSIFICATION

GP 83-84	74
VG	222
EX or Multiple EX	43
LIFETIME PRODUCTION	
60,000 to 79,999	28
80,000 to 99,999	9
100,000+ kg	3

STAR BROOD

1*: 7 2* or 3*: 18 4*+: 4

CURRENT CLASSIFICATION

EX 12 VG 50 GP 26

HERD AVERAGE (64)

13,480 kg M 537 kg 4.0 F%

435 kg 3.2 P%

BCAs

297 320 301



CAVANALECK

Winning a shield requires a lot of work and a lot of passion. You must put in the effort. It is quite an honour to be recognized by the Association for having continuously bred the Canadian kind. We are extremely happy to have received this award that we have worked hard for.

Of the 535 females born between 1998 and 2013...

CLASSIFICATION

GP 83-84	37
VG	191
EX or Multiple EX	70
LIFETIME PRODUCTION	
60,000 to 79,999	41
80,000 to 99,999	15
100,000+ kg	5

STAR BROOD

1*: 6 2*or 3*: 11 4*+: 3

CURRENT CLASSIFICATION

EX 27 VG 63 GP 9

HERD AVERAGE (83)

11,228 kg M 451 kg 4.1 F%

362 kg 3.3 P%

BCAs

242 262 245



DARWELL

For us, it was always an objective that we had for ourselves, but we didn't dare dream about it too much, by fear of not getting it. I think that it demonstrates that we have come far and that we worked hard and doubled our efforts to make sure the cows got to where they are now. We never gave up our passion of breeding good cows.

Of the 123 females born between 1998 and 2013...

CLASSIFICATION

GP 83-84	12
VG	48
EX or Multiple EX	15
LIFETIME PRODUCTION	
60,000 to 79,999	5
80,000 to 99,999	1
100,000+ kg	

STAR BROOD

1*: 2*or 3*: 4*+:

CURRENT CLASSIFICATION

EX 10 VG 23 GP 6

HERD AVERAGE (34)

9,690 kg 380 kg 4.1 F%

327 kg 3.4 P%

BCAs

220 220 228



DOANLEA

Winning this shield is kind of a "bucket list" achievement and also a recognition that we've been on the right course. It's nice that we've been able to win the award using all of our own breeding stock and by working together, which we are very proud of.

Of the 647 females born between 1998 and 2013...

CLASSIFICATION

GP 83-84	49
VG	219
EX or Multiple EX	33
LIFETIME PRODUCTION	
60,000 to 79,999	44
80,000 to 99,999	13
100,000+ kg	3

STAR BROOD

1*: 15 2*or 3*: 9 4*+:

CURRENT CLASSIFICATION

EX 11 VG 101 GP 43

HERD AVERAGE (121)

11,752 kg M 458 kg 4.0 F%

376 kg 3.6 P%

BCAs

266 277 267



FLORBIL

It is exciting to receive the second Master Breeder shield. To appreciate the second shield, we need to go back to the first one, which helped us orient us in the right direction. We think it's an incredible honour to have received these shields by doing what we are passionate about.

Of the 493 females born between 1999 and 2013...

CLASSIFICATION

GP 83-84	41
VG	158
EX or Multiple EX	85
LIFETIME PRODUCTION	
60,000 to 79,999	33
80,000 to 99,999	9
100,000+ kg	3

STAR BROOD

1*: 4 2* or 3*: 15 4*+: 4

CURRENT CLASSIFICATION

EX 25 VG 33 GP 6

HERD AVERAGE (50)

11,267 kg M 466 kg 4.1 F%

371 kg 3.3 P%

BCAs

253 282 261



HYLJON

It was never a goal to win a shield but it is certainly rewarding to be presented with this shield by doing what we believe is the best for our herd. Being good farmers and working as a family are also very important for us, moving forward.

Of the 922 females born between 1999 and 2013...

CLASSIFICATION

GP 83-84	93
VG	273
EX or Multiple EX	42
LIFETIME PRODUCTION	
60,000 to 79,999	62
80,000 to 99,999	24
100,000+ kg	12

STAR BROOD

1*: 17 2*or 3*: 12 4*+: 2

CURRENT CLASSIFICATION

EX 5 VG 73 GP 149

HERD AVERAGE (122)

11,410 kg M 458 kg 4.0 F%

372 kg 3.3 P%

BCAs

258 279 254



KRUL

It is quite an honour to have received this prestigious award. We had always dreamed of earning a shield one day but we never really thought we would get it. Do what you love and love what you do, that's what keeps us going around here!

Of the 704 females born between 1998 and 2013...

CLASSIFICATION

GP 83-84	55
VG	194
EX or Multiple EX	30
LIFETIME PRODUCTION	
60,000 to 79,999	45
80,000 to 99,999	21
100,000+ kg	9

STAR BROOD

1*: 11 2*or 3*: 10 4*+: 5

CURRENT CLASSIFICATION

EX 12 VG 65 GP 51

HERD AVERAGE (94)

12,883 kg M 496 kg 4.0 F%

396 kg 3.2 P%

BCAs

286 298 276



LESPEREE

Receiving the Master Breeder title is like receiving a diploma for our accomplishments. It validates that our breeding has been consistent over the years and we are really proud of that. We are proud of how far along we've come and we are happy to celebrate together as a family.

Of the 337 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	41
VG	110
EX or Multiple EX	22
LIFETIME PRODUCTION	
60,000 to 79,999	23
80,000 to 99,999	8
100,000+ kg	4

STAR BROOD

1*: 4	2*or 3*: 6	4*+: 2
CURRENT CLASSIFICATION		
EX 11	VG 35	GP 18
HERD AVERAGE (56)		
11,522 kg M	466 kg 4.0 F%	
314 kg 3.3 P%		
BCAs		
257	282	269



LOYALYN

It takes a lot of time, work, care and passion to be successful in this industry. We are very grateful to all those who have helped us along the way. We love agriculture and we love waking up in the morning, to try to do things better than the day before. It takes a team to win a shield – you don't win it alone and we're proud of that.

Of the 274 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	23
VG	91
EX or Multiple EX	32
LIFETIME PRODUCTION	
60,000 to 79,999	15
80,000 to 99,999	6
100,000+ kg	1

STAR BROOD

1*: 5	2*or 3*: 6	4*+: 4
CURRENT CLASSIFICATION		
EX 13	VG 24	GP 7
HERD AVERAGE (35)		
11,416 kg M	442 kg 4.0 F%	
351 kg 3.1 P%		
BCAs		
251	263	244



MABEL

Winning the shield is quite an honour. We like nice cows with nice udders and nice legs and we are proud to have bred this herd and won this shield. We will continue breeding with lots of determination and passion. We are proud to have done this with our children and it is rewarding to be recognized for our hard work. Mission accomplished!

Of the 229 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	28
VG	76
EX or Multiple EX	24
LIFETIME PRODUCTION	
60,000 to 79,999	10
80,000 to 99,999	6
100,000+ kg	4

STAR BROOD

1*: 2	2*or 3*: 4	4*+: 2
CURRENT CLASSIFICATION		
EX 13	VG 45	GP 12
HERD AVERAGE (55)		
12,769 kg M	503 kg 3.9 F%	
406 kg 3.2 P%		
BCAs		
277	295	278



MACTALLA

I don't know quite how to explain it, but it's like receiving a new degree from school. We have worked for it for 40 years and it is quite the honour to have achieved it after so much dedicated work. It is an award that a lot of dairy breeders strive to attain, and we are honoured to have received it.

Of the 372 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	69
VG	108
EX or Multiple EX	24
LIFETIME PRODUCTION	
60,000 to 79,999	24
80,000 to 99,999	1
100,000+ kg	1

STAR BROOD

1*: 10	2*or 3*: 8	4*+: 1
CURRENT CLASSIFICATION		
EX 15	VG 45	GP 58
HERD AVERAGE (94)		
11,415 kg M	436 kg 3.8 F%	
372 kg 3.3 P%		
BCAs		
242	250	249



OOSTVIEW

Sometimes farming is challenging, but breeding cows is something we have loved since we were little kids. When we got the news, it was an emotional day, because we never thought we would get it. It means a lot to our father too, who never thought we would actually obtain a Master Breeder shield.

Of the 987 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	79
VG	247
EX or Multiple EX	22
LIFETIME PRODUCTION	
60,000 to 79,999	75
80,000 to 99,999	26
100,000+ kg	10

STAR BROOD

1*: 17	2*or 3*: 18	4*+: 1
CURRENT CLASSIFICATION		
EX 13	VG 63	GP 84
HERD AVERAGE (135)		
12,034 kg M	466 kg 3.9 F%	
388 kg 3.3 P%		
BCAs		
268	279	271



OUTAOUAIS

The Master Breeder title from the Holstein Association is very rewarding. It proves that the work we have accomplished over the years was good. What makes us proud about the farm history is that our daughter Annie has recently joined the business. In three more years, she will become the fifth generation owner of the business.

Of the 259 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	28
VG	81
EX or Multiple EX	21
LIFETIME PRODUCTION	
60,000 to 79,999	19
80,000 to 99,999	7
100,000+ kg	3

STAR BROOD

1*: 7	2*or 3*: 5	4*+: 1
CURRENT CLASSIFICATION		
EX 8	VG 29	GP 20
HERD AVERAGE (43)		
11,768 kg M	473 kg 4.0 F%	
381 kg 3.2 P%		
BCAs		
255	276	259



PENNVIEW

Winning the first shield was very special because we were still involved in the industry, but the second one is an honour as well. We sold the cows in 2011, so to win the shield six years later was a nice surprise and I'm very thankful for the guys who kept on breeding and developing for our cows to get the stars and the production that we needed for that.

Of the 439 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	49
VG	125
EX or Multiple EX	22
LIFETIME PRODUCTION	
60,000 to 79,999	26
80,000 to 99,999	11
100,000+ kg	



RICKEEN

Winning the Master Breeder Shield is kind of one of those hidden goals that you don't want to build yourself up to so that you miss it. It's something that represents quite an honour. I always said that if I were a professional hockey player, it would be like winning the Stanley Cup!

Of the 427 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	48
VG	142
EX or Multiple EX	31
LIFETIME PRODUCTION	
60,000 to 79,999	35
80,000 to 99,999	3
100,000+ kg	3

STAR BROOD		
1*: 5	2*or 3*: 14	4*+: 4
CURRENT CLASSIFICATION		
EX 15	VG 53	GP 40
HERD AVERAGE (97)		
10,356 kg M	404 kg 4.0 F%	
336 kg 3.3 P%		
BCAs		
227	239	232



SPENCROFT

I knew we were close in the points, but it was still a nice surprise. It's nice to be rewarded for all of those sleepless nights and hard work. It takes passion to get up every morning to breed these animals and try to improve every day.

Of the 524 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	36
VG	171
EX or Multiple EX	61
LIFETIME PRODUCTION	
60,000 to 79,999	37
80,000 to 99,999	6
100,000+ kg	8

STAR BROOD		
1*: 8	2*or 3*: 13	4*+: 4
CURRENT CLASSIFICATION		
EX 24	VG 68	GP 41
HERD AVERAGE (77)		
11,713 kg M	469 kg 4.1 F%	
376 kg 3.3 P%		
BCAs		
260	280	262



PETICLERC

The third shield is very special for my brother and me, since we have now been back on the farm for 10 years, involved with the day-to-day operations of the farm. We work as a family and that is something we are proud of. We have grown in adversity and have faced our challenges to get this third shield, which we are honoured to receive.

Of the 928 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	88
VG	260
EX or Multiple EX	66
LIFETIME PRODUCTION	
60,000 to 79,999	62
80,000 to 99,999	13
100,000+ kg	2

STAR BROOD		
1*: 8	2*or 3*: 6	4*+: 8
CURRENT CLASSIFICATION		
EX 28	VG 72	GP 33
HERD AVERAGE (103)		
11,814 kg	513 kg 4.3 F%	
394 kg 3.3 P%		
BCAs		
253	296	266



Being a Master Breeder is an incredible honour. I never thought of being a Master Breeder until I started to look at how it worked and where I was in the points, four or five years ago. I had pretty good standings and that gave me a little boost. Then, I began to watch my animals to ensure I was not culling too early and working a little more to get my points. Today, I am a Master Breeder!

Of the 379 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	52
VG	112
EX or Multiple EX	18
LIFETIME PRODUCTION	
60,000 to 79,999	29
80,000 to 99,999	6
100,000+ kg	5

STAR BROOD		
1*: 11	2* or 3*: 4	4*+: 5
CURRENT CLASSIFICATION		
EX 6	VG 44	GP 25
HERD AVERAGE (71)		
14,523 kg M	560 kg 3.9 F%	
465 kg 3.2 P%		
BCAs		
327	339	328



ZIMMER

I knew I was close in the points but didn't think I was there yet. It was a pretty exciting day for sure when I got the news. Obtaining the shield may have happened in a slightly different way than for some people, because of my breeding philosophy, but I'm proud of this shield because it validates my approach to breeding cows.

Of the 253 females born between 1998 and 2013...

CLASSIFICATION	
GP 83-84	25
VG	80
EX or Multiple EX	12
LIFETIME PRODUCTION	
60,000 to 79,999	7
80,000 to 99,999	1
100,000+ kg	

STAR BROOD		
1*: 1	2*or 3*: 4	4*+: 1
CURRENT CLASSIFICATION		
EX 10	VG 56	GP 20
HERD AVERAGE (63)		
11,674 kg M	434 kg 3.7 F%	
371 kg 3.3 P%		
BCAs		
250	251	250



Learning, networking and a bit of magic make the Young Leader Convention a success

WHEN YOU GATHER A GROUP of relative strangers together in a beautiful city such as Quebec City for five days, sometimes magic happens! This year, much like in previous years, the Young Leader Convention held in conjunction with the National Holstein Convention was a successful week of fun and learning. In early April, we welcomed 38 young dairy enthusiasts from across Canada to Quebec and started what was to be a successful 10th edition of the Young Leaders Convention program!

The days featured different perspectives on the dairy industry as the group made farm visits, took part in workshops, had the opportunity to network and met with the Holstein Canada Board and CEO. The group flew in on the Tuesday and was invited to a Welcome Evening for the Young Leaders. This allowed for some casual ice-breaking, lots of laughs and a good time had by all!

The official program kicked off with the in-class workshop day for the Young Leader group. We welcomed speakers from Valacta, from a farm who had gone through a unique succession plan and from Ferme Blondin/Blondin Sires Inc. The guest speakers covered an array of topics relevant to the age group of the participants and to the current face of the industry. Following the intensive day of learning, the group had some free time to explore beautiful Old Quebec and have supper. That evening, the Young Leaders attended the Holstein Convention's Welcome event at the hotel and had the opportunity to network with each other, with this year's Master Breeders and with people from the industry. During the evening activities, the young leaders also had the honour of meeting with the Holstein Canada President, Board of Directors, and CEO.



The excitement of the Quebec Spring Show was next. The show, held in Victoriaville, was well attended and a large number of high quality animals were shown off by their owners. The Q & A panel held on-site provided the group an opportunity to hear from some of the 2017 Master Breeder recipients. The panelists, John Hylkema and Les and Darlene Sharpe, shared their stories and insight into their operations. They also encouraged all the Young Leaders to stay passionate and work hard if they, too, want to earn a shield someday! That evening, the Young Leaders made their way to a nearby historical landmark, the Chapelle d'Amérique Francophone, where they enjoyed creatively mixed drinks sponsored by CIAQ, Select Sires and STgenetics, good music and a night of dancing.

Farm tour day began bright and early as the Young Leaders headed up the St-Lawrence to Saint-Roch-des-Aulnaies, where they had their first farm visit. In total, the group visited five dairy herds, four with dairy cows and one with dairy goats! Each offered different insights on the agricultural industry and what it's like to produce milk in Quebec. After learning about succession planning, using genomics as a management tool, better understanding Holstein Canada's classification system and learning about a different dairy sector, the Young Leaders returned to the hotel buzzing from the day's visits. The buzz continued with the Traditions and Innovations banquet in the evening, with Tony La Sauce as the guest entertainment.

AGM day gave the Young Leaders the opportunity to sit and listen to the pertinent topics discussed throughout the day, as well as to participate in the meeting themselves. To end the day in style, the group celebrated the success of the 2017 Master Breeder herds at the Master Breeder Gala.

In closing, we would like to give a shout out to the branches across the country that selected and supported the young dairy enthusiasts who attended this year's Young Leader Convention. The Young Leader Convention program, as it is, would not be possible without your support, willingness and abundance of enthusiasm. As an indication of the success of the week, more than one Young Leader said it was "the time of their life" after the week was done! Thank you! 🇨🇦



FARM PROFILE

Classification

Deerfield Colony Farming Ltd.

Magrath, AB

By Morgan Sangster, HC Field Service Business Partner

PREFIX: Deerfield

PEOPLE INVOLVED: Andy, Paul and helpers

YEARS AS HOLSTEIN CANADA MEMBER: 17

COWS MILKED: 115

ACRES FARMED: 7,000

FACILITY TYPE: Freestall w/ 2x6 Parlour (Currently building new barn for 3 robots)

HERD PRODUCTION AVG : 40kg/day w/ 4.3% BF 3.3% P

HERD CLASSIFICATION: 7 ME, 1 EX, 59 VG, 64 GP

WHAT IS YOUR FEEDING SYSTEM?: TMR

ARE THERE OTHER BREEDS IN YOUR HERD?: No, Holsteins only

HOLSTEIN CANADA SERVICES USED: Registration, Classification, Genomics (Full-Service Herd)



WHAT DO YOU ATTRIBUTE YOUR SIGNIFICANT CLASSIFICATION RESULTS IMPROVEMENT TO? We select sires with high type, strong production, and aim to increase longevity. Recently we have been focusing more on mammary system to get ready for robots. Looking at bulls with deep pedigrees that have proven themselves. Focus more on proven vs. genomics. Breed strictly with natural sires.

HAVE YOU CHANGED ANYTHING IN YOUR BARN MANAGEMENT IN RECENT PAST? Bought a new TMR mixer. Accelerated heifer feeding program, feeding more milk replacer, and Rumimax ration so heifers are growing and maturing sooner. Heifers are more consistent all the way through, and are able to be bred at a younger age (11.5-12.5 months.)

WHICH TOOLS HAVE HELPED YOU WITH YOUR MANAGEMENT (SERVICES, PEOPLE, INDUSTRY, PARTNERS, NETWORK...)? Having access to electronic management software (dcomp305) CDN, Holstein Canada information has really helped to streamline selecting new Herd Sires that fit within the farm parameters. Being able to look up animals on CDN and how the projected progeny will fit within their herd. Enjoy using the data from HC pedigrees on the cow side of the sires they are looking to purchase. Use CanWest DHI services to their fullest extent, so we are able to manage our cows at the herd level as well.

WAS IMPROVING YOUR CLASSIFICATION RESULTS A GOAL FOR YOUR HERD? Yes, of course always wanting to improve the overall baseline of the herd, building better cows for longevity that will produce better daughters for the future herd.

GOING FORWARD, DO YOU THINK YOU WILL CHANGE ANYTHING IN YOUR BREEDING STRATEGY OR PHILOSOPHY? As mentioned earlier, breeding heifers a little younger. Want to put more emphasis on rear teat placement, heel depth, and rump, to help improve overall confirmation. With new barn and robotics, will have heat detection system, which will help. Currently most breedings are on natural heats, however the odd animal will be put on a program if she hasn't started to cycle.

HOW DO YOU THINK BETTER CLASSIFICATION HAS AFFECTED PRODUCTION OR HEALTH ON THE FARM? Definitely improved production overall. Selecting for a better mammary system so less mastitis, more even milkings, better mammary health overall. Stronger cows are lasting longer, less issues with feet/legs. Animals with higher pins, didn't breed back as well, or clean out, so have focused on selecting bulls with lower pins to help combat these issues.

HAVE YOU HAD ANY MENTORS TO HELP YOU ALONG THE WAY? Yes, over the years have had a lot of good, solid working relationships with many Breeder herds, mostly from, but not limited to, Alberta. Really enjoy networking and discussing breeding strategies with fellow breeders.



This cow has a Deerfield prefix, but is now owned and shown by Skycrest Holsteins.



FARM PROFILE

Classification

Herrington Bros & Sons farms Ltd.

Brighton, Ontario

By Merina Johnston, GM Ontario Holsteins

PREFIX: Breakaway

LOCATION: Brighton Ontario

PEOPLE INVOLVED: Adam and Justin. Adam's daughter Meaghan (16), Justin's son Reece (18) & daughter Lexie (13). Other family include Adam's wife Ami and daughter, Payten (13). Justin's wife Paula and daughter Leah (16)

YEARS AS HOLSTEIN CANADA MEMBER: Joined using the Herd Enrollment program 16 years ago

COWS MILKED: 72

ACRES FARMED: 750

HERD PRODUCTION AVERAGE: 36 litres

HERD CLASSIFICATION: 1 ME, 19 VG, 26 GP, 1 G

WHAT IS YOUR FEEDING SYSTEM?: TMR

ARE THERE OTHER BREDS IN YOUR HERD?: A Jersey or two

HOLSTEIN CANADA SERVICES USED:

Registration, Classification, NLID



Kingsway Sid Carhartt



WHAT DO YOU ATTRIBUTE YOUR SIGNIFICANT CLASSIFICATION RESULTS' IMPROVEMENT TO?

Time and steady improvement on traits that were lacking. A lot of attention has been paid to improving our feet and leg scores to overcome some issues from the past. Along with that, we have also significantly improved our dairy strength and mammary scores on both 1st lactation animals and multiple-lactation cows. Lately we have started paying more attention to SCC and fat percentage.

HAVE YOU CHANGED ANYTHING IN YOUR BARN OR MANAGEMENT IN THE RECENT PAST?

We improved cow comfort by installing Pasture Mat cow mattresses with chopped straw, to replace the rubber mats and straw that had been used since our barn renovation and expansion in 2003. This has greatly improved hock condition. The barn lighting has been upgraded to LED lighting.

WHICH TOOLS HAVE HELPED YOU WITH YOUR MANAGEMENT (SERVICES, PEOPLE, INDUSTRY PARTNERS, NETWORK...)?

Tool-wise, Classification along with SMS Computer matings from Select Sires have been a huge help with picking sires to improve the next generation. DHI mobile has also been a great tool.

Network-wise, 4-H has been amazing for Meaghan and has given her the chance to learn a lot.

People wise, the McMillan's of Kingsway Farms and the VanderMeulen's of Avonlea Genetics have been great to answer our questions. They live nearby so they have been good about showing us the results of good breeding. Our

veterinarian, Ron Herron, our Select Sires Rep, Ben Bilker, and our nutritionist Erin Pettey of Campbellford Farm Supplies have played a big part in helping us improve our scores as well.

WAS IMPROVING YOUR CLASSIFICATION RESULTS A GOAL FOR YOUR HERD?

Yes. **GOING FORWARD, DO YOU THINK YOU WILL CHANGE ANYTHING IN YOUR BREEDING STRATEGY OR PHILOSOPHY?** Going forward, we would like to use more embryo transfer technology. We have had some flush successes with a few cows in the past and a cow currently being worked with is Idee Goldwyn Livia Res-All Canadian and All Ontario Sr. 1 yr. in 2013. She has daughters and pregnancies by Doorman. We also look forward to working with Meaghan's nominated All-Ontario Jr. 4-H calf from 2017, Kingsway Sid Carhartt, who placed 7th at the TD Canadian 4-H Classic. Her pedigree traces back to the Kingsway Lheros Chelsie VG-89 2yr-old family.

HOW DO YOU THINK BETTER CLASSIFICATION HAS AFFECTED PRODUCTION OR HEALTH ON THE FARM?

Through Classification, we have been able to increase the overall functionality of our animals. They are lasting longer and producing more.

HAVE YOU HAD ANY MENTORS TO HELP YOU ALONG THE WAY?

Certainly our Grandfather and respective fathers, Stewart (Adam) and Ronald (Justin) helped lay down the groundwork for us. They taught us to work hard and take pride in our farm but to also enjoy some downtime away from work with our families.

WHAT DO YOU ATTRIBUTE YOUR SIGNIFICANT CLASSIFICATION RESULTS' IMPROVEMENT TO?

I joined the family farm full-time when I graduated in 2010. I love genetics and decided to make changes on the farm to achieve better performance. When I arrived on the farm, I sought more advice from the various advisors who came to the farm; this helped me better select my sires and my cows. Valérie Tremblay from Holstein Quebec accompanied me in my herd improvement journey and helped me identify the best families to use on my farm, which allowed me to select my animals even further.

HAVE YOU CHANGED ANYTHING IN YOUR BARN OR MANAGEMENT IN THE RECENT PAST?

We have improved the comfort of our cows by widening the stalls to give them more space. We have also added chains as tie bars. On the management side, I started doing artificial insemination by myself as soon as I arrived on the farm. I have also surrounded myself with good nutrition and genetic improvement advisors to refine my practices. I started milk recording to assess my performance and this data allowed me to make more informed choices in terms of management and to see my business grow.

WHICH TOOLS HAVE HELPED YOU WITH YOUR MANAGEMENT (SERVICES, PEOPLE, INDUSTRY PARTNERS, NETWORK...)?

Obviously, Valacta and the AI centers helped me in my management. However, the reports from Holstein Canada have helped me the most. They allowed me to identify the best animals in my herd and also those which were not profitable for the company. They helped me be more selective on the female side. I also look at this report to see the progress made by my herd as receiving the title of Master Breeder is a long-term goal of mine.

WAS IMPROVING YOUR CLASSIFICATION RESULTS A GOAL FOR YOUR HERD?

Our breeding vision is very much focused on longevity and production. Conformation being related to cow longevity, it is clear that improving the classification of our herd is important to us. The different decisions my parents made allowed me to have a very healthy herd. When I joined the farm full-time, I put more emphasis on conformation and production to bring our choices back into balance.

GOING FORWARD, DO YOU THINK YOU WILL CHANGE ANYTHING IN YOUR BREEDING STRATEGY OR PHILOSOPHY?

The decisions made over the past few years on the farm have improved our herd; therefore, we are not thinking of changing our breeding strategy or philosophy. Of course, we will always continue to be stricter in our selection to maintain the herd's continued progress. Currently, we do not keep 100% of our heifers; we only keep those we believe have the potential to score at least 83 points after their first calving. The cows we do not want to breed are either used as recipients or we use beef semen on them.

HOW DO YOU THINK BETTER CLASSIFICATION HAS AFFECTED PRODUCTION OR HEALTH ON THE FARM?

The longevity within our herd has always been good, but classification has allowed us to increase it further. Improving classification has allowed me to learn more about the conformation components related to production and longevity and therefore to make a more rigorous selection.

HAVE YOU HAD ANY MENTORS TO HELP YOU ALONG THE WAY?

Valérie Tremblay's advice on genetics (she was an advisor at Holstein Québec at the time) was a starting point. Meeting Marc Comtois was also a great inspiration for me. Seeing Thierry Holstein Farm and Maguy Normandin Farm Inc., both local well-performing farms, shows us that it is achievable and that we can do it too. Gilles Côté of Lacnor Farm Inc. is also one of my mentors. People in the field like Jean-François Dallaire from Select Sires also help me on the farm; they want us to succeed. All these people are definitely an inspiration to me!



FARM PROFILE



Classification

Ferme Ruissolait et fils S.E.N.C.



Albanel, QC

By Rosalie Dubois, Holstein Québec

PREFIX: Ruissolait

PEOPLE INVOLVED: Charles-Henri Ouellet and his parents, Guy Ouellet & Camilla Poirier

OF YEARS AS A HOLSTEIN CANADA MEMBER: 27

OF COWS MILKED: 50 cows

OF ACRES FARMED: 160 ha crops, 15 ha pasture & 20 ha blueberries

FACILITY TYPE: Tie-stall

HERD PRODUCTION AVERAGE: 9,200 kg

HERD CLASSIFICATION: 1 EX, 3 ME, 4 VG, 36 GP, 8 G

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration & Classification





FARM PROFILE

Classification

N&N Farms

Cormack, Newfoundland



By *Natasha McKillop, HC Field Service Business Partner*

PREFIX: Almalee and Raisaview

PEOPLE INVOLVED: Lee and Alma Noel (owners of N&N and Almalee), Matt Noel, Miranda Noel, Julia Noel, Jason Morris, Shawn Ruby (Herdsman and owner of Raisaview) and 3 full-time employees (Steve, Gage and Josh)

OF YEARS AS A HOLSTEIN CANADA MEMBER: Lee has been a member for 27 years and Shawn has been a member for 19 years

OF COWS MILKED: 230 (milking and dry)

OF ACRES FARMED: 500 acres

FACILITY TYPE: Freestall with vertical lift parlour

HERD PRODUCTION AVERAGE: 11,170 kg; BCA 247, 279, 248

HERD CLASSIFICATION: 1 EX 92 (2E), 2 EX 91 (2E), 3 EX 90 (2E), 4 EX, 81 VG, 98 GP, 31 G

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? Yes, Jerseys

HOLSTEIN CANADA SERVICES USED: Registration, Classification and Genomics



WHAT FACTORS HAVE LED TO SUCH A SIGNIFICANT IMPROVEMENT IN YOUR FARM'S CLASSIFICATION RESULTS?

Genomics have really helped our herd; we have used it as a tool so that we can focus on balanced breeding and developing better cow families.

HAVE YOU CHANGED ANYTHING IN YOUR BARN OR MANAGEMENT IN THE RECENT PAST?

We have had a few changes; in 2016 we installed a vertical lift parlour and we have also added an extension to our barn for our dry cows, so that they are now on pack for calving. We have a new calf facility with robot feeders. We have also invested in our genetics with live heifers and IVF embryo purchases through the SEMEX Progenesis program. Down the road, this is something that we see as a very important tool in our breeding program.

WHICH TOOLS HAVE HELPED YOU WITH YOUR MANAGEMENT? (SERVICES, PEOPLE, INDUSTRY PARTNERS, NETWORK, ...)?

We use a variety of tools including Valacta, CDN, Genomics and Holstein Canada's sire and dam mating trials. With the information we have, we can start making breeding plans and picking the bulls we would like to purchase at six months. With this information, we are able to cull animals effectively. We used to cull animals individually, but now we cull families that don't have the traits we want. We also appreciate the staff at Holstein Canada, particularly Amy and Toni; they are excellent for helping with any issues with registration,

parentage or any other concern. They are great, and do an amazing job.

WAS IMPROVING YOUR CLASSIFICATION RESULTS A GOAL FOR YOUR HERD?

Yes it was. We set goals at the beginning of the year for not only classification, but also for production.

GOING FORWARD, DO YOU THINK YOU WILL CHANGE ANYTHING IN YOUR BREEDING STRATEGY OR PHILOSOPHY?

We will certainly maintain our current balanced breeding strategy, but we do have things that we would like to focus on, such as reducing the stature of our herd and increasing width. We are also putting more focus on rump angle and median suspensory ligament, as well as DPR and MR/SCC. We will continue to focus on breeding better cow families and we plan to incorporate more embryo transfer into our breeding strategy.

HOW DO YOU THINK BETTER CLASSIFICATION HAS AFFECTED PRODUCTION OR HEALTH ON THE FARM?

High scoring cows last longer, milk more, are healthier and generally give us fewer problems.

HAVE YOU HAD ANY MENTORS TO HELP YOU ALONG THE WAY?

Lee didn't have any mentors along the way, so he learned things as he went. Shawn has had several mentors, including his father and his uncle.

Dairy producers are highly aware of the importance of good udder health on milk quality, animal health and the general profitability of the dairy herd. For decades now, milk recording services in Canada have included the analysis of milk samples for somatic cell count and this data has been used to provide Somatic Cell Score (SCS) genetic evaluations for bulls and cows in all dairy breeds. In October 2017, the Genetic Evaluation Board (GEB) of Canadian Dairy Network (CDN) recommended that the expression of SCS genetic evaluations be changed to be consistent with all other functional traits. Following approval of this recommendation by the CDN Board of Directors, an implementation plan has been established with an effective date of December 2018. Let's take a closer look at the background and reasoning behind this decision.

GENETIC SELECTION FOR IMPROVED UDDER HEALTH

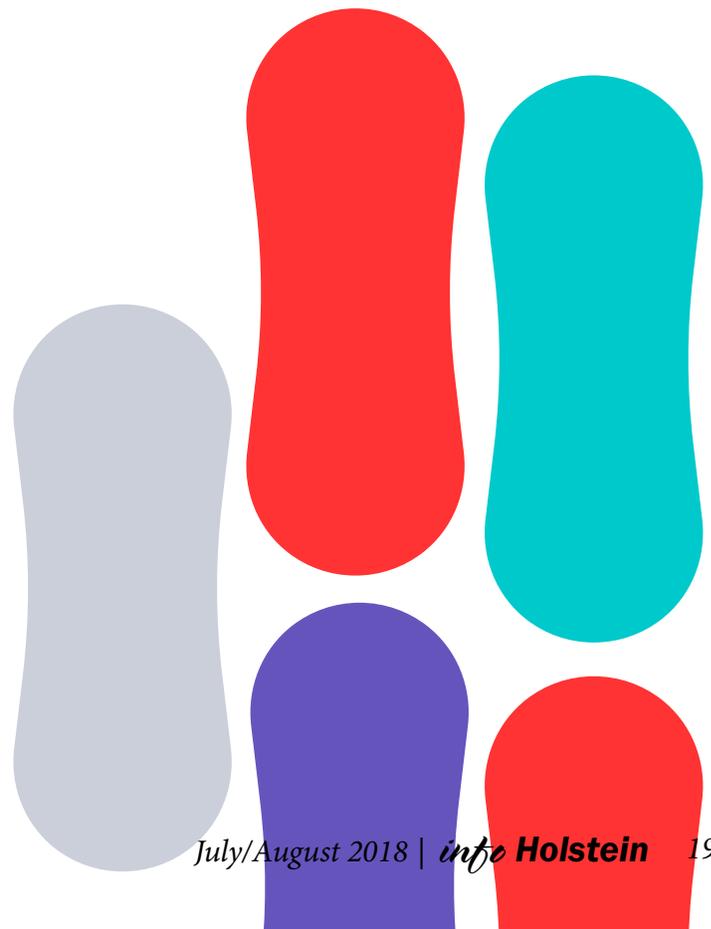
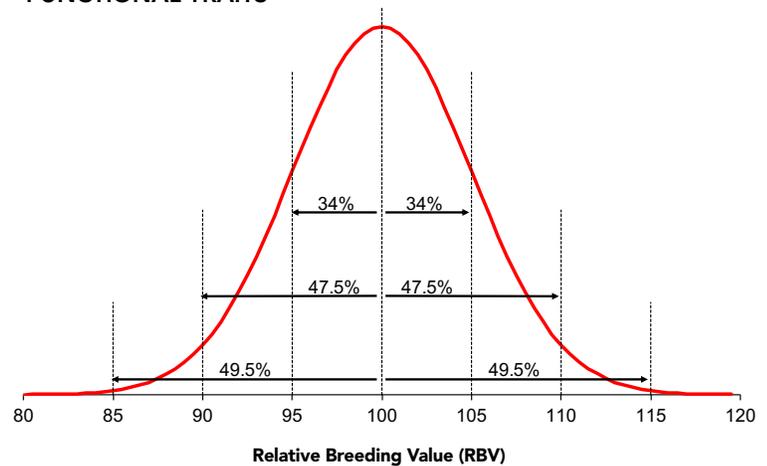
In the 1990s, an overall Udder Health index was developed by Canadian researchers, which included Somatic Cell Score, Udder Depth and Milking Speed, for breeders and A.I. companies to make genetic selection decisions in this area. In August 2001, due to the increasing interest in using genetic selection to improve udder health, these three traits were directly included in the LPI formula. In 2007, the dairy industry implemented a data collection system for health events recorded by producers enrolled on DHI and/or via the DSA program in Quebec. As a result, CDN later introduced official genetic evaluations for clinical mastitis as well as a Mastitis Resistance (MR) for Holstein, Ayrshire and Jersey breeds in August 2014. One year later, modifications to the LPI formula for these three breeds included the addition of Mastitis Resistance as the optimized genetic selection index for improved udder health to replace Somatic Cell Score, Udder Depth and Milking Speed. At the same time, Pro\$ was introduced as the new profit-based genetic selection index, which has a 40% correlation with Mastitis Resistance.

Availability of the MR index provides producers with the opportunity to make genetic improvement to reduce the frequency of both clinical and subclinical mastitis in their herds. Somatic cell count is an indicator of subclinical mastitis, while clinical mastitis has a bigger negative impact on cow and herd profitability.

PROOF EXPRESSION

In January 2008, the expression of genetic evaluations for all functional traits, with the exception of SCS, was changed to a Relative Breeding Value (RBV) scale with an average of 100 and a standard deviation of 5. In general, this means that 99% of all bulls within each breed fall between 85 (poorest) and 115 (best), as presented in Figure 1.

FIGURE 1: DISTRIBUTION OF BULL PROOFS AS RBVS FOR FUNCTIONAL TRAITS



There are multiple reasons for the adoption of a RBV scale for functional traits but the key advantages include:

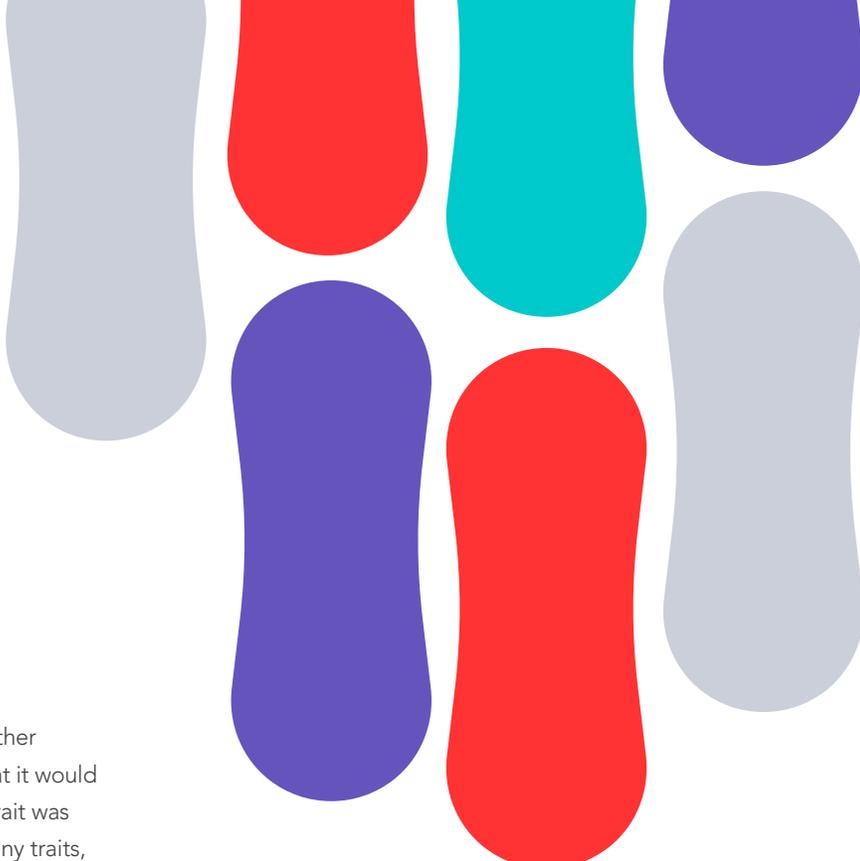
- The RBV scale is almost identical to the scale used over several decades for conformation traits, with the only difference being an average value of 100 for RBVs instead of 0 for type.
- The use of a consistent scale across all functional traits facilitates the understanding of how each bull ranks within the breed.
- The evaluations for all traits can be expressed in a common direction with the highest RBVs being most desirable.

At the time when the RBV scale was introduced for all other functional traits, it was decided to exclude SCS for fear that it would create confusion at a time when producer interest in this trait was growing. Now, after 10 years of using the RBV scale for many traits, it has been decided to move SCS to this scale as well. Some of the key reasons for this CDN decision include:

- The current scale for SCS, with an average of 3.00 and an approximate range from 2.25 to 3.75, is not well understood by producers other than the fact that values below the average are most desired.
- SCS is currently the only trait for which lower values are preferred, so changing to the RBV scale allows the expression to become consistent across all functional traits, both in terms of range and direction of published values.
- Only three other countries involved in Interbull evaluations express SCS evaluations in the same manner as the current scale used in Canada. These include Belgium, Slovakia and United States but, in reality, the scale used in the United States has about half the range (PTA) as the current scale in Canada (EBV). Such a scale difference between Canada and United States is not well known and therefore leads to misinterpretation when comparing evaluations from both countries.

IMPLEMENTATION PLAN

There are several details associated with the implementation of this change, which explains the significant lead time before implementation in December 2018. The CDN web site will be modified, starting the genetic evaluation release in August 2018 by removing Somatic Cell Score as a trait listed in the section of Functional traits on the Genetic Evaluation Summary page for all animals in the Holstein, Ayrshire and Jersey breeds. Focus should be shifted towards the Mastitis Resistance evaluations already available in this section. For bulls in these three breeds, evaluation details for Somatic Cell Score will continue to be available under the "Health" tab. For genetic evaluation data files provided by CDN for both bulls and cows, there will be no specific changes to the file formats and test files with SCS populated with RBV values can be requested from CDN. The Holstein, Ayrshire and Jersey breed associations will implement modifications to their respective web site queries, as well as official pedigrees and other official documents in advance of the December 2018 implementation. Similarly, prior to implementation, computerized mating programs offered by A.I. companies in Canada will require some modification to incorporate the new scale of expression and interpretation for Somatic Cell Score.



"The CDN web site will be modified, starting the genetic evaluation release in August 2018 by removing Somatic Cell Score as a trait listed in the section of Functional traits."



USING DGVS IN YOUR SIRE SELECTION

Technological evolution and change are necessary when driving the success of any industry in the 21st century; the dairy industry is definitely no exception to that rule. Dairy producers and affiliated industry partners across Canada will quickly attest to how much our great industry has changed over the last decade, but even more, how quickly it continues to evolve today. One technological evolution that has had a major impact, while simultaneously causing rapid improvement in Holsteins, was the 2008 introduction of female genomic testing and the 2009 introduction of genomic evaluation. This breakthrough allowed the dairy industry to receive direct information from an animal's specific genome/DNA.

With the introduction of Genomic Values, producers were given a whole new set of tools. They now had the opportunity to evaluate cattle using multiple avenues; by the use of just the Direct Genomic Values (DGV), by the use of just Traditional (PA or EBV) Values or by the combination of the two values (GPA or GEBV). Although DGVs were originally publicized as an educational effort to explain the calculation of a GPA, much of the industry quickly adopted it as a single selection tool.

What is a DGV? The values associated with the animal's genome are converted into Direct Genomic Values or DGVs. To do so, a reference population composed of genotyped proven sires is put through a statistical analysis at Canadian Dairy Network (CDN) to estimate the relationships between 50,000+ DNA markers (Single Nucleotide Polymorphism or SNPs [pronounced snips]) and genetic evaluations on a trait-by-trait basis. As the Holstein reference population is so large, we can have confidence in the relationships between the bull proofs and their DNA profiles, thereby having the capability to formulate these relationships to ALL genotyped animals, male and female.

DGV and genetic information show the predicted response of an animal. In other words, the potential of that animal to perform, produce or carry – either positively or negatively. A few examples of indicators a genomic marker will represent would be the potential for production (Milk, Fat, and Protein), coat colour, any recessives the animal may possess, its ability for fertility as well as its conformation. Since the DGV alone is often higher than the traditional value of parent averages and because it is a direct and specific indicator for that animal's DNA, some producers and AI companies have been using DGVs as sire selection criteria.

What is the Traditional Value? For the past 40 years, the Dairy industry has been using Traditional Values for sire selection and mating. The Traditional Value takes into account

pedigree and performance data from Conformation Assessments and Milk Recording and uses these to predict the animal's genetics. Traditional Values attempt to identify and predict the genetic component of an animal's performance through pedigree and performance history. It is the estimated genetic component that is transmitted from the parent to the progeny.

Increasing the reliability of an animal's record As the reliability of a traditional Lifetime Performance Index (LPI) increases, there is a decrease in the difference between a DGV LPI and a LPI. The original LPI did not take genomic information into direct consideration. Younger animals that do not have performance values can see a difference of about ± 2000 points compared to their PA values. Once an animal becomes proven with its performance data, this difference decreases dramatically, with a difference of only ± 400 points between the animal's DGV LPI and the traditional numbers.

By looking at a combined number (GPA), you will make faster genetic progress within your herd, regardless of whether you focus on genetics or performance.

$$GPA = DGV + PA$$

If you were only to look at the traditional numbers, the potential for genetic progress remains, however, at a slower rate (due to lower reliability and accuracy of selection) than someone who uses a combined number of DGV and traditional values. Similarly, if you were to only use an animal's DGV, you would not be taking into consideration the impact of animal's recorded performance on its genetic potential, nor that of its progeny.

In young animals, the DGV contributes 65% of the weight of official genetic evaluations and the PA contributes 35%. In proven sires, the traditional values and the DGVs are weighted equally.

Though both DGVs and Traditional Genetic Values provide great information on an animal, CDN suggests that producers consider the combined value of the two. The combined number of DGV and Traditional Values is what you see on an official genetic evaluation of an animal. By combining the two numbers, you are receiving a more true and reliable picture of an animal's potential. Genomic Breeding Values (GEBVs), GPA and Genomic Multi-trait Across Country Evaluations (GMACE) represent the combined value of the DGV as well as the Traditional Values. Therefore, by using all the tools, producers can make more accurate and concise decisions for their herds as a whole. For our dairy industry, technological evolution paired with tradition can equate to increased profitability.



Dear Customer Service Team

Tagging animals is an important pillar of traceability and herd management. As of September 1, 2017 it is required that all dairy animals be dual-tagged with Nationally Approved tags within seven (7) days of birth or before the animal leaves the farm of origin, whichever occurs first. Dual Tagging is the standard for dairy cattle traceability and Herdbook registration. Tagging young calves at birth provides an efficient way to permanently identify the animal with a unique number.

Answering the question in this issue is Customer Service Representative **Wendy Jepma**. Wendy is celebrating 22 years at Holstein Canada in 2018.



YOU ASKED:

Where do I order my tags and what is my choice of tags?

National Livestock Identification for Dairy (NLID) for all provinces except Quebec where nationally approved tags are provided by ATQ.

NLID

Phone: 1-877-771-6543 | Fax: 519-756-3502
Web: www.holstein.ca | Email: order@nlid.org

ATQ

Nationally approved tags are provided by Agri-Traçabilité Québec (ATQ) in Quebec | Phone: 1-866-270-4319

Dual Tagging is the standard for dairy cattle traceability and Herdbook registration. Tags are composed of four pieces; for each ear of the animal, one male piece is attached to the female piece. All pieces bear the same unique identification number. Official tag sets for dairy have an RFID-type electronic tag plus a visual tag with the option of herd management number. The tags meet international ISO standards and bear a unique 15-digit number that stays with the animal for its entire life. This unique number begins with 124 (designating Canada) and ends with a series of nine digits assigned by NLID or ATQ, which will be printed on the visual tag and recorded in the electronic chip.

1



NLID RFID BUTTON TAG SET

RFID Button Tag + Large or Extra Large Panel Tag

2



NLID RFID XL PANEL SET

RFID Button Panel Tag + Extra Large Panel Tag

3



ATQ REGULAR TAG SET

RFID Button Tag + Large Panel Visual Tag

WHO WILL BE THE NEXT LEADING LADY?

Time to think about the next...



Visit www.holstein.ca → Awards-Lists → Cow of the Year for full contest rules & selection criteria.

Call for nominations opens September 2018

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

Based on 1st Lactation Classifications from March/April 2018

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
SOLOMON	128	82.73	82.58	SID	61	82.31	82.49
DOORMAN	421	82.70	83.24	MERRICK	39	82.15	81.67
GOLD CHIP	225	82.57	82.70	SNOWY	54	82.15	81.74
HIGH OCTANE	189	82.44	82.58	REGINALD	47	81.96	80.32
BRADNICK	188	82.24	82.45	ALONZO	47	81.91	81.77
MCCUTCHEN	192	82.22	82.03	KINGBOY	51	81.88	81.80
G W ATWOOD	109	82.21	82.84	NUMERO UNO	81	81.70	81.17
SEAVER	122	82.09	81.35	SANCHEZ	32	81.69	81.47
DEMPSEY	387	82.07	81.51	MILLENNIUM	49	81.67	82.49
KINGPIN	129	81.94	80.95	MONTEREY	70	81.63	81.90

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.

CLASSIFICATION SCHEDULE

MID-ROUND **MR** FIELD SERVICE **FS**

JULY

ON Ontario
 QC Bagot, Rouville, Richelieu,
 St-Hyacinthe/Chambly, Verchères
FS NS

EARLY

ON Northumberland, Dufferin
 ON **MR** Middlesex, Lambton, Elgin
 QC Labelle, Témiscamingue
 QC **MR** Dorchester, Bellechasse
FS MB, AB, NS, NB

MID

ON Durham
 QC **MR** Middlesex, Lambton, Elgin
 QC Abitibi, Argenteuil, Papineau/Gatineau,
 Terrebonne, Deux-Montagnes,
 Maskinongé, Montcalm, L'Assomption,
 St-Maurice, Joliette, Berthier
 QC **MR** Dorchester, Bellechasse
 AB **MR**
 MB **MR**
FS BC, NB, PEI

LATE

AUGUST

ON Peterborough, Lennox & Addington,
 Frontenac
 QC **MR** Montmagny & L'Islet
 QC Champlain, Lac-St-Jean
FS SK, NB, NS

EARLY

ON Victoria, Waterloo, Hastings
 ON **MR** Oxford
 QC Lavolette, Portneuf
FS AB, PEI

MID

ON Prince Edward
 QC Roberval, Chicoutimi
 QC **MR** Kamouraska
 PEI Eastern & Central, Western & Central
 NB Moncton & Miramichi, Sussex,
 Fredericton & Carleton
 NS East Nova, West Nova, Central
FS BC, NS, NL

LATE

Note: Classifier conference is in June. *This schedule is subject to change within a 1-2 week period.w* For the full Field Service schedule, see the Field Services section under Services on our website.

#FrameTheHerd Photo Contest

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

Our Top 4 Finalists from Theme #15 – Breed Improvement Services



Young Laila and her namesake cow Maypoint Goldwyn Laila on the day she scored EX-90. Submitted by: Lanna Mason, Oak Point, Man.

Classifier
Chris Deklein
explaining the
rump scores to
Young Leaders.
Submitted by:
Dann Brady,
Guelph, Ont.



Philippe Garneau and classifier Bruno Jubinville analyzing Léothé Monterey Darlo GP-83. Submitted by: Aurélie Clément, Normandin, Que.



Carolyn Turner and Bruno Jubinville classifying at Ferme Blondin Inc. Submitted by: Dann Brady, Guelph, Ont.

THEME #17: JUST CALVES

For this Frame the Herd theme, we want to see your cutest calf pictures. They can be with people or without – your choice! We don't always have a camera handy when our calves are being cute, but if you've been lucky enough to capture something good, now's the time to share with the contest! As always, bonus points if you can sneak a Holstein Canada logo into the photo somehow (hats, jackets, farm sign, etc.). Also, we appreciate every type of cow, 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 Maya at 1-855-756-8300 ext. 239 to make alternate arrangements.

DEADLINE
AUGUST 30, 2018

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

info Holstein 

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