

info Holstein

November/December 2018 issue no. 154

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



CHARLOTTETOWN, PEI | APRIL 24-27

2019 NATIONAL HOLSTEIN CONVENTION

Come From Away

April 24



Raise a glass to the East Coast at the Welcome Reception

April 25



Discover diverse Holstein herds during the Farm Tours



Explore the island with the Alternate Program



Get ready to bid at the National Sale

April 26



Meet our lovely ladies at the National Holstein Show



Step back to the Prohibition era at the Bootleggers Ball

April 27



Share your member voice at the AGM



Celebrate the 2018 winners at our Master Breeder Gala



Book your hotel today at events.holstein.ca



Registration opens on January 8, 2019



Farm Tours

- STGenetics Tour: 1-Craggan Farms, 2-Royal Water Holsteins, 3-Winterbay Farms, 4-Pondsedge Holsteins
- SexedULTRA 4M Tour: 1-Goldenflo Holsteins, 2-Mactalla Farms, 3-Newlands Farms, 4-Crasdale Farms
- Ecofeed Tour: 1-Eastside Holsteins, 2-Red Oak Farms, 3-Redview Holsteins and Jerseys, 4-Tiny Acres Holsteins
- Open Barns: 1-Gardenvale Farms, 2-Jewelldale Farms, 3-Yorkton Farms, 4-EastRiver Farms



2019 Congrès National Convention PEI



@HolsteinPEI



2019 Congrès National Holstein Convention PEI | events.holstein.ca | conference@holstein.ca

Editor Steven Spriensma

Chief Executive Officer Ann Louise Carson

Board of Directors

President Harry Van der Linden, Atlantic
902-863-3063
Hvdl205@gmail.com

1st Vice President Gerald Schipper, ON
519-765-4614
geraldschipper@gmail.com

2nd Vice President Elyse Gendron, QC
450-265-3147
e.gendron@xittel.ca

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

Orville O. Schmidt, AB
780-986-5746
southrisegen@yahoo.ca

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
cherrycrestholsteins@yahoo.com

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

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



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ABOVE: On page 5, read a Q+A with Young Leader Jake Stephens. Starting on page 8, we're profiling farms with unique systems from all across the country. On page 18, read about Parentage Verification Requests in our Dear Customer Service column, starring Toni Welsh!

ON THE COVER: Photo taken by Melanie Mair of Ferme Swigli Inc, Saint-Félix-de-Kingsey, Quebec

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Resilience

Ann Louise Carson, Holstein Canada Chief Executive Officer

YOUR BEST COW DOWN. Summer too dry and hot. Fall too wet. Heavy snowfalls before harvest. You have seen it all. You shake your head, maybe utter a “less than elegant” word or two, and you pick yourself up because you are a dairy farmer. You live by the eternal sayings of “tomorrow is another day,” “next year is another cropping season,” and “the next lactation will be better.”

Now, you have to deal with yet another issue out of your control: trade talks. As I write these lines, the full impact of the recent USMCA trade negotiations is not completely known; however, we can all agree the Canadian dairy sector took a significant hit. But why? Our loss will not solve the US overproduction issue. We are all feeling orphaned by our political leaders, even if we try to understand they have to keep a wider population in mind. Farmers are straight shooters – they expect everyone they work with to say what they mean, and mean what they say. Sometimes, saying “it could have been worst” just doesn’t cut it.

In times of uncertainty and disappointment, I find it reassuring to rely on what I do know:

- Farmers incarnate the word RESILIENCE
- The Dairy Farmers of Canada and provincial bodies do an outstanding job at all levels, from consumers to Government
- No one can ‘make’ people listen, especially other governments, but DFC’s commitment to defending and promoting the Canadian dairy sector is well established



President Harry and Ann Louise with the Greening Family, Sunrise Dairy, Newfoundland

- You love what you do – and are very good at it
- We are stronger together

Please know Holstein Canada is by your side. We will continue to stand by your side in whatever way we can, be it a friendly voice on the phone or while on your farm. We will continue to collaborate closely with DFC to work in the best interests of dairy farmers across Canada.

In the last month, I had the privilege of visiting farms from the eastern coast of Newfoundland to Vancouver Island – and a few provinces in between. Your dedication to your herd never ceases to impress me. I know you take great joy in every (heifer!) calf born – and no political leader can ever take that away! 🇨🇦

With all my respect,

Holiday Office Hours

Here are the Holstein Canada office hours for the last days of December!

FAMILY is incredibly important to both Holstein Canada members and staff. With this in mind, the Holstein Canada office will be closed on Monday, December 24 and Monday, December 31 in celebration of the holiday season.

The following are the hours of operation that will be in effect at Holstein Canada’s head office during the holidays.

From our family to yours, the Holstein Canada team wishes you a wonderful holiday season and a happy, healthy and prosperous New Year. We look forward to continuing to serve you, our valued members and clients, in 2019! Happy Holidays! 🇨🇦

Monday, December 24	Closed
Tuesday, December 25	Closed
Wednesday, December 26	Closed
Thursday, December 27	Open 8 a.m. – 5 p.m.
Friday, December 28	Open 8 a.m. – 5 p.m.
Monday, December 31	Closed
Tuesday, January 1	Closed

WRITTEN BY: ARIANE FRANCE, INTERIM BILINGUAL PROGRAMS COORDINATOR



Young Leaders at the Forefront of Innovation & Technology!

SPOTLIGHT ON JAKE STEPHENS, NIVERVILLE, MB.

IN THIS ISSUE OF INFOHOLSTEIN, we sought out a Young Leader who not only demonstrates leadership and involvement in the dairy industry, but also strives to become a leader at his own home farm. We put Jake Stephens in the spotlight, asking him how he has become a leader in implementing new technologies and ideas at his farm, Trehane Holsteins in Niverville, Manitoba. They currently milk 200 Holsteins in a free-stall facility with an average of 12,200 kgs of milk. Their facility is equipped with a voluntary milking system, robotic calf feeders, and an automatic cow feeding system. Jake milks alongside his mom Liz, dad David, his brothers Matt, Zach and Jordan, and their hired hand Micah Hilderbrand.

When Jake isn't busy at the farm, he is also a consultant for Lely in Manitoba, and helps people with start-ups and advice. He also likes to advocate for the dairy industry and helps teach kids with non-agricultural backgrounds about dairy farming. Jake recently had the opportunity to attend the National Holstein Convention in Quebec City as part of the Young Leaders program, where we sat down to talk about life as a budding leader on his family's dairy farm.

What is your farm involvement and what made you decide to have a career in the dairy industry?

I am the manager and herdsman at our home farm. It was my love for cows and the industry that pushed me towards this career. I also like the diversity of activities that every day brings. There are always new challenges, problems, and goals to meet.

What style of barn and dairy operation do you currently manage? Why was this style of barn chosen?

We have a six-row free-stall barn with two milking robots and waterbeds and another two milking robots with sand bedding. We also have fully automated feeding. We chose this style for the ability to run the farm by ourselves, without having to rely on outside help and managing staff. The current operation allows everyone involved on the farm to have flexibility when it comes to working hours and time away. We also believe that our operation is better for the cows, in that they can enjoy the freedom that robots give them. The cows make their own schedule instead of us making it for them.

What changes have you made to the day-to-day operations that have helped make your job easier?

Getting everyone on the same page and communicating with everyone. Communication on our farm wasn't bad to begin with, but when I returned home and the farm started growing rapidly, communication was key to keeping everything running smoothly and allowing everyone to have an opinion. We're constantly trying to find more ways to simplify things and allow certain tasks to be merged with others to create efficiencies in the day-to-day operations. Adding more automation to the farm has made it easier to do this.

How many people work on the farm? How do you manage to balance work and family? We have my parents, myself, one hired guy, and my brothers help during the summer when



on break from university. Communication makes sure everyone has input, even if they're not involved in the farm full-time. We try to always allow everyone, including hired staff, to contribute ideas and opinions on what we should do better, or what's not working well.

How have the Holstein Canada Young Leaders programs or opportunities helped you develop your leadership skills or further your network and involvement in the industry?

The Holstein Canada Young Leaders program has helped me network and meet other dairy farmers across the country, giving me ideas I might not have thought of myself. The ability to get to know so many people similar in age to you, with similar drive to improve their operations is always helpful. I recently had a guy I met at one of the program events ask me about our feeding system and what we liked and disliked. Having a big network allows me to rule out bad ideas by asking someone I know who tried it or who knows someone who has.

What plans for the future do you have with your home operation and personal development? (new

installations, expansions, etc.) The plan for our place is to tear down the dry cow facility, allowing us to build a new milk house, close-up dry cow facility, far-off dry cow facility, calf room and add a four-robot barn. We would also add another feeding system to handle the new barn and find new ways of getting consumers to learn about the dairy industry. We like the open farm day program for this. We are also trying to talk with some elementary schools to have the students come for a field trip and show them what dairy farming is all about and where their food comes from.

Do you have any advice for some young dairy enthusiasts who are looking to get more involved or become better leaders?

Don't be afraid to ask for advice. You don't always have to agree with the advice that's given to you but always ask for it. You are bound to learn something from them that will help you. Travel and tour dairy farms! If you get chances to go to different events, and tour dairy farms, do it. You never know what you might see or learn that you can bring back to your own dairy. There are so many ways to get ahead in the dairy world, and if you just stay isolated, you'll never learn them. 🇨🇦



Where does your future lie?

Each year, Holstein Canada invests in six outstanding students by awarding them with a scholarship of \$1,000 for sharing their passion for agriculture.

Visit www.holstein.ca for full application and criteria details.

Application deadline: November 16, 2018

Want to learn more or get involved? Visit holstein.ca or email youngleader@holstein.ca



WHAT IS UNIQUE ABOUT YOUR BARN OR DAIRY OPERATION? It's the first ever 60 Stall GEA Robotic Rotary in the world.

HOW DO YOU FEEL THIS HELPS YOU MANAGE YOUR FARM OR BE MORE PROFITABLE? Consistency every milking, attachment always the same, in-liner prep, stimulation, milk, and post dip, all while never detaching until all functions are complete. Per Quarter Conductivity for mastitis, color sensors for off-color milk, Cow Scout with collars to monitor eating to better help with metabolic issues that can arise, before we even physically see them. Profitability and labour savings, only two people needed per milking, one parlour supervisor and one person physically getting in and returning cows to their pens. Compared to maybe four or five for a conventional rotary. The consistency also makes for quiet, comfortable cows, which makes for better milk letdown. Our average milking time per cow is 3.9 minutes.

WHAT MADE YOU DECIDE TO GO FOR THIS TYPE OF INSTALLATION OR SYSTEM?

We used to milk in a double 16 herringbone with only one person. So as we began to outgrow the parlor, GEA had come out with the DPQ rotary, showing us we could continue milking with one person, which was our main goal as our herd size grew. As we watched the videos of the entire attachment and prep process of the DPQ, we knew this was something to look into. We toured farms in Germany that had the DPQ, and after that we decided to go that route and started to build.

IF YOU HAD TO MAKE CHANGES TO YOUR CURRENT OPERATION, WHAT



WOULD YOU DO? Due to the increase of cows per hour milked, I would have made larger pens, 300-350 per pen. Right now, we have seven pens that only average 150-200. A few extra minutes of down time in between pen changes, but nothing major. We currently do about 300-325 cows per hour, but could increase that to 350-375 with larger pens. C'est la vie.

DO YOU HAVE PLANS TO CHANGE IN THE FUTURE, AND WHY OR WHY NOT? No

plans for any change in mind (isn't that what all dairy farmers say?). During the construction of the DPQ parlor facility, we also added 2 - 6 row barns, new maternity pens, a slurrystore, and new manure handling equipment, so that was a fair size project already. However, you never know what the future holds for opportunities...

WHAT DOES YOUR IDEAL DAIRY FARM LOOK LIKE?

Happy, healthy cows, clean facilities, and a good group of people working together for the same goals.

WHAT SERVICES HELP YOU THE MOST?

The milking equipment dealer comes two times a week in between the morning and afternoon milking (for two hours or so) to make necessary fixes on the robots (usually very minor things). We've asked them to continue doing that even after warranty. It keeps everything shipshape and running smooth.

WHERE DO YOU GET FRESH IDEAS FROM?

Dairy conferences, clinics and/or dealer seminars, farm shows, and bouncing ideas off other farmers to see what they do, what works, and what doesn't. 🇨🇦



FARM PROFILE

Unique Systems

Grace-Mar Farms

Chilliwack, BC



By Morgan Sangster, HC Field Service Business Partner

PREFIX: Gracemar

PEOPLE INVOLVED: Wally & Margaret Tenbrinke, John & Laura Kampman, Michael Tenbrinke, Richard & Lacey Tenbrinke

OF YEARS AS A HOLSTEIN CANADA MEMBER: 39 years

OF COWS MILKED: 1100

OF ACRES FARMED: 1000

FACILITY TYPE: Freestall with Robotic Rotary Parlor

HERD PRODUCTION AVERAGE: 38 KG, 4 BF, 3.2 PRO

HERD CLASSIFICATION (IF APPLICABLE): N/A

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: NLID





FARM PROFILE

Unique Systems

Don-Mair Farms Ltd

Mt. Hope, ON



By Merina Johnston, GM Ontario Holsteins

PREFIX: Don-Mair / Legend-Maker

OF COWS MILKED: 70

OF ACRES FARMED: 500

OF YEARS AS A HOLSTEIN CANADA MEMBER: 72 years

FACILITY TYPE: Compost pack barn/ parlour

HERD CLASSIFICATION (IF APPLICABLE): 32 EX (19 ME / 13 EX), 38 VG, 7 GP (ALL 2-YEAR-OLD)

WHAT IS YOUR FEEDING SYSTEM? PMR consisting of corn silage, haylage, premium grass hay and concentrates delivered via computer feeders

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Classification and genomics testing



WHAT IS UNIQUE ABOUT YOUR BARN OR DAIRY OPERATION? First is our new compost pack barn design. We have a central pack with an exercise alley and a feed alley running down opposite sides, crossover alleys with computer feeders on the ends, and no walls. It took over 5 years of planning to design, and the results have been great. Our cows utilize all 10,000 square feet of our pack, with no corners or stagnant areas we can't reach with our custom rototiller / deep shank ripper. We bed with 100% milled sawdust from Ontario Sawdust Supplies and are very happy with how the product both composts and dries out on top with our ventilation system. We have maintained a very low SCC of 80 - 90,000 and reduced our mastitis antibiotic use by 60%. The ventilation system is extremely efficient, utilizing a lot of natural airflow via 16-foot curtain sidewalls and a 7-foot overshot peak with a curtain. We keep airflow moving directly over the pack with only four 20-foot HVLS fans from Envira-North and it is all hooked up to a Tri-Star control system. The floors also received extra attention, with grooved legend rubber roll on the feed and crossover alleys to maximize cow comfort and reduce injuries. The second thing that sets us apart is the use of essential lipids in all stages of life for our herd. It effectively balances out the omegas in our rations and returns our cows to a more natural state, reducing internal inflammation, boosting immune performance, and helping to reduce our SCC, mortality, and calf scours.

HOW DO YOU FEEL THIS HELPS YOU MANAGE YOUR FARM OR BE PROFITABLE? Focusing on keeping our cows healthy and stress-free, by providing them with both a natural environment and a ration that balances health with production, sets us up to keep cows into their 6th, 7th, and 8th lactation, resulting in higher lifetime returns per cow. We are also able to market our great looking heifers and two-year-olds, providing extra income. We want our cows to all mature into EX cows producing 100,000 kg lifetime and provide us with generations of offspring that will do the same. Treating cows like a

disposable commodity isn't for us and isn't a sustainable way to farm.

WHAT MADE YOU DECIDE TO GO FOR THIS TYPE OF INSTALLATION OR SYSTEM? Very simple: cow comfort and health.

IF YOU HAD TO MAKE CHANGES TO YOUR CURRENT OPERATION, WHAT WOULD YOU DO? More dry cow pack area and more segregation box pens for in heat cows. We have a free-stall facility that is dramatically under crowded for our dry cows/ older pregnant heifers, yet we are already finding cows not wanting to conform to going back to free-stalls, no matter how much space they have. For the latter, the cows show such good heats and are always looking to ride each other, which disturbs the resting cows on the pack.

DO YOU HAVE PLANS TO CHANGE IN THE FUTURE, AND WHY OR WHY NOT? The only plan for change is retooling our dry cow area for more comfort for our large cows as they mature.

WHAT DOES YOUR IDEAL DAIRY FARM LOOK LIKE? One that balances health, production and sustainability. Focusing on all stages of your cow's development, as well as being conscious of what we put in our cows and on our crops / land, creates a complete farm profile. Farming is a long-term investment and traditionally a multi-generational one. Cutting corners or shortchanging an area for quick profit only costs your operation in the end.

WHAT SERVICES HELP YOU THE MOST? We like to take the toolbox approach to services - a wrench on its own only has one use, kind of like just genomics testing only provides you with one kind of prediction. We use classification, genomics testing and DHI recording to create a more complete picture of our herd.

WHERE DO YOU GET FRESH IDEAS FROM? Read, read, read, then observe, never being afraid to ask why or try something. Your farm can be a great research tool. 🐄



Unique Systems

Ferme Pat D'ours

St-Flavien, QC



By Rosalie Dubois, Holstein Québec

PREFIX: Pat D'ours

PEOPLE INVOLVED: Patrick Rousseau and his 2 sons, Julien-Charles & Émile Rousseau

OF YEARS AS A HOLSTEIN CANADA MEMBER: 22 years

OF COWS MILKED: 54

OF ACRES FARMED: 330

FACILITY TYPE: Tie-stall

HERD PRODUCTION AVERAGE: 11,300 kg Milk

HERD CLASSIFICATION: 8 EX, 26 VG, 24 GP

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration, Classification & Genotyping



to give them maximum comfort. We would also house our calves outdoors in hutches.

DO YOU HAVE PLANS TO CHANGE IN THE FUTURE, AND WHY OR WHY NOT? We would like to continue to buy quota and we also plan on expanding the barn for our dry cows.

WHAT DOES YOUR IDEAL DAIRY FARM LOOK LIKE? Our dream dairy farm is a medium-sized farm with about 80 kg of quota. In addition, our cows would be good producers with high longevity in the herd. We are also looking for a good consistency in our dream herd.

WHAT SERVICES HELP YOU THE MOST? Valacta and Holstein Québec services. Our Co-op Advisor also plays an important role in helping us manage our herd.

WHERE DO YOU GET FRESH IDEAS FROM? Mainly from the people around us, whether they be advisors who come to the farm or other producers. We also get our ideas from new technological developments. 🇨🇦

WHAT IS UNIQUE ABOUT YOUR BARN OR DAIRY OPERATION? Our Roboleo makes our dairy farm unique: A Roboleo is a milking robot that moves in the aisle between back-to-back stalls, milking one cow at a time.

HOW DO YOU FEEL THIS HELPS YOU MANAGE YOUR FARM OR BE MORE PROFITABLE? Since we installed a Roboleo we have gone from two to three milkings a day, which has increased our milk production. This increase in performance has in turn enabled us to increase our profitability.

WHAT MADE YOU DECIDE TO GO FOR THIS TYPE OF INSTALLATION OR SYSTEM? It is mainly the lack of agricultural labour that convinced us to invest in this type of installation.

IF YOU HAD TO MAKE CHANGES TO YOUR CURRENT OPERATION, WHAT WOULD YOU DO? We would expand the barn by about 60 feet to build a packed-bedding area for our dry cows





Unique Systems

Courthouse Hill Farm

Gore, NS



By Natasha McKillop, HC Field Service Business Partner

PREFIX: Bloisglade

PEOPLE INVOLVED: Brothers Paul, Baron and Greg Blois, employees Layton and Kim as well as seasonal employees

OF YEARS AS A HOLSTEIN CANADA MEMBER: 47 years

OF COWS MILKED: 145

OF ACRES FARMED: 800 acres cultivated, 500 acres lowbush blueberries, and 1000 acres of timber

FACILITY TYPE: Freestall with mats, automatic alley scrapers and drive through feeder

HERD PRODUCTION AVERAGE: 35 L/day 4.1% BF

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration



WHAT IS UNIQUE ABOUT YOUR BARN OR DAIRY OPERATION? We have recently built an anaerobic digestion system for our farm. We also have produced lowbush blueberries for 62 years.

HOW DO YOU FEEL THIS HELPS YOU MANAGE YOUR FARM OR BE MORE PROFITABLE? Both allow additional and diversified revenue to be generated for our farm. The digester allows us to generate revenue in several ways: we have tipping fees as we take food waste from local grocery stores and processors; we sell the energy generated from the biogas to the power company; we also have a screw press separator that will allow us to create bedding for our heifers; and we create a landscaping product that we can also sell. The liquid left over from the process is an excellent fertilizer and is a more accessible form for plants to use, allowing us to reduce our inputs.

WHAT MADE YOU DECIDE TO GO FOR THIS TYPE OF INSTALLATION OR SYSTEM? We were looking to diversify and maximize the potential of our farm. We had originally looked at digestion technology almost 20 years ago, but at the time it was not compatible with our local climate and so it was not feasible. As the technology progressed, we revisited the idea and made the decision to incorporate it into our farm.

IF YOU HAD TO MAKE CHANGES TO YOUR CURRENT OPERATION, WHAT WOULD YOU DO? The digester has not been in place long enough to evaluate if we would make any changes at this time. We would like to build a new heifer barn and calf nursery, and incorporate an activity monitoring system. We feel these changes



would allow us to simplify our approach and reduce our current workload.

DO YOU HAVE PLANS TO CHANGE IN THE FUTURE, AND WHY OR WHY NOT? We are always trying to grow and improve. As previously mentioned we would like to build a new heifer barn and calf nursery, as it would allow for us to keep more of our own replacements and improve our current stock.

WHAT DOES YOUR IDEAL DAIRY FARM LOOK LIKE? Our ideal dairy farm is one that is sustainable, less labor intensive to afford us more lifestyle time, and allows us to be good environmental stewards.

WHAT SERVICES HELP YOU THE MOST? Our vet Dr. Frank Schenkels is a tremendous resource, as well as our hoof trimmer, and feed reps. We also use CDN, Valacta, NSAB and their Progen/Optimate mating program and we would like to start Classifying.

WHERE DO YOU GET FRESH IDEAS FROM? We get many of our ideas from industry magazines, as well as online articles to stay current. 🇨🇦



Dairy Farmers of Canada

Renews partnership with Holstein Canada for proAction® cattle assessment services

On July 23, 2018, Dairy Farmers of Canada (DFC) and Holstein Canada (HC) signed a new agreement to extend HC's cattle assessment services for the Animal Care module of proAction® for an additional four years.

Contract development process

DFC, HC and the provincial dairy associations worked together to improve future cattle assessment services for dairy farmers, reviewing the services, scheduling process, fees and pricing, as well as the complaint resolution process. The experiences of the past two years were valuable learning opportunities, which have led to the revision and improvement of our terms of service to dairy farmers.

The new contract designates Holstein Canada as a sole service provider in all provinces except Saskatchewan and British Columbia, where additional options will be available. The new contract will cover the period of October 15, 2018 to October 14, 2022.

Changes to expect

Holstein Canada will continue to use their highly qualified assessors and classifiers to conduct cattle assessments and provide superior services to farmers. We want to draw your attention to changes that will apply to the scheduling process, fees and invoicing:

Scheduling an assessment: Farmers' assessments are prioritized based on farmers' validation due dates. Holstein Canada will send a letter to farmers three weeks prior to the time an assessor is expected to arrive in their area, advising them of their upcoming opportunity for cattle assessment. At any time, farmers can verify the assessment schedule on the Classification and Animal Assessment Schedule on Holstein.ca.

Once in the area, the assessor will contact the farmers on the priority list to set up an appointment. It is very important farmers respond to the assessors' attempts to contact them in order to avoid additional service fees resulting from a cattle assessment needing completion outside of the original window of schedule. This additional service fee, also known as "re-entry" fees, depends on the service turnaround time requested by the farmer.

Fees

The cost of a standard cattle assessment will be \$7 per animal assessed plus a \$125 herd visit fee. This fee structure will apply to all farms, whether they use classification services or not. If the assessment is conducted during a classification visit, HC will credit the \$125 visit fee back to the farmer. The herd visit fee cost includes overhead costs such as travel, assessor training, administration and information technology infrastructure.

If a farmer needs a cattle assessment service outside of the standard service, the following service fees apply in addition to the herd visit fee and the individual animal fee:

- If the farmer requests the cattle assessment be conducted within 21 days, the additional service fee is \$1,450;
- If the farmer requests the cattle assessment be conducted within 90 days, the additional service fee is \$1,000; and
- If the farmer requests the cattle assessment be conducted within six months, the additional service fee is \$150
- Invoicing: HC will invoice farmers directly for cattle assessment services provided.

What if I have not had my first assessment yet?

There are a few hundred farms who have not yet had a visit from Holstein Canada to assess animals. If this is the case for you, the first-round pricing structure will apply to the first assessment visit. This first-round pricing is \$6 per animal, plus \$100 herd visit fee for non-clients and no extra charge for classification clients whose assessments are conducted during a classification visit. The new fee structure and scheduling process will apply to subsequent assessments.

Superior service to show continuous improvement

Your dairy organizations continue to partner and collaborate to provide this service because we want dairy farmers across the country to be able to demonstrate continuous improvement on animal care. As questions about animal care remain a focus of public conversation, demonstrating continuous improvement allows our Canadian dairy sector to reassure customers about farmers' commitment to practices that benefit our animals. 🐄



The National Livestock Identification Program (NLID) PROGRAM

THE NATIONAL LIVESTOCK IDENTIFICATION (NLID) PROGRAM,

along with its tag manufacturer Allflex, are currently investigating some tag retention issues that have been raised by dairy tag users. The vast majority of the issues are predominantly related to the Ultraflex XLarge combo RFID / panel tag set. Producers are telling us they are finding the tags remain intact but are sliding through the ears on calves that range from ages 5 to 9 months.

Allflex has been actively working to investigate all concerns. NLID and Allflex have made multiple visits to many herds across Canada, ranging from farms that have no tagging issues to farms experiencing great numbers of tag loss. In the discussions with dairy farm operators, our focus has been to evaluate each issue of those with tag loss: age of animal, type of tag, tagging application process, tagger used and placement of tags.

In some cases, we have seen heifers with large holes in their ears that are nearly the size of a quarter. Others have slight inflammation and irritation to the ears around the tag stems. If this irritation is left untreated or unattended, the hole in the ear can become infected, and this is attributing to the larger-than-expected holes in ears that we see later in the heifer's life.

Throughout this investigation, Allflex has been promoting an optimal environment to reduce infection and encourage faster healing. It is important to ensure that the ear itself is clean and that all equipment and tag surfaces are clean. You can also dip the male tag in a disinfectant or healing cream at the time of tagging to implement stronger healing. Talk to your veterinarian about herd health protocol, appropriate disinfectants, and ask them to have a look at the calf's ears. Infections might be causing an underlying immune or other health issue.

Upfront time in disinfecting the ear and tag, plus the application of healing ointment, may promote better healing around the stem of the tag. As a result, these steps should minimize the widening of the hole by which the tag slips through. A check-up of the ears a week or two after tagging is highly recommended.

We have come across a few cases where the incorrect tagger or pin was being used; this also could affect the release of the tag at the time tagging, causing a small rip in the ear. Check that you are using the red total tagger and green pin.

With the help of our tag manufacturer Allflex, we have been reviewing and analyzing these situations in order to provide solutions going forward. At the same time, Allflex is reviewing and evaluating the tag design. Changes to the tag design take time, including approval trials, but the process is all part of ensuring we have the best dairy tag product for Canadian dairy farms.

We understand tag loss is a big frustration for farm operations; NLID and Allflex are committed to helping and supporting those farms. We will continue to make visits and recommendations to increase retention.

As of October, Holstein Canada knows of several farms who are experiencing the tag loss issue with the Ultraflex XLarge combo RFID / panel tags. Either NLID, Holstein Canada or Allflex have reached out, talked to, or visited most of these affected farms. For those farms, we will continue to monitor and evaluate the issue. If you suspect that you are affected by this issue, please contact our NLID / Customer Service team at 1-855-756-8300. 🇨🇦

New Tools to Address Lameness in Modern Housing

Dr. Gordon Atkins, University of Calgary

Lameness is an important disorder in dairy cattle, and the economic costs as a result of reduced milk production, impaired fertility, higher odds of culling, and treatment are high. Much work has been done looking at the heritability of foot lesions, and although the heritability has been found to be low, there is considerable genetic variation as evidenced by the large variability in sire Estimated Breeding Value (EBV) (Chapinal et al., 2013).

When it comes to genetic improvement for foot health, progress has been minimal. Therefore, CDN has adopted an alternative approach, and starting in 2018 they will be developing a new genetic selection strategy for foot health. In 2014, the four-year project called "Improving Hoof Health in Canadian Dairy Herds" began as one of several projects funded within the second Dairy Research Cluster.

THE PROJECT HAS FOUR MAJOR OBJECTIVES INCLUDING:

1. **Standardization of foot lesion data collected by foot trimmers across Canada.**
2. **Develop a data flow process from foot trimmers to Canadian DHI organizations and onto CDN.**
3. **Develop a DHI management report for dairy producers.**
4. **Develop genetic and genomic evaluations for foot health.**

Standardization of foot health data has been achieved by collecting data from foot trimmers equipped with the "Hoof Supervisor" (KS Dairy Consulting, Inc., Dresser, WI, USA). This chuteside tablet-based program, used by foot trimmers, specifies the type, severity, claw and zone for each lesion. An interface between Canadian DHI organizations and the Hoof Supervisor System allows trimmers to download DHI information directly into Hoof Supervisor prior to a herd visit, enabling herd and animal identification data to be attached to the Hoof Supervisor records. Following herd visits, the collected data can be sent to CDN.

Claw trimming of dairy cows has the potential to redistribute weight to the most robust parts of the claw, improve grip, improve gait, and aid the recovery of painful foot lesions and thereby reduce lameness prevalence, duration and severity. It can also restore anatomically correct foot shape and mediolateral claw balance to prevent future claw and digital skin disease.

With most cows in modern housing systems spending most of

their lives on cement, their feet no longer have the opportunity to sink into a soft pasture surface to buffer any discrepancies in weight distribution and as a result, pressure points are created between the inflexible concrete surface and the foot creating dramatically increased compensatory hoof growth and the need for much more frequent foot trimming. Therefore, the effectiveness of foot trimming becomes a critical factor in maintaining healthy functional feet, and the frequency of trimming makes it more difficult to use static foot conformation evaluations as effectively as they may have been used in the past when trimming was done less frequently.

The trimming techniques used today vary among trimmers and it is useful to review the different trimming techniques, as well as the trimming goals with regard to toe length, foot angle, heel depth, and sole thickness.

THERE IS LITTLE PEER-REVIEWED LITERATURE EVALUATING THE EFFICACY OF DIFFERENT TRIMMING TECHNIQUES, AND NOT ALL THE TRIMMING TECHNIQUES PRECISELY DEFINE:

1. **The appropriate length to cut the dorsal wall.**
2. **The toe angle that should be achieved with trimming.**
3. **The exact proximal landmark location for measuring the dorsal wall length.**
4. **Whether to trim the toe to a point or to leave a step.**

The trimming technique most commonly used by professional trimmers, and now used for certification purposes by numerous foot trimming associations, is the "Dutch Trimming" method introduced more than 30 years ago by Dr. Toussaint Raven. Dr. Toussaint Raven acknowledged that "normal length varies with breed and age" but in reference to toe length, he stated that "7.5 centimeters is a safe size for an adult Friesian Cow" (Toussaint-Raven, E. 1985). While this length seems to have become an industry standard, it is important to note that Dr. Toussaint Raven did not define a specific proximal landmark for measuring the dorsal wall length and did not specify whether the 7.5 centimeter length applied to a toe that was trimmed to a point or left as a step. With the "Dutch Trimming" method currently being taught and being used in the certification process, the toe is left as a step rather than being trimmed to a point.

The step technique for trimming the toe has been advocated as being helpful for new foot trimmers since it allows them to view the sole thickness from the flat end of the toe and to fully appreciate the relationship between the toe length and the sole thickness. However, where fixed toe lengths are used to simplify protocols and facilitate the training of farm staff and other less experienced operators, the minimum recommended length for trimming the dorsal wall should be conservative and identify both the proximal measuring point for dorsal wall length and the type of toe trimming. Experienced foot trimmers vary claw length where the aim is to correct foot angles for optimal weight bearing. In a recent research project, experienced trimmers restored over 85% of trimmed hind feet to a foot angle between 47 and 53 degrees (Atkins G., 2017). Figure 1 shows data from Atkins' foot project where toe length, foot angle, and heel depth were measured before and after trimming with the toe being trimmed to a point and the proximal measuring point being the perioplic-integument junction.

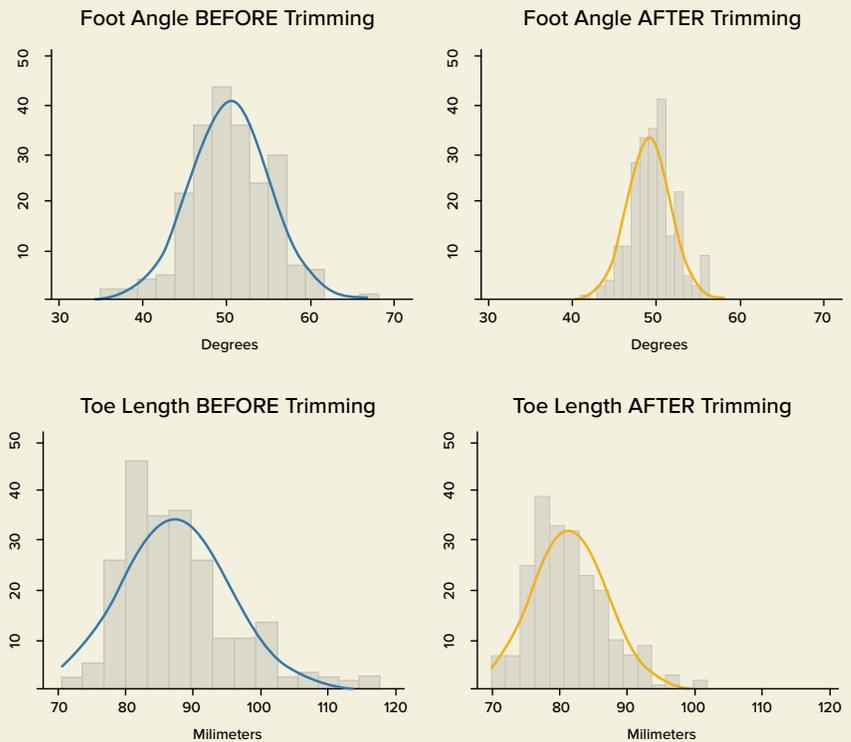


Figure 1: The range of measured foot angle and toe length before and after trimming. The mean foot angle after trimming was 50° and the mean toe length was 83 mm. Graphs reproduced from Atkins G. (2017)

This is also consistent with the foot angle recommendations for proper functional claw trimming using the Swiss method from the University of Zurich (Nuss and Braun 2012). Experienced trimmers will vary dorsal wall length depending on the size of the cow and the conformation of the foot. The Swiss Trimming protocol also agrees that the toe length should not be fixed and should vary with the patient (Nuss and Braun 2012); however, where fixed lengths are to be applied at a population level, caution must be taken to minimize the proportion of claws for which that length is too short.

Differences between the Dutch and the Swiss trimming methods involve which claw is trimmed first and the amount of modeling done to the axial groove. The Dutch method uses the medial claw of the hind foot as the reference claw for cutting the toe length to a standard length of 7.5 cm and then the lateral claw is trimmed to match. However, the Swiss method identified that the lateral claw is both longer and larger than the medial claw and recommends that trimming should start on the lateral claw so that this claw is not trimmed too short in an attempt to match it with the medial. With regard to the extent to which the axial groove should be hollowed out, there remains some uncertainty and debate within the claw trimming profession. Burgi and others suggest an aggressive hollowing, while Nuss advocates a more conservative approach. The aggressive approach is intended to redistribute more weight onto the walls from the sole to prevent sole ulcers, however, to date there is little research to confirm the benefit. 🐾

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Registration and Transfers: Making Traceability Reporting Easier for You!

LIVESTOCK TRACEABILITY SYSTEMS are important for consumer confidence, animal health and food safety. They can help reduce response time, thereby limiting economic, environmental and social impacts of disease outbreaks, food safety issues and market access.

Livestock traceability systems are based upon three basic elements:

- 1 Animal identification
- 2 Premises identification
- 3 Animal movement

Tagging calves at birth is an efficient way of permanently identifying the animal with a unique number for national health purposes, animal tracking, on-farm management and all industry related services. Livestock traceability systems requires a dairy animal be dual tagged within seven (7) days, or before the animal leaves the farm (whichever comes first). Any calves born on the farm and destined for the beef industry may be identified with a single RFID / approved beef tags (except for provinces that require dual tagging).

Once the animal is tagged, the tag needs to be activated, which involves recording the animal birthdate in your herd records and reporting the tag, birthdate and location of tagging to the national traceability database. Under the Traceability module of proAction®, reporting is within 45 days and recording 7 days. Note: Quebec regulation recording and reporting is 7 days. **As a 3rd party, Holstein Canada helps you out by sending tag activation events to the tracking database(s) on your behalf for registered animals. Tag activation information is sent daily from Holstein Canada.** If your animal registrations are completed within 45 days of birth, you will meet the traceability requirements.

Animal movement, including death on-farm, is the last of the three pillars of livestock traceability. In case of a contagious disease outbreak, it is possible, with this information in hand, to identify exactly where the animal has been, with which other animals it has been in contact and where it is now. It is critical information for the planning and management of emergencies. All premises that are receiving animals must have their own premises ID and report to CLTS or ATQ accordingly, this includes auction houses, abattoirs, show grounds, community pastures, sorting centres, vet clinics, etc.

When a new herd mate arrives or an old herd mate returns, it is important to document the event. Receiving animal's on-farm as of September 1, 2017, requires you to record the animal movement in your records and report to the tracking database. It is the

responsibility of the premises of arrival to report the animal has moved-in.

If an animal is leaving your farm for domestic movement, it is the responsibility of the premises of arrival to report the animal has moved-in. The Traceability module of proAction® does not require you to report an animal has left your farm, unless it is destined for export. However, it is good practice to record when an animal leaves the herd in their own records and report move-out events to CCIA or ATQ.

When a dairy animal arrives or leaves your farm there are important pieces of information needed – be prepared to have:

- **ANIMAL'S IDENTIFICATION NUMBER** – complete 15 digits
- **DATE** the animal arrived or left the farm.
- **PREMISES ID NUMBER** for farm of arrival and farm of departure. **Be sure to have your Premises ID number readily available to give to buyers when selling an animal.**
- **VEHICLE LICENSE PLATE NUMBER** (single unit or tandem unit) used to transport the animal when arriving or leaving your farm.

Knowing the importance of traceability compliance, and respecting the importance of every job on the farm, Holstein Canada is eager to streamline traceability reporting on your behalf. We are currently working on a project that will give you the ability to report animal movement information when reporting transfers of animal ownership. We're a '**one-stop shop**': by including the additional movement information at the time of transfer, the new project will allow Holstein Canada to report the move-in or move-out events, depending if you are the buyer or seller, to the tracking database on your behalf. We recognize that some animals move from herd to herd without actually changing ownership, while logged into your Holstein Canada online service account or speaking with our Customer Service staff, you will be able to report animal movement events without reporting a change of ownership, if that is the case. While you are at it, you will be able to report import and death on-farm events to Holstein Canada and we will submit to the tracking database on your behalf. This service is scheduled to be available later this fall.

To help simplify the work for you, Holstein Canada is keeping our processes current and giving you another avenue to report traceability information with along with our services. 🐄

If you have any questions, call Customer Service at 1-855-756-8300 ext. 410 (English), ext. 420 (French).

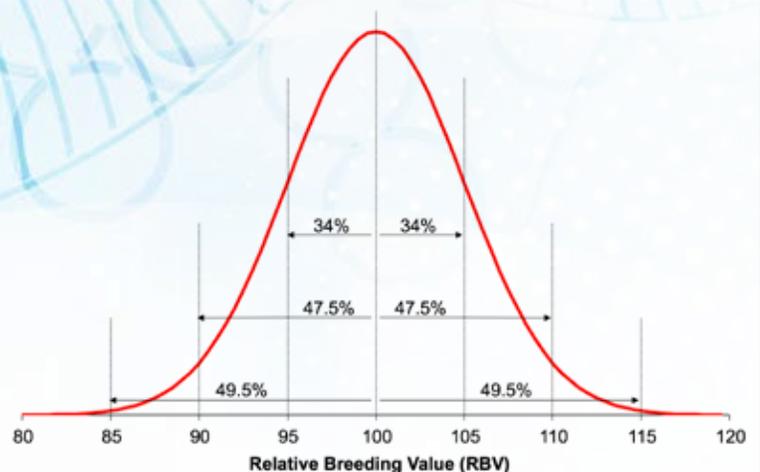


PROOF CHANGES YOU'LL SEE THIS DECEMBER

New Expression of Somatic Cell Score (SCS)

Since 2008, all functional traits with the exception of Somatic Cell Score (SCS) have been expressed as Relative Breeding Values (RBV) with an average of 100 and a standard deviation of 5. In general, this means that 99% of all bulls fall between 85 (poorest) and 115 (best), as presented in Figure 1.

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



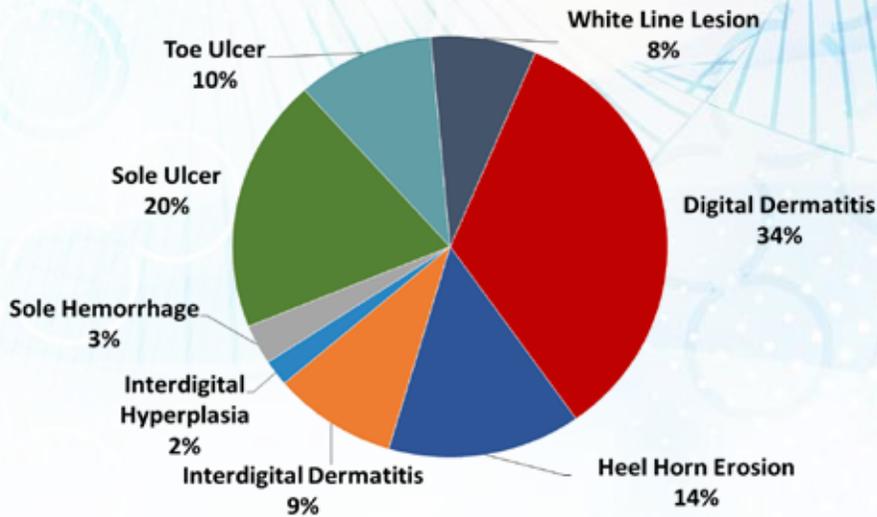
When the RBV scale was introduced for all other functional traits, it was decided to exclude SCS so as not to create confusion at a time when producer interest in this trait was growing. Now, after 10 years of using the RBV scale for many traits, SCS has been included in this scale as well. Key reasons for this 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 other than the fact that values below the average are most desirable.
- SCS is the only trait for which lower values are preferred. Changing to the RBV scale allows the expression to become more 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 in the same manner as the scale currently used in Canada. One of these countries is the United States, but in reality, the scale used in the US is about half the range (PTA) as the current scale in Canada (EBV). Such a scale difference between Canada and the US is not well known and leads to misinterpretation when comparing evaluations from both countries.

Hoof Health Index

In December of 2017, a genetic evaluation for Digital Dermatitis was introduced. One year later, CDN will release an overall Hoof Health (HH) index in December, which will combine eight hoof lesions including Digital Dermatitis. The index weights are seen in Figure 2 and were determined based on their frequency and economic importance.

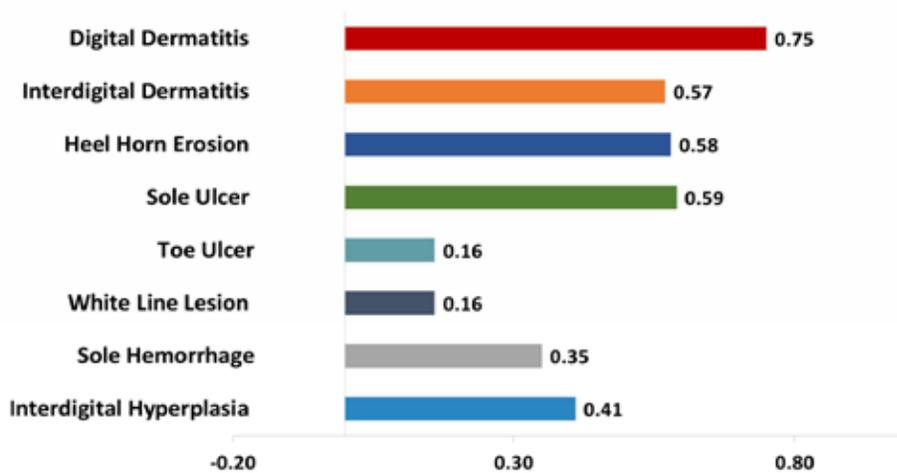
FIGURE 2: TRAIT RELATIVE EMPHASIS FOR THE HOOF HEALTH INDEX



Like all functional traits, Hoof Health will be expressed as an RBV with an average of 100 and standard deviation of five. Hoof Health evaluations will be found in the Functional trait section on an animal's Genetic Evaluation Summary Page.

Response to selection for Hoof Health will be greatest for Digital Dermatitis, yet selection will lead to progress for all eight hoof health traits.

FIGURE 3: EXPECTED RESPONSE TO SELECTION FOR HOOF HEALTH



In addition, Canadian DHI will soon offer an on-line herd management report for hoof health to provide producers with herd lesion prevalence, trends over time, and provincial and national benchmarks. This will be available to Canadian DHI clients whose hoof trimmers use and transfer data to Canadian DHI via the trimmer software "Hoof Supervisor."

Answering the question this issue is **Toni Welsh**. She has many years of expertise working with producers on parentage cases and always welcomes your questions! This year, Toni celebrates 45 years of service with Holstein Canada.



Dear Customer Service Team

YOU ASKED:

What is a Parentage Verification Request?

A **PARENTAGE VERIFICATION REQUEST** is the opportunity to confirm, through genotyping, the proper lineage of an animal. Generally, after reviewing information on the application for registration or when informed by the producer, the animal's owner receives a Genotype Request Form whenever the parentage or lineage of a Holstein animal is unsure. The most common situations for being unsure are multiple calves born overnight in same pen unsupervised, or having lost the identity of an animal due to loss of properly-attached tags/devices. Herdbook validations, such as multiple sires used within 14 days, random testing programs, abnormal gestation period, donor dam, or AI sire approval can also trigger a parentage verification request.

It is important that owners use the provided test request forms to identify the selected animals and that the producer attaches tissue or hair samples to the forms sent to Holstein Canada. Submit your test forms as quickly as possible, and if for some reason the animal is not easily available to restrain to pull the hair from or the animal has been removed from your herd, let us know as soon as possible via email at parentageresearch@holstein.ca, or by phone at 1-855-756-8300.

Within 90 days of the first request, if there are no samples received, we will send out a reminder with another test request form. After this reminder, if there are no samples received within 45 days, the requested animal will have the lineage removed and Herdbook purity re-calculated.

However, at any time afterwards, you may submit a sample for genetic testing to have the purity and lineage restored (based on results). The removal of lineage is to maintain the highest possible integrity to the overall Herdbook and minimize unconfirmed uncertainty in a pedigree. To have a high integrity or reliability in our Herdbook, we must strive to have the most accurate, verifiable information possible in a timely fashion.

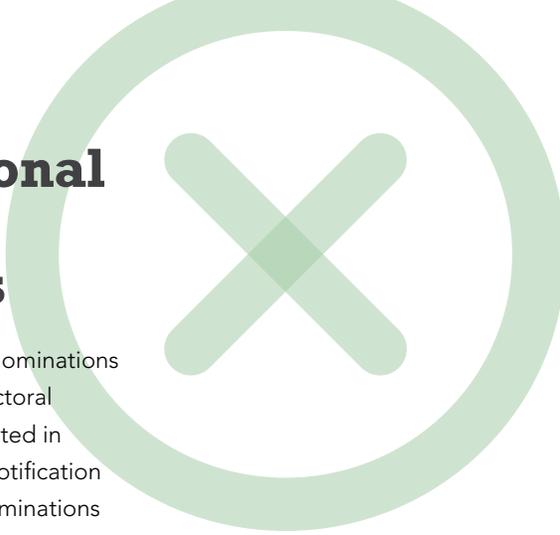
The additional benefits for genotyping, as a tool for Herdbook and for producers, parentage verification can confirm, revoke and even suggest a possible parentage result. In addition to

verification, a genetic evaluation is available for review at the next quarterly genetic evaluation release. Furthermore, identified genetic traits and haplotypes, specific to the genotyped animal, are recorded if requested. These can help determine a positive or negative effect on animal health and performance.

PARENTAGE TESTS FOR HERDBOOK INTEGRITY PURPOSES

WHEN SIRE IN DOUBT	Two services by different bulls within 14 days
	Two services by different bulls within a month, calf premature to second service
	Dates of birth and service indicate a long or short gestation period requiring validation of the sire
WHEN SIRE OR DAM IN DOUBT	Miscommunication between breeding records and actual events – to solve identity problem
	Multiple unsupervised calving around the same time, and same day
EMBRYO TRANSFER	Random selection of one (1) out of ten (10) – to ensure the integrity of embryo records
OVERAGE	Random selection of one (1) out of ten (10) – an accuracy check on an individual or group basis to ensure herd book integrity
HOLSTEIN CANADA SPOT TEST	Random selection of one (1) out of a thousand (1,000) – to ensure the integrity of the Herdbook
AI SERVICE	All bulls for A.I. service require parentage verification
DONOR DAM	All dams that have provided embryos for transplant require parentage verification

Call for National Director Nominations



THERE IS AN OPEN CALL for nominations for National Directors in the Electoral Districts listed below. Clubs located in these districts received official notification of the call in September, and nominations will close December 7th, 2018. Ballots will be mailed out to all voting members in the districts with more than one candidate by January 7, 2019 and voting closes on February 7, 2019. The criteria for the National Director Eligibility can be found in the Association's By-laws on Holstein.ca and nomination forms can be obtained from your local Holstein Club, Provincial Branch, or by contacting Suzanne Jalbert at sjalbert@holstein.ca or 1-855-756-8300 ext. 241. 🇨🇦

Electoral Districts 2019

Alberta and Northwest Territories

Quebec at Large

North Central Ontario

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

NOVEMBER

Classifier Conference November 5-9

- ON Leeds & Grenville, Grey, Bruce, Huron, Halton & York & Peel, Simcoe & Dufferin
- QC Dorchester
- AB Brooks, Lethbridge, Calgary, Red Deer

MID

- AB Leduc, Gibbons, Wetaskawin, Peace River
- MB Steinbach-Rainy River (ON), Grunthal, St. Claude, Brandon, Winnipeg North

LATE

DECEMBER

- ON **MR** Ontario, Northumberland, Ontario Central
- ON Middlesex & Essex & Kent
- QC **MR** Abitibi & Temiscamingue, Bagot & St-Hyacinthe, Deux-Montagnes & Terrebonne, Quebec Central
- QC Bellechasse

EARLY

- ON **MR** Peterborough
- ON Lambton, Elgin
- QC **MR** Quebec West
- QC Montmagny, l'Islet

MID

Holiday hours from Dec 24, 2018 - Jan 4, 2019

LATE

*This schedule is subject to change within a 1-2 week period. **FS** For the full Field Service schedule, see the Field Services section under Services on our website.

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

Based on 1st Lactation Classifications July/August 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	127	82.65	82.95	AVALANCHE	44	83.09	82.84
GOLD CHIP	186	81.9	82.34	MILLENNIUM	59	82.32	81.88
DEMPSEY	294	81.99	81.70	UNIX	30	81.93	80.93
BRADNICK	175	81.9	81.90	MONTEREY	93	81.89	82.00
HIGH OCTANE	203	81.64	82.19	ALONZO	89	81.84	81.54
ENDURE	145	81.4	80.94	SEAVER	78	81.65	81.56
KINGPIN	157	81.30	80.66	KINGBOY	52	81.63	81.33
SUPERPOWER	262	81.2	80.48	RALEIGH	38	81.55	81.13
MEGAWATT	117	81.08	80.34	CHELIOS	61	81.46	80.56
PULSAR	141	80.97	80.57	KIAN	93	81.41	80.96

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.

#FrameTheHerd Photo Contest Winners

Great photos have been rolling in for the #FrameTheHerd Theme #18 Photo Contest! Thank you to everyone for your submissions! Check out our top four finalists from Theme #17 – Just Calves:



Pretty calf behind gate at Duc For Farm. Submitted by: Dany Bolduc, St-Honoré-de-Shenley, QC



Tessa MacLeod at Darcroft Holsteins giving her red calf a kiss. Submitted by: Caitlin MacLeod, Embro, ON



Alexandre Daigle and his son feeding a baby calf. Submitted by: Justine Marquis, Ste-Croix, QC



AJ Martin and his group of calves at Aveline Holsteins. Submitted by: Tony and Char Martin, Drayton, ON

THEME #19: FARM PHOTOS THEN AND NOW!

For this Frame the Herd theme, we want to see your best pictures of your farms! Aerials, scenic pictures, barnyard wonders - we want to see them all, young or old! Do you have a great throwback picture of your farm that you'd like to share? We want to see it!

The nice new pictures of the farms that make you proud of the homestead are also welcome! As always, bonus points if you can sneak a Holstein Canada logo into the photo somehow (hats, jackets, farm sign, etc.). We also appreciate every type of cow, so send us those all-breed photos, too!

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 Ariane at 519-865-4385 to make alternate arrangements.

DEADLINE : **ON SOCIAL MEDIA? SHARE YOUR ENTRY WITH THE WORLD! EMAIL YOUR**
DECEMBER 31, 2018 : **ENTRY TO US AND THEN SHARE IT ON SOCIAL MEDIA USING #FRAMETHEHERD**



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sspriensma@holstein.ca

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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