



Frame The Herd

Holstein Canada is bringing back the Frame The Herd contest just for Junior members! Each month, there will be a new theme, and you can submit photos to us or post them on Twitter or Instagram using the hashtag #FrameTheHerd2020. Each time you send us your pictures or use the hashtag, you will gain points towards your Gamification score.

Sending in photos gives you a chance to have your photo featured in our 2021 Holstein Canada calendar, on our Facebook banner, or even on the cover of *InfoHolstein*. To have your photo considered, make sure that you follow all the guidelines below.



Monthly Themes For 2020

January/February

March

April

May

June

July

August

September

October

November

December

Working as a team

Farm helpers

DFC Logo

Farming in action

Then and now

Dairy Farming Forward

Cow comfort

Future Farmers

It's a family affair

#AgMoreThanEver

Playtime

Frame the Herd Junior Member Contest guidelines:

1. All photos must be high resolution.
2. The animal pictured needs to be registered and properly tagged in both ears (if visible).
3. Extra consideration for the photo if the animal is classified.
4. Make sure to give us your full name and prefix.
5. You must sign the photo release waiver and send it in with your photo.
This can be found on the website: www.holstein.ca → Services → Resources
6. Include the full name of the animal pictured and anyone else that may be in the photo.
7. Include your full mailing address.

Send your photos to SocialMedia@holstein.ca (use #FrameTheHerd2020 in the subject line) or use #FrameTheHerd2020 on Twitter or Instagram! Don't forget to tag us in your posts!