



# Media Release

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## FOR IMMEDIATE RELEASE

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## Three Holstein Canada Recognition Awards to be handed out at the 2020 National Holstein Convention

**Brantford, ON** – Three of Holstein Canada’s most prestigious recognition awards will be handed out at the 2020 National Holstein Convention in Regina, Saskatchewan. The Association will be awarding the Certificate of Superior Accomplishment Award to Keith Flaman; the Certificate of Recognition Award to Lorne Loveridge; and the Century of Holsteins Award to the Descendants of James C. Jenkins.

### The Certificate of Superior Accomplishment Award: Keith Flaman

The Certificate of Superior Accomplishment Award is awarded to a person or group whose achievements are based on, but not limited to: enhancing working relationships both domestically and internationally; marketing and promoting the breed, the Association and/or Association programs; mentorship and leadership; education (best farm management practices, conformation, animal health), and outstanding business achievements.

Keith Flaman has served many areas of Canada’s dairy industry. He has acted as the President of Holstein Canada in 1991; the CEO of Holstein Canada from 1993 – 2010; the Chair of the World Holstein-Friesian Federation from 2000 – 2008; and the Chair of the Canadian Livestock Identification Association from 2004 – 2006, where he worked to reinstate export markets for Canada during the BSE crisis. Keith is currently the Chair of the 2020 National Holstein Convention Committee.

Keith also worked internationally to improve the exchange of information regarding genetic recessives, Classification traits, and guidelines for reciprocal registration between WHFF members. His many accomplishments have influenced both the Canadian and international Holstein industries, and we will have the pleasure of presenting this much-deserved award to Keith in his home province.

### The Certificate of Recognition Award: Lorne Loveridge

The Certificate of Recognition recognizes qualities and activities such as enhancing working relationships; promoting the breed, the Association, and/or Association programs; mentorship and leadership; education; and time and contribution over and above what is considered “part of the job.” These qualities and activities will have had a regional and/or provincial impact.

Lorne Loveridge has been instrumental in the success of the breed and is involved in many other aspects of the dairy industry. A three-time Master Breeder recipient, he is responsible for the world-famous Glenridge Citation Roxy, a seventh-generation animal bred on the Loveridge Farm. Roxie’s accomplishments include winning International Cow of the Century in 1999, being voted Queen of the

Breed twice in 1986 and 2001, and being named All-Time All-American Produce in 1984 covering the period 1922 to 1984. Her legacy lives on in herds all over the world.

Lorne has also acted as both the Director and President of three organizations: the Saskatchewan Holstein Branch, the Regina and District Milk Producers Association, and the Saskatchewan Dairy Association. He also acted as the Director and Vice President of the Dairy Producers Co-operative Limited, the Director of Dairy Farmers of Canada, and as a member and Chairman of the Holstein Canada Research Committee. He also served as an official judge for Holstein Canada. We will also have the pleasure of presenting Lorne with this award in his home province.

### **Century of Holsteins Award: The Descendants of James C. Jenkins, 1920 – 2019**

The Century of Holstein award recognizes the dedication and contribution of Holstein families through their long-standing membership with our Association. If a family's relationship with the Association can be traced to 100 years of active, continuous membership, then it is eligible for this distinction.

This year, the award goes to Charles Jenkins of the prefix MONOAK in Belmont, Ontario. The Jenkins family has been a member of Holstein Canada since James C. Jenkins joined in 1920. We will be celebrating their deep commitment to our Association at the Annual General Meeting on April 18.

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