



Media Release

HOLSTEIN CANADA, 20 CORPORATE PLACE, BRANTFORD, ONTARIO CANADA N3T 5R4
TEL: 519-756-8300 – 1-855-756-8300 | FAX: 519-756-5878 | WEB: HOLSTEIN.CA

FOR IMMEDIATE RELEASE

Holstein Canada Announces Modernized Production Awards

Brantford, ON – February 4, 2026 – Holstein Canada is pleased to announce updates to our national recognition programs, including the introduction of new Canadian Champions and modernized Production Award metrics.

Beginning in 2026, the Superior Production and Canadian Champion Awards will remain in place, supported by updated framework designed to be more inclusive, meaningful, and aligned with farm profitability. These changes are the result of several years of development by Holstein Canada to ensure awards reflect evolving production systems and incorporate future data sources accepted by Lactanet and Holstein Canada. Additional award programs including Master Breeder, Star Brood Cow, Lifetime Production, and Classification will transition starting in 2027.

Superior Lactation recognition will be awarded to cows ranking in the top 3% within any of the six performance categories. The categories include:

1. Kg of Milk per Day of Life
2. Kg of Fat + Protein per Day of Life
3. Kg of Milk in 305 days
4. Kg of Fat + Protein in 305 days
5. Combined BCA in Fat + Protein
6. Deviations in Fat + Protein

Updated benchmarks have been established across six performance measures, evaluated by lactation and incorporating both lifetime efficiency and 305-day production. The benchmarks are updated annually and can be found on our website.

Cows will be awarded on the year the lactation ended. As per previous Production Awards, the list of the awarded cows is available on Holstein Canada website, under Awards-Lists- [Cow Awards](#), and can be filtered for specific period of time, province and club.

These updates ensure the Production Awards continue to reflect the current performance standards and recognize excellence in Canadian Holstein herds. For more information visit www.holstein.ca.

About Holstein Canada

With a membership of more than 9,200, Holstein Canada is responsible for maintaining the Holstein Herdbook under the Federal Animal Pedigree Act of Agriculture and AgriFood Canada. Holstein Canada provides its members with a wide range of services, helping them manage and advance their herds through innovative genetic improvement programs. For more information, please visit our website or follow us on [Facebook](#) and [Instagram](#).

Contact: Valérie Tremblay, Director, Marketing & Field Service

Email: vtremblay@holstein.ca
