



# Media Release

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## FOR IMMEDIATE RELEASE

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## Holstein Canada Recognizes the Recipients of the 2025 Century of Holstein Award

**Brantford, ON** – Holstein Canada is proud to announce the recipient of the prestigious Century of Holstein Award for 2025. This award honours the dedication and contributions of Holstein families through their long-standing membership with the Association.

We are pleased to recognize the Giard family from Saint-Simon-de-Bagot, Quebec, for their century-long dedication to Holstein Canada. Their membership dates back to 1925, when Donat Giard joined the Association. Over the past 100 years, successive generations of the Giard family have maintained a continuous membership, demonstrating a strong commitment to excellence in Holstein breeding.

Through extensive historical research, we have confirmed the following milestones in the Giard family's membership:

**1925 to 1961** - Donat Giard was an active member

**1962 to 1970** - Membership continued under *Donat Giard & Fils*

**1961 to 2006** - Hermel Giard maintained the family's membership

**2006 to Present** - The farm operates under *Ferme Giard Enr.*

This remarkable achievement underscores the deep-rooted passion and dedication of Holstein families, who have contributed to the strength and success of our industry for generations.

The Giard family will be officially recognized at the **Holstein Canada Annual General Meeting on April 5, 2025**, in Halifax, Nova Scotia. A Certificate of Recognition issued in the name of the *Descendants of Donat Giard* will be presented to the family during the event.

Holstein Canada congratulates the Giard family and expresses gratitude for their unwavering dedication to Holstein breeding. Their legacy inspires current and future generations of Holstein breeders across the country.

*\*Due to very unfortunate family circumstances, the Century of Holstein Award will instead be presented to the Giard family during the 2026 Annual General Meeting in Vancouver.*

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### 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 Agri-Food 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, Instagram, and Twitter.

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