



# Media Release

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

FOR IMMEDIATE RELEASE

March 27, 2018

Contact: Brad Eggink

Phone: 519-756-8300 ex 265

[beggink@holstein.ca](mailto:beggink@holstein.ca)

---

## Holstein Canada and Canadian Dairy Network Announce New Genetic Decision Software

**Brantford, ON** – Earlier today Holstein Canada's Brad Eggink and the Canadian Dairy Network's Brian Van Doormaal announced the fall launch of Compass; a free, web-based software tool designed to aid producers in making more profitable breeding decisions while maximizing their herds genetic potential.

Compass will be available as its own domain and through both the HC & CDN websites. This tool will easily provide a herd's genetic information, suggested courses of action and will allow the producer to review the return on investment for several different breeding strategies.

Using the available genetic herd information provided by CDN, Holstein Canada and milk recording, producers will be able to create their own customized index to better suit their specific herd goals and objectives. Through Compass producers have the ability to view each animal's genetic information, view trait trends as well as sire information.

The Compass release is scheduled for Fall 2018. As more information becomes available on Compass it will be announced through Holstein Canada and CDN's social media channels.



###