



Media Release

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Holstein Canada Welcomes Valérie Tremblay as Director, Member and Customer Experience

Brantford, ON – June 23, 2025 – Holstein Canada is pleased to announce the appointment of Valérie Tremblay as Director, Member and Customer Experience, effective July 14, 2025.

Valérie brings over two decades of leadership in the Canadian dairy industry, with a career deeply rooted in advancing the Holstein breed and supporting dairy producers across the country. Born and raised on Ferme Léothé in Jonquière, Québec—a family-run dairy farm still in operation—Valérie is also a graduate of McGill University. Her experience spans strategic communications, knowledge mobilization, genetics, and producer engagement – making her ideally positioned to lead Holstein Canada’s renewed efforts to deepen member connections and enhance customer experience.

A passionate advocate for the Holstein breed, Valérie is no stranger to Holstein Canada, having previously served as Training and Extension Coordinator. She went on to hold progressive leadership roles at Holstein Québec and, most recently, at Lactanet where she contributed to the development of training and projects in genetics, worked closely with the board of directors and initiated national knowledge transfer strategies, all informed by her grassroots experience and strong connection to the dairy community.

“Valérie’s deep understanding of the Canadian dairy landscape, her strategic mindset, and her commitment to producers make her an exceptional addition to our senior leadership team,” says President Gilles Côté. “Her return to Holstein Canada reflects her passion for the breed and her dedication to building a strong, connected dairy community.”

In her new role, Valérie will provide strategic leadership across member engagement, education and extension, communications, and event programming - ensuring that Holstein Canada’s voice, services, and priorities remain relevant and deeply aligned with the evolving needs of Canadian dairy producers.

Fluent in both French and English, she brings a bilingual and inclusive leadership style that will serve members across the country.

Please join us in welcoming Valérie Tremblay back to Holstein Canada.

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.