



Media release

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Outstanding Individuals to be Honoured at AGM

Brantford, Ont. – Holstein Canada is pleased to announce that two of its most prestigious awards will be presented at the Annual General Meeting in Quebec City, QC on April 14, 2018. Doug Blair of Cobble Hill, BC will receive the **Certificate of Superior Accomplishment**, while Jean Touchette of Sainte-Françoise-de-Lotbinière, QC will receive the **Certificate of Recognition**.

British Columbia native Doug Blair received a degree in Agriculture at UBC, specializing in animal breeding, genetics and economics. He had a long career in Artificial Insemination, starting as a sire analyst at BCAI. Doug co-founded *Western Breeders Services (WBS)* and was a founding member of Semex Canada. WBS became Canada's largest exporter of frozen embryos. Doug remained CEO of WBS, which became Alta Genetics, for 35 years. After his retirement in 2002, he remained on the Alta Board of Directors, allowing him to continue to serve in the industry. His passion and interest in cattle breeding will never retire.

Doug served as chairman of many Canadian and International Associations such as, the Alberta Dairy Herd Improvement Board and CDN. Doug is a risk taker and was never afraid to initiate, grow and develop the market. Doug is a believer in Canadian genetics and always promoted the Canadian cow and programs that verified that she is a great cow. He is one of the greatest advocates for the Canadian dairy industry. Doug is a mentor to many people in the industry; many would love to have his memory for cow families, his ability to envision the genetics that a breeding can create and his entrepreneurial skills. Doug was presented with many awards throughout his career. He was inducted to the Canadian Agriculture Hall of Fame in 2003, he received the Honorary Klussendorf Award at World Dairy Expo in 2007 and was presented with

the CDN Industry Distinction Award in 2008. It is Holstein Canada's honour to commemorate the accomplishments of Doug Blair with the Certificate of Superior Accomplishment.

Jean Touchette's guiding principle throughout his exceptional career as a Holstein Breeder is "personal achievement is not enough; success must be shared." He developed a deep passion for the breed in 1961, when he bought a farm and a few purebred Holstein heifers. For Jean, shows are a privileged place of encounters, stimulation, celebration and learning, especially for the next generation. As an official judge, he travelled to all corners of Quebec, to Ontario, the United States, Morocco and to several countries in Europe. Jean was involved in several committees for selecting and training judges, as well as show ethics.

Jean was an active member of his local Holstein Club for many years, and became provincial President in 1977. He was the founding father of *Expo Printemps Québec* which celebrates 40 years of success in 2018. Under the well-known prefix *Duregal*, Jean received his Master Breeder Shield in 1989 and bred the very popular *Duregal Astre Starbuck*. Jean is visionary, daring and persistent. He has always convinced his fellow producers to get involved new projects. His motto is *Love + Dedication + Tenacity = Success*. By being true to his convictions, Jean opened doors that have helped the recognition and the marketing of Quebec Holstein cattle around the world, including taking the first "State Herd" to the World Dairy Expo. It is Holstein Canada's honour to commemorate the accomplishments of Jean Touchette with the Certificate of Recognition.

Holstein Canada's most distinguished awards, the Certificate of Superior Accomplishment and the Certificate of Recognition have only been awarded a combined total of 25 times since 1954. Both awards recognize qualities and activities such as: enhancing working relationships; promoting the breed, the Association, and/or Association programs; mentorship and leadership; education and the contribution of time and resources significantly over and above what is considered "part of the job." The Certificate of Superior Accomplishment recognizes these qualities and activities with a national/international impact, while the Certificate of Recognition focuses on qualities and activities that have a provincial or regional impact.

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