



Media Release

FOR IMMEDIATE RELEASE

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

Holstein Canada Announces the 2021 National Shows

Brantford, ON – August 6, 2021 – From November 17 to 20, Holstein Canada will hold the 2021 National Shows in Saint-Hyacinthe, Quebec. Following the cancellation of the RAWF, the organization has been closely monitoring the pandemic situation as well as public health guidelines; we are confident that we will be able to give breeders an event in compliance with all requirements. **"We will ensure that activities are cost recovery and safe for all participants,"** promises the Association's new President, Elyse Gendron.

An organizing committee will run the National Shows. Composed of an external coordinator and members from the West, Ontario, Quebec and Atlantic Canada, this committee will ensure that exhibitors and visitors alike have an enjoyable experience while ensuring the safety of our members and employees. Holstein Canada will be monitoring the situation closely this fall and will make any necessary adjustments. Holding a National show will fuel the spirit of local and regional shows and will be a showcase for Canadian genetics. Such an event is key to provide worldwide visibility to Holstein enthusiasts. The schedule and nature of the activities will be communicated soon.

About Holstein Canada

With 9,200 members, Holstein Canada is responsible for maintaining the Holstein Herdbook under the Federal Animal Pedigree Act of Agriculture and Agri-Food Canada (AAFC). The Association provides many services to its members to help them evaluate, select and improve their herds through genetic improvement programs. For more information, visit our [website](#) or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

###

Contact: Linda Ness

Tel.: 519-756-8300, ext. 233

Email: lness@holstein.ca