



Media Release

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Holstein Canada Renews its Partnership with Zoetis

Brantford, ON – August 12, 2021 – After revisiting its genomic offering, Holstein Canada signed a new agreement with Zoetis to give producers a simple, fast and competitive solution. Holstein Canada is steadfast in its commitment to provide its members with a modern genomic testing option that will enable them to spearhead their female strategy.

The release of a first-class Medium Density panel will provide accurate and improved genomic evaluations combined with milk proteins, recessives and other value-added data. Breeders can also expect to see improvements in the way they submit their samples, and in the way they receive and use their results as part of their genetic strategy.

Holstein Canada wants its members to reach their goals faster by giving them many advantages. ***"Our offer stands out because we are an unbiased supplier. We offer a complete, secure service and all the data generated by Holstein Canada belongs to our members."*** declares Vincent Landry, Chief Executive Officer.

Chris Bartels: New Hire at Holstein Canada

The program was developed by various members of the association, including Chris Bartels, Holstein Canada's new Genomics Services Manager. Chris grew up on a dairy farm in the Niagara region. He graduated from the University of Guelph with a Bachelor of Science in Agriculture degree and has subsequently held various positions in the AI industry in both solutions and sales roles. He is known for his comprehensive approach to genetic planning for the benefit of the producer helping them to achieve their specific goals.



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](https://www.facebook.com/holstein.ca), [Instagram](https://www.instagram.com/holstein.ca) and [Twitter](https://twitter.com/holstein.ca).

About Zoetis

Zoetis is a global animal health company. Building on 65 years of experience, they deliver quality medicines, vaccines and products, complemented by biodevices, genetics tests and precision breeding. They are continually developing new genomic evaluation technologies to improve animal health and the profitability of dairy farms. Zoetis has demonstrated its commitment to Canadian breeders through its contribution to Compass.

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