



MEDIA RELEASE

FOR IMMEDIATE RELEASE

March 4, 2016

Contact: Jennifer Kyle

Phone: 519-756-8300 ext. 234

jkyle@holstein.ca

HOLSTEIN CANADA 2016 CONVENTION INNOVATES WITH GENOMIC CHAMPION CLASS

Brantford, Ont – The 2016 National Holstein Convention Show will be the first show in Canada to spotlight how genomics and conformation go hand in hand, by honouring top genomic heifers in the show ring. This will take place at the show in Calgary on April 21st under the watchful eye of Judge Gerald Coughlin, and in front of Holstein breeders from across Canada.

“Western Canadians have always been keen on new technology and new ideas, all while breeding great cows,” states Convention Chairman, Glenn Hockley. “It just seemed right to highlight genomics as we welcome our fellow Canadians to this showcase of great Western animals.”

The two animals from each of the first five heifer classes with the highest GLPIs (minimum GLPI 2600) will be eligible to participate in this Genomic Championship Class. The Genomic Grand Champion will take home a \$1,000 cash prize, sponsored by Holstein Canada along with a certificate for a free IVF collection in B.C. at Boviteq West, courtesy of WestGen. The Reserve and Honourable Mention Genomic Champions will leave the ring with a \$500 and \$250 cheque respectively, thanks to sponsors Benbie Holsteins and RockyMountain Holsteins.

“Holstein Canada applauds the 2016 Convention Committee for its innovative and progressive initiative of including a Genomic Championship Class at the upcoming Convention Show,” adds Holstein Canada CEO, Ann Louise Carson. “This idea has been circulating in our membership recently as Holstein breeders discover the many advantages of genotesting – as both a management and marketing tool.”

The secret to success for interested exhibitors will be respecting some tight deadlines. Genomic samples (tail hair) need to be at the **Holstein Canada office by March 14th** to ensure genomic results will be analyzed by show time. Please use the form found here: https://www.holstein.ca/PublicContent/PDFS/GenoRequest_EN.pdf

Exhibitors are encouraged to write “Convention Show” on the form. Please note, Holstein Canada, and its affiliated labs, cannot guarantee results for samples received after March 14th. For more details, please contact Janine at Holstein Canada at 1-855-756-8300, ext. 206 or jejenraam@holstein.ca.

###

