



Media release

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HOLSTEIN CANADA, 20 CORPORATE PLACE, BRANTFORD, ONTARIO CANADA N3T 5R4

PHONE 519 756-8300 - 1 855 756-8300 | FAX 519 756-5878 | WEB HOLSTEIN.CA

2022 National Convention: Holstein enthusiasts experience the “Pulse of the Prairies” in Saskatchewan

Brantford, ON, April 27, 2022 – Holstein enthusiasts and dairy industry members from across Canada and around the world gathered in Saskatoon, Saskatchewan from April 20 to 23 for Holstein Canada's National Convention. Most of the activities took place in Saskatoon and Regina, including the 139th Annual General Meeting, the National Convention Exhibition and the National Sale. Under the theme "Pulse of the Prairies", the event included a series of farm tours and a variety of other activities. The success of the event was due to the hard work of the volunteer organizing committee, headed by Keith Flaman.

2022 Annual General Meeting

Holstein Canada's 139th Annual General Meeting was held last Saturday during the 2022 National Convention in Saskatoon. The hybrid format allowed members on site and from across the country to meet and discuss the various items on the agenda. In his speech as CEO, Vincent Landry outlined Holstein Canada's commitment to producer data. Over the next few months, various steps will be taken to clarify issues of producer data ownership and value, as well as how data is shared. The Association's members adopted sixteen (16) of the twenty (20) proposed resolutions. As was done last year, videos were shown to present the financial report as well as updates on the Show and Judging Committee, the Classification Advisory Committee and the Breed Advisory Committee. These will soon be available on the Holstein Canada website. The next Annual General Meeting of the Association will be held in Montreal (QC) on April 15, 2023.

The 2021 Cow of the Year was unveiled at the AGM. The title went to Paquet Kolya Goldwyn EX-92-4E 24*. One innovation was introduced this year: the final vote in this category was entrusted to the 2019 and 2020 Master Breeders, and they duly elected this beautiful cow from the region of Amqui in Quebec. The Paquet family were on hand to receive the acclaim of the delegates and to be given their prize: a True Type model personalized with the markings of their winning cow.

Several awards were given at the meeting. The Roulston family of Beechwood (ON) received the Century of Holstein award, celebrating 100 years of continuous membership in Holstein Canada. Keith Flaman and Lorne Loveridge were both present to receive their awards in their home province. Mr. Flaman was presented with a Certificate of Superior Accomplishment in recognition of his longstanding work in many sectors of the Canadian dairy industry, while Mr. Loveridge received the Certificate of Recognition for his leadership role in the success of the breed and his involvement in many other aspects of the dairy industry.

Following the meeting, the Board of Directors elected Ben Cuthbert (Silvermaple) of Ladysmith (BC), as President for the 2022-2023 year. President Cuthbert will be working with an executive consisting of the First Vice President, Doug Peart (Peartome) of Hagersville (ON), and the Third Member to the Executive, Angus MacKinnon (Buckland) of Coaticook (QC).

Farm tours, sales, exhibits and other festivities

After two years of pandemic-related restrictions, Holstein enthusiasts were able to enjoy the return of the National Convention in grand style! The event drew more than 500 people, who

took part in several days of stimulating activities. The organizing committee declared itself more than satisfied with the participation rate.

Eleven Holstein families welcomed delegates to their farms and showcased their operations during one of three different itineraries on offer. Delegates could also choose an alternative tour to discover Saskatchewan products and attractions.

During the Show, which was held at Prairieland Park in Saskatoon, more than 100 Holstein cows captured everyone's attention. Judge Joël Lepage of Amqui (QC) crowned Harvdale Meridian Cherish Grand Champion. Owned by R&F Livestock Inc, of Cudworth (SK), she also won an honourable mention at the National Show in Saint-Hyacinthe last fall.

Several young leaders attended the Saskatoon Convention. In addition to participating in various farm tours, guest speakers and Holstein Canada staff gave presentations on farm management, including breeding strategies to increase profitability. Young Leaders were also able to exercise their voting rights at the Annual General Meeting. Farm Credit Canada presented tips and strategies on relevant topics, such as business transition planning, financial planning and decision-making on dairy farms. They also took part in other conference festivities.

The 2022 Master Breeder Gala capped off a fantastic week in Saskatchewan. 19 Master Breeders (1 from 2019, 1 from 2020 and 17 from 2021) were on hand to receive their shields. Their farms, located across Canada, were honoured with a video that was shown to the many people attending the event. These videos will soon be available on our web platforms.

2023 Holstein National Convention

The Convention will be held in and around Montreal, Quebec, under the theme "A Legendary Experience". Details will be published on our website towards the fall of 2022.

Holstein Canada members who wish to receive a copy of the 2021 Annual Report are invited to contact Customer Service by phone at 1-855-756-8300 ext. 421 or by e-mail at customerservice@holstein.ca. An electronic version is also available on the Holstein Canada website. A summary of the 2022 Holstein National Convention and AGM will be published in the next issue of *InfoHolstein*.

About Holstein Canada

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