



Media Release

FOR IMMEDIATE RELEASE

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Announcing the 2021 Master Breeder Award Winners

Brantford (Ont.), January 15, 2022 – More than 2,500 Holstein members and fans were riveted to their screen on Saturday evening to watch the live unveiling of the 19 new Canadian Master Breeders. This was the second edition of this virtual event, hosted by Brad Eggink, Manager, Classification and Field Services, and Audrey Morneau, a young dairy producer from Quebec.

Of the breeders who received this exciting news, 10 come from Quebec, four (4) from Ontario, two (2) from Nova Scotia, two (2) from Alberta and one (1) from New Brunswick. Congratulations to all these breeders on winning the most coveted Holstein Canada award.

Since its beginning in 1929, the Master Breeder Award recognizes the breeding achievements of Holstein Canada members and is seen as the pinnacle of success. Since its inception, more than 1,000 Master Breeder shields have been handed out. Recipients are recognized for building herds with the best ratio of cows that are the complete package – high production and outstanding conformation with great reproduction, health and longevity.

Prefix / Préfixe	Location / Lieu	Contact details / Coordonnées
BELFAST	Saint-Patrice-de-Beaurivage, Québec	To come / À venir
BERGEROY	Saint-Samuel-de-Horton, Québec	To come / À venir
COTI	Saint-André-d'Argenteuil, Québec	To come / À venir
EXPO	Churchville, Nova Scotia	To come / À venir
FLOROMA	Pont-Rouge, Québec	To come / À venir
GERMEC	Hérouxville, Québec	To come / À venir
HAZELHILL	Sussex, New Brunswick	To come / À venir
KOOPYCREST	Picton, Ontario	To come / À venir
LINDENRIGHT	Brierly Brook, Nova Scotia	To come / À venir
MERCURY	Ange-Gardien, Québec	To come / À venir
MILVALEA	Baltimore, Ontario	To come / À venir
NEW MARS	Millet, Alberta	To come / À venir
PIERRICHE	Saint-Apollinaire, Québec	To come / À venir
PLAINELAC	Saint-Vallier, Québec	To come / À venir
PROVETAZ	Compton, Québec	To come / À venir
RIGHTSTAR	Saint-Germain-de-Grantham, Québec	To come / À venir
ROCKYMOUNTAIN	Water Valley, Alberta	To come / À venir
SAUDER HOLME	Wallenstein, Ontario	To come / À venir
SQUIBBLAND	Saint Pauls, Ontario	To come / À venir

About Holstein Canada

Holstein Canada has 9,200 members and is responsible for the maintenance of the Holstein Herd Book under the Federal Animal Pedigree Act of Agriculture and Agri-Food Canada (AAFC). 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](http://www.holstein.ca) 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).

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