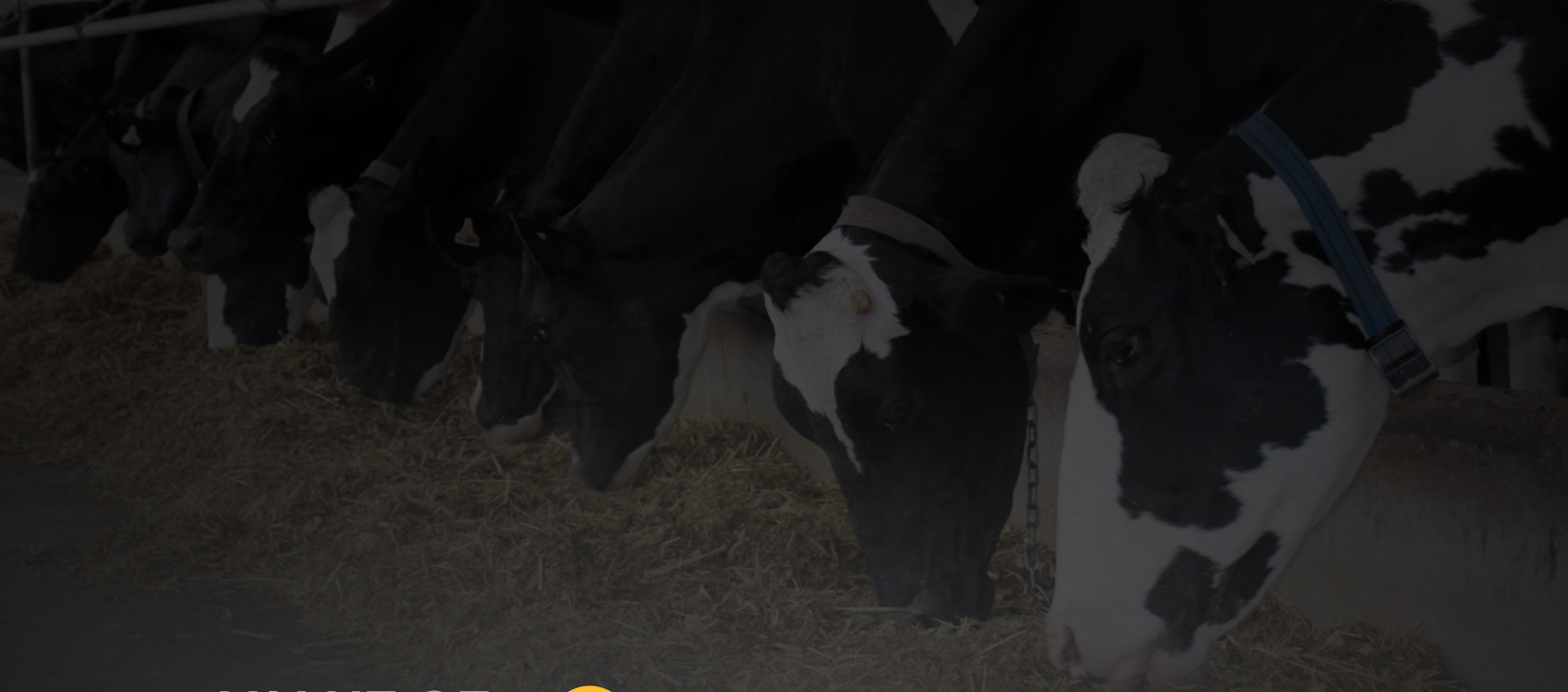


VALUE OF

CONFORMATION

évaluation de la

A herd management service to help improve dairy producer profitability

Each year Holstein Canada classifiers assess over 250,000 dairy animals on farms across Canada. Conformation Assessment is a comprehensive evaluation of the physical structure or conformation of a dairy animal. This important herd management service identifies strengths and opportunities for improvement which can lead directly to accelerate genetic progress, profitability, and longevity, when used in combination with corrective mating strategies. Herd owners are provided with detailed visual reports for individual animals plus helpful herd summary and trend reports for benchmarking and goal setting. The material is presented in a way to help herd owners make better management decisions leading to improved profit.

Provided by

Contents

The data and research presented in this publication were conducted in collaboration with Canadian DHI and Canadian Dairy Network.

"PROFIT" was measured on a profit per day of life per cow basis using all classified first lactation animals born from January 2005 to September 2008, given the opportunity to reach 6 years of age; including those that have been culled during that time. It includes milk production income, dry period, maintenance and production-related feed expenses, heifer rearing costs and quota opportunity cost.

"SCORE" indicates an animal's last final score in first lactation.

VERSION 2 - May 2015 - Updated with profit to 6 yr data replacing profit to 4th calving data

Conformation Assessment For Profitability

Conformation Assessment For Profitability

First Lactation Production	SCORE 60-64	65-69	70-74	75-79	80-84	85-89
305 d* Milk (kg)	8,305	8,378	8,669	8,803	8,979	9,434
305 d Fat (kg)	323	325	336	341	349	371
305 d Protein (kg)	265	268	276	281	288	305
BCA** Milk	211	217	223	225	227	236
BCA Fat	222	227	233	235	238	250
BCA Protein	212	218	223	226	229	239

*305 day lactation **Breed Class Average

The modern dairy cow has been bred to produce growing amounts of milk. This persistent stressor has forced the need to increase emphasis on functional conformation and lifetime productive efficiency in our breeding goals. **Increasing milk output is most sustainable with corresponding improvements in conformation.**

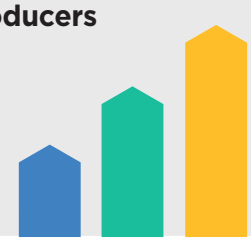
Conformation Assessment provides an accurate early indicator of the milk production an animal will achieve. The chart above shows the strong connection between the final score of first lactation animals and milk in the same lactation.

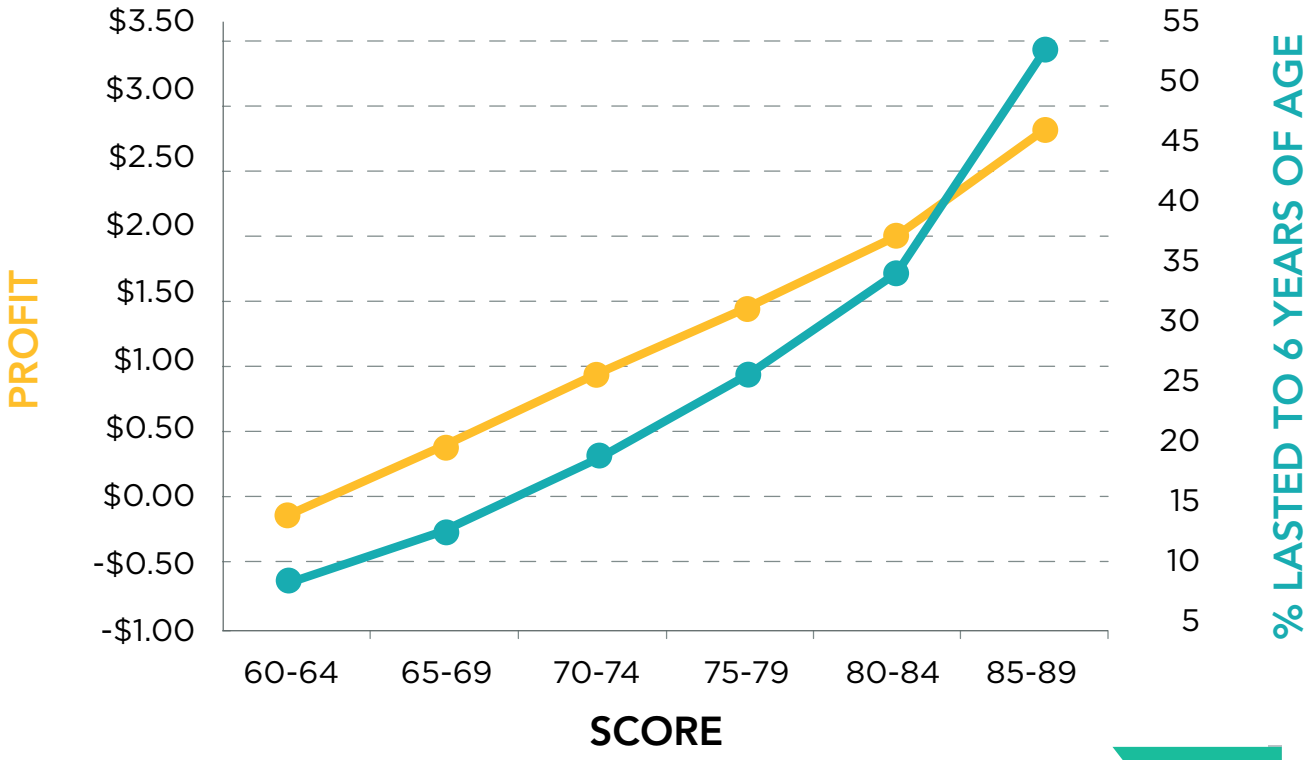
Trends in later lactation performance are consistent with first lactation scores and performance.

Higher scored cows make more milk & are more profitable.

PROFIT PER COW

Gains in profitability are experienced by producers with consistent commitment to assessing conformation over generations of breeding; profiting from continual improvements in functional conformation and productivity.





For every 5 point increase in first lactation score:

average annual profitability per cow increases by

$210

81

Average Canadian conformation score is 78 points in first lactation.

- **Animals scored 5 points above national average have a $0.75 increase in daily profit**
- **Animals scored 5 points below national average have a $0.55 decrease in daily profit**

PROFIT PER HERD

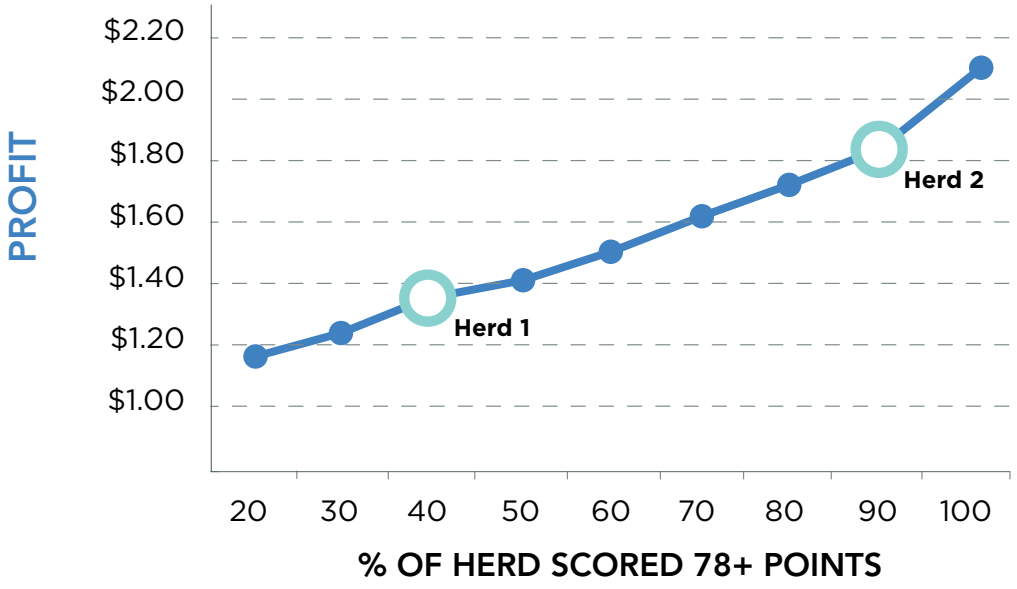
	% 78+ points	Avg. Annual Herd Profit
Herd 1	40	$49,275
Herd 2	90	$67,160

Herd 2 is

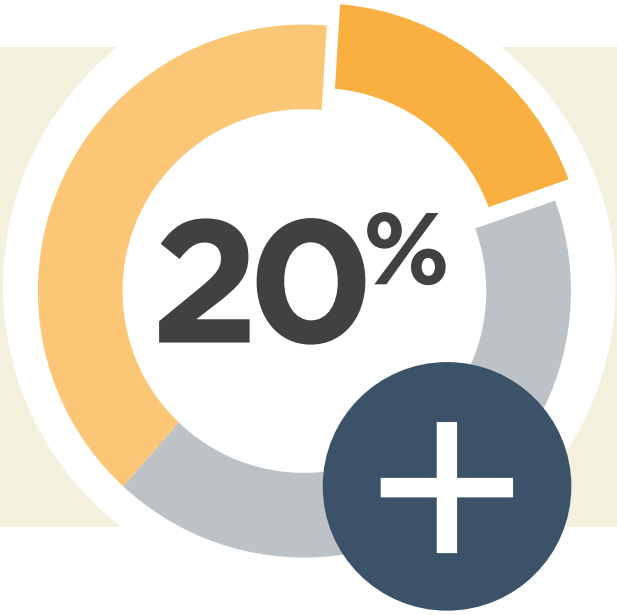
$17,885

more profitable than Herd 1 in terms of average annual profit

Profit by score distribution



100 cow milking herd size assumed for Herd 1 and Herd 2 examples



$5,840

Additional annual profit can be captured in Herd 1 when 20% more of the herd is scored 78+

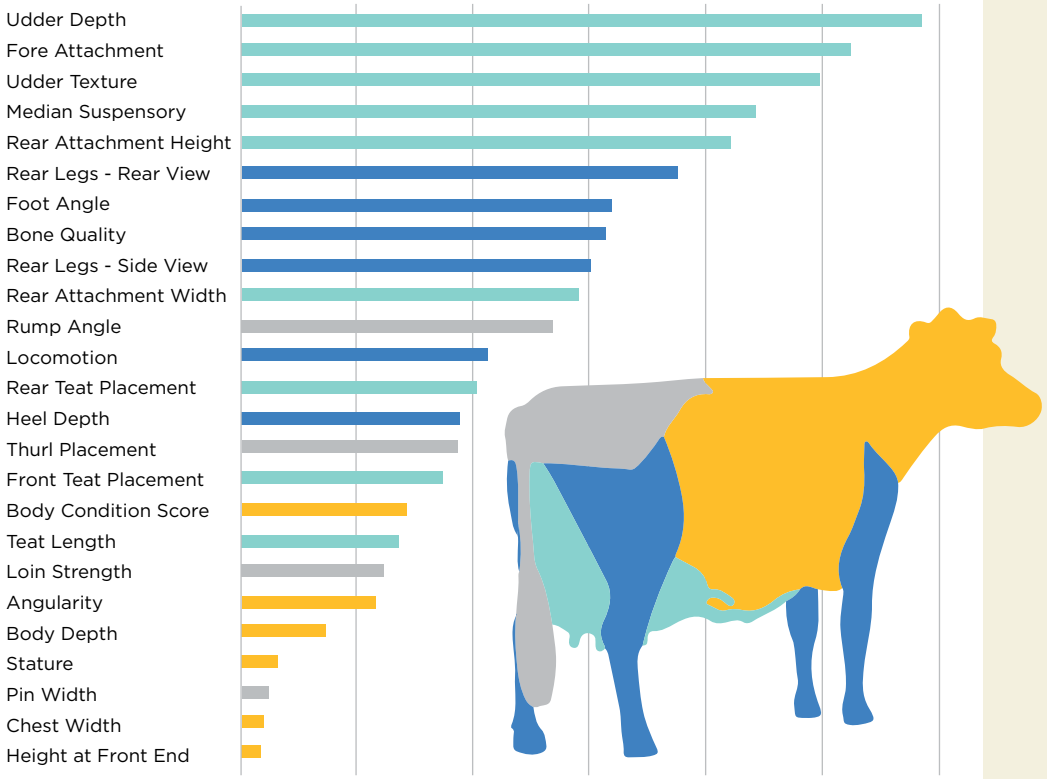
Conformation Assessment For Longevity

Conformation Assessment For Longevity

It takes a substantial investment to raise a heifer to calving age. Longevity, or survivability, can be described by the number of lactations an animal successfully completes in her lifetime, withstanding involuntary culling. In some cases, cows do not reach their maximum production potential until fourth lactation. Longevity is highly related to milk production, health, and fertility. The **Conformation Assessment** program offered in Canada objectively assesses the essential areas of an animal's conformation which leads to improved longevity.

Three of the most frequent reasons animals are culled from the herd include: reproductive performance, feet and leg problems, and mastitis/high somatic cell count. Conformation appraisal in the first lactation offers herd owners an early indication of where an animal has structural weaknesses that will translate into diminished functionality later in life. Increasing longevity enables cows to achieve higher profitability per day of life.

STRENGTH OF RELATIONSHIP TO LONGEVITY BY TRAIT



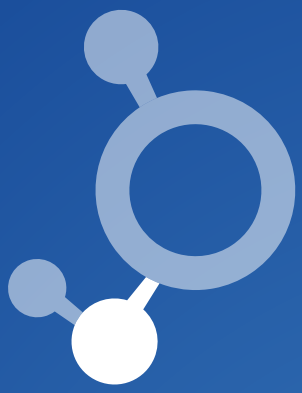
A COW SCORED 70 POINTS IS TWICE AS LIKELY TO BE INVOLUNTARILY CULLED THAN A COW SCORED 80 POINTS, AND FOUR TIMES AS LIKELY THAN A COW SCORED 85 POINTS. *

MAXIMIZED PROFIT RESULTS FROM COMBINED IMPROVEMENTS TO PRODUCTION AND LONGEVITY: NOT ONE WITHOUT THE OTHER.

SEE GRAPH ON PAGE 5

SCORE	60-64	65-69	70-74	75-79	80-84	85-89
% lasted to 6 years of age (voluntary and involuntary culling)	9.3	12.9	19.7	26.4	35.5	54.3
Lifetime Production - Milk (kg)	14,930	17,408	21,897	25,566	31,479	42,275

*Sewalem, A., G.J. Kistemaker, F. Miglior and B.J. Van Doormal, 2004. Analysis of the relationship between type traits and functional survival in Canadian Holsteins using a Weibull proportional hazards model. J. Dairy Sci., 87: 3938-3946.



Conformation Assessment Adds Value

Conformation Assessment Adds Value

Conformation assessment is a practical and low cost herd management service designed to accelerate genetic improvement and increase producer profit.

Canada is recognized as a global leader for the quality and consistency of our dairy genetics. Cows with better overall conformation – The Canadian Kind – produce large volumes of milk, resist health problems, and live long productive lives.

• Provides insight to possible management changes.

• Identifies problem cows and should be used as an early culling tool.

THE PEOPLE

Our friendly team of knowledgeable classifiers are passionate dairy men and women. This team of experts is devoted to unbiased assessment of dairy cattle in order to provide producers with the information and tools to improve their herd.

Continual training and monitoring keep this team current, in-demand and able to provide exceptional customer service. They are educators, consultants, and classifiers all wrapped into one to deliver a world-renowned program.

ALL BREEDS

THE 250,000+ ANIMALS ASSESSED ANNUALLY COME FROM:

- Herds with Holsteins (14% of which also have other breeds)
- Herds with only other breeds (In the most recently completed 2 rounds 351 other breeds herds were assessed)

ACCURACY OF FEMALE GENETIC EVALUATIONS

FIRST LACTATION CONFORMATION ASSESSMENT:

- Increases the reliability of a non-genotyped heifer's Parent Average by 10%
- Increases the reliability of a genotyped heifer's Genomic Parent Average by 7%

By adding their first lactation classification score, conformation genetic evaluations change by ± 2 to 4 points for 27% of genotyped heifers.*

NO EXTRA COSTS

- Complimentary integration with mating reports to increase accuracy of mating decisions
- Barn meetings & other group consultations/ presentations
- Herd trend reports for more informed management decisions and benchmarking against the 67% of milk producers that participate

EASY ACCESS TO INFORMATION

- Very little paperwork required with options to receive reports in electronic data formats
- Timely and free publication of results on many public forums

The Conformation Assessment program is continually evolving to meet the changing needs of producers and industry, to increase efficiency and to drive breed improvement.

*CDN, 2011. Recording performance of genotyped heifers

Conformation Assessment Volume Pricing

Conformation Assessment Volume Pricing

Low Cost Maintained Throughout the Years

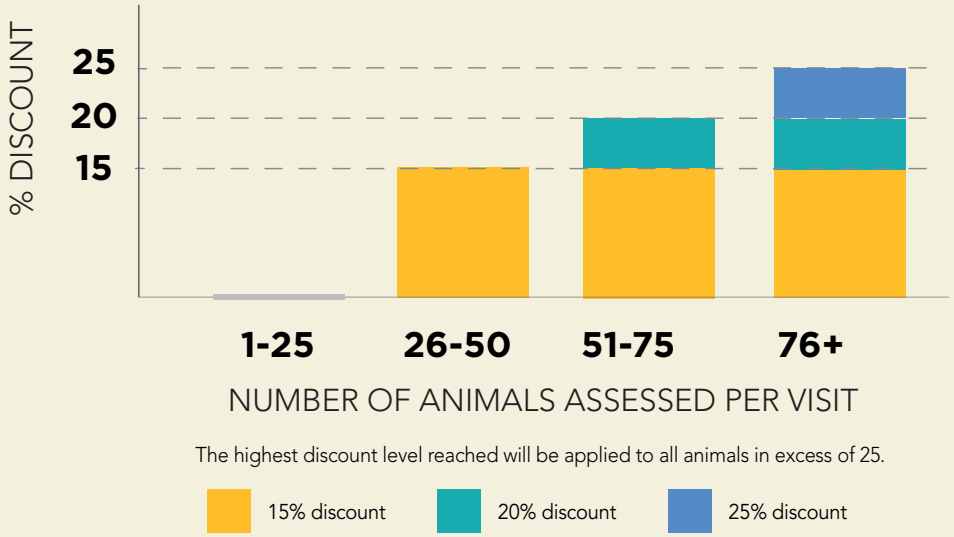
Conformation Assessment is a low-cost investment with a high return. Classifiers assess cows at a frequency of 7 months for regular and 3.5 months for mid-round.

Regular round herd visit fee: $125

Mid-round herd visit fee: $125

Fee per animal: $11

STEPPED PRICING



APPROXIMATE ANNUAL FEES

Total Scored	Cost	Rebate	Cost after Rebate
17	$312.00	$0.00	$312.00
31	$466.00	$9.90	$456.10
52	$697.00	$45.65	$651.35
91	$1,126.00	$140.00	$ 986.00

évaluation de la CONFORMATION assessment

Provided by

For additional information contact the Classification & Field Services department at:
1-855-756-8300
classification@holstein.ca

20 Corporate Place, PO Box 610
Brantford, Ontario, N3T 5R4
www.holstein.ca