

# *info* Holstein

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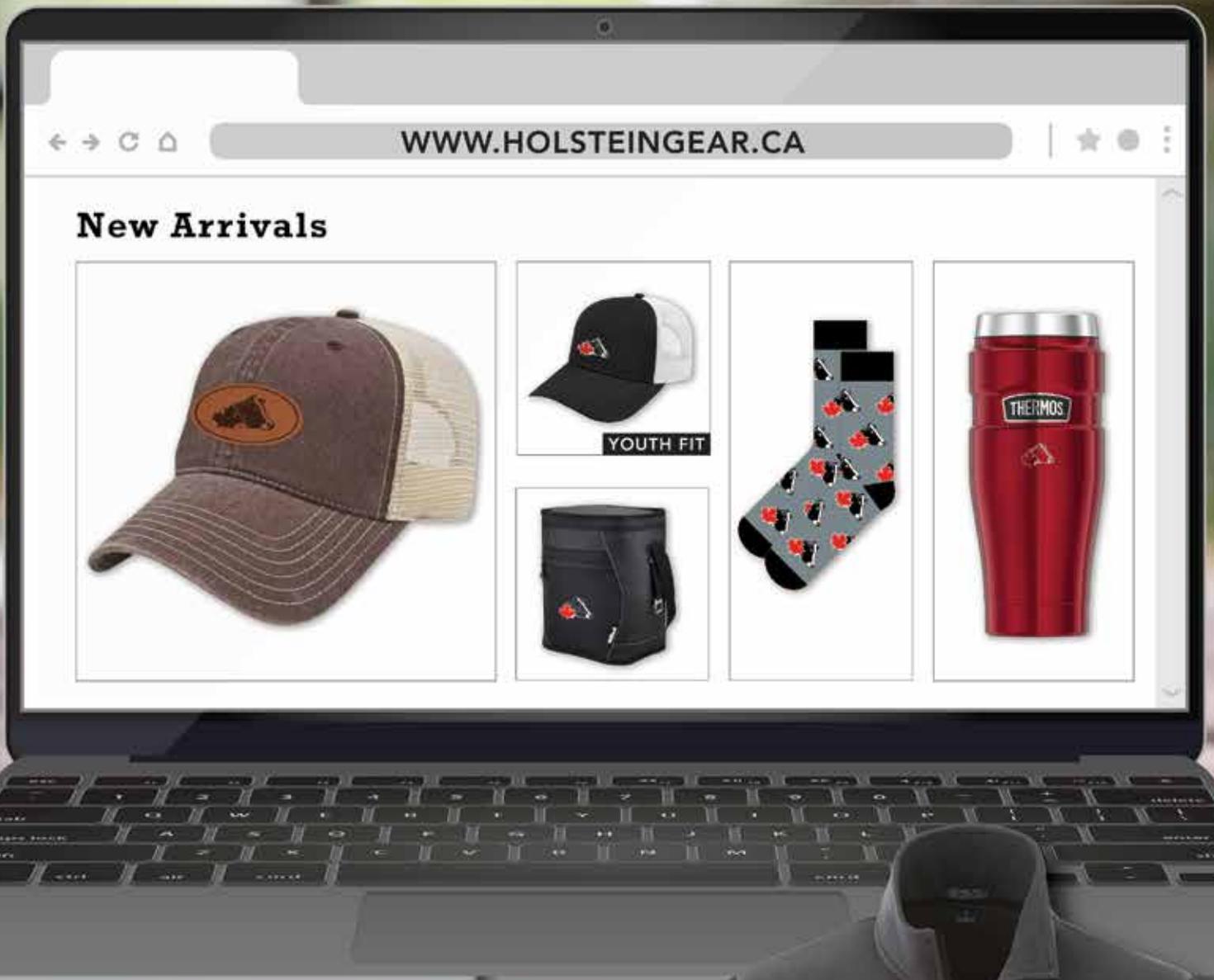
*A Holstein Canada publication providing  
informative, challenging and topical news.*





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**Editor** Linda Ness  
**CEO** Vincent Landry

#### Board of Directors

**President** Ben Cuthbert, BC  
250-246-6517  
BCuthbert@holstein.ca

**Vice President** Doug Peart, ON  
905-768-5163  
DPeart@holstein.ca

**2nd Vice President** Angus MacKinnon, QC  
819-570-3891  
AMackinnon@holstein.ca

Willem Vanderlinde, AB  
403-302-1527  
WVanderlinde@holstein.ca

Harold Sweetnam, SK & MB  
204-362-8870  
HSweetnam@holstein.ca

Brian Slaughter, ON  
519-330-6062  
BSlaughter@holstein.ca

Dennis Werry, ON  
905-213-8228  
DWerry@holstein.ca

Nancy Beerwort, ON  
613-330-0348  
NBeerwort@holstein.ca

Sylvie Mahannah, QC  
450-269-2485  
SMahannah@holstein.ca

Gilles Côté, QC  
418-343-2597  
GCote@holstein.ca

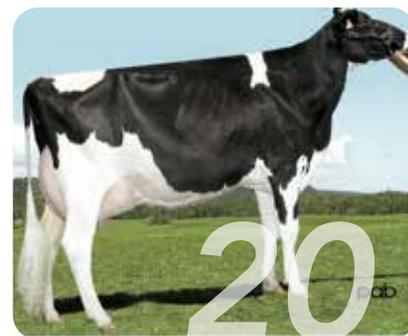
Benoît Turmel, QC  
418-390-2269  
BTurmel@holstein.ca

Karen Versloot, Atlantic  
506-363-8902  
KVersloot@holstein.ca



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**ABOVE:** On pages 6-8, this edition's Farm profiles highlights 2 herds that don't hesitate to go off the beaten track to achieve their goals. On page 30, learn a bit about the Herdbook Services department at Holstein Canada.

**ON THE COVER:** A moment of calm and well-being captured by Toby Kleinsasser, our Field Service Business Partner in Alberta and British Columbia, during his visit to Aspenridge Farm. Find out more about this farm on page 6.

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# CEO MESSAGE

By Vincent Landry, CEO, Holstein Canada



**OUR 139TH ANNUAL GENERAL MEETING** of members was held last April in Saskatoon, Saskatchewan. After a six-year wait, the committee finally presented a large-scale event. We want to thank all the people involved. Holding a hybrid meeting allowed both people in the room, and at home to discuss the Association's orientations. Our position towards data attracted full attention and was certainly the highlight of the meeting. Why is this attracting so much attention? Because it concerns everybody and is a topical issue but most of all, because we are all curious to get a better understanding of how it works, both for our work and our personal life. Data are everywhere!

For some years now, we have been hearing about the many concerns and questions from producers concerning the exchange, ownership and value of the data that flows on their farms. To meet this challenge addressed by

its members, Holstein Canada has set up an ad hoc committee to analyze various issues, including this one. The committee recommended to the board of directors to get some legal advice on the subject. Since then, Holstein Canada has asked for the support of a legal firm to rely on for the next steps.

At the general meeting, we went through the first step: ***engage ourselves in front of our members and our industry partners by committing to take action.***

That is good, you may say, but what will happen afterwards? First of all, we completed the analysis of the data that are collected and transformed by Holstein Canada. First, we must ensure that we are doing the right things for our members by having a firm understanding of the challenges. We are therefore setting the terms and good practices in the business relationship between you

and us. Beginning in the fall, at your club meetings, we will present the details of this future contract.

At the same time, we will begin discussions with the various industry partners that have also undertaken similar processes.

**Our goal is to continuously work in the producers' supreme interest. Let's not forget that collectively, the Canadian industry has accomplished great things as compared to many other countries, mainly due to our ability to jointly collect a large amount of data.**

Things have changed considerably, we must move our agreements forward and make sure to show you the benefits you can obtain as producers at each step.

Finally, you will understand that we are undertaking a major issue and that we are all learning together. 🐄



# OUR NEW PRESIDENT

**A MEMBER OF THE BOARD OF DIRECTORS** of the Association since 2015, Ben Cuthbert became the new President of Holstein Canada in April during the Annual General Meeting held in Saskatoon. His vision and objectives for the next year of the Association are clear: to keep increasing the relevance of Holstein Canada's services for every dairy producer in the country by showing them the value of the Association.

Thinking about the year ahead, the major accomplishment Ben is hopeful for is the launch of the Holstein Canada mobile app, which the Business and Technology team have been diligently working through. In his own words, "this is going to be a real game changer," bringing a lot of value for the members and for the Association.

Regarding the challenges he is going

to face, Ben recognizes that this is not an easy period for the dairy industry, but Holstein Canada will continue to stand for the Canadian dairy farmers, promoting a healthy and sustainable industry.

With his wife Suzanne, their son Thomas and their daughter-in-law Catherine, Ben operates the Silvermaple herd, consisting of 120 cows in milk with a classification of 14 EX and 62 VG. Since 2017, two VMS robots have been milking the herd. The farm, located on Vancouver Island, includes 335 acres under cultivation, 200 of which are under irrigation. Annually, the Cuthberts grow 85 acres of corn silage and 250 acres of hay. Thomas and Catherine also operate a broiler farm nearby. Industry involvement is nothing new for Ben; he was president of the B.C. Milk Producers Association from 1995-1996, Vice Chair

of the B.C. Milk Marketing Board from 1996 to 2015 and also Chairman of the B.C. Council of Marketing Boards from 2005 to 2010.

Over the past seven years with Holstein Canada, Ben has served on several committees such as the Awards, Governance, Audit, Risk & Finance and Breed Advisory committees.

**Personal Vision for Holstein Canada:**

**"To maintain and enhance the relevance of the breed and Holstein Canada to every Canadian dairy producer." 🐄**



## West

### ASPENRIDGE FARMS (TENHOVE) Central Alberta near Lacombe



**OWNERS:** Steve and Sherry TenHove

**PREFIX:** TENHOVE

**# COWS MILKED:** 54

**FACILITY TYPE:** Loose housing on straw

**# ACRES FARMED:** 450

**HERD PRODUCTION AVERAGE (L/COW):**  
12,395 litres. Averaging 1.83 Kg Fat per cow per day.

**FEEDING SYSTEM:** TMR (one group)

**OTHER BREEDS IN THE HERD:** Holstein only

**HOLSTEIN CANADA SERVICES USED:**  
Registration and Classification

## Aspenridge Farms (TENHOVE)

By Toby Kleinsasser, Field Service Business Partner, Western Canada.

Aspenridge Farms (prefix TENHOVE) is located in Central Alberta near Lacombe. Steve, along with his wife Sherry milk 54 cows, and farm around 450 acres. Their four children, Hailey, Ciara, Justin and Megan are all actively involved in the farm. Steve's parents, Dick and Erlyce TenHove were generous in transitioning the farm, and Dick continues to be part of the morning milking.

Aspenridge Farms was the Breeder of the Year for the Central Holstein Club in 2020. They are proud of their recent homebred cow accomplishments which include Tenhove Aptitude Abby becoming Excellent 90, Super 3 awards for Tenhove Rising Celine and Tenhove Jettair April and even a Super 5 award for Tenhove Windbrook Joy EX! The TenHoves have 19 Superior Production Awards and 8 Longtime Production awards of which 3 are 100,000kg awards.

The TenHoves primarily focus on cow comfort with loose housing, which they bed everyday. Additionally, they pay close attention to genetics, close-up and fresh cow health, and nutrition. They strive to eliminate any weak links, as well as diseases like Johne's, Leukosis and Staph Aureus from the herd in order to allow their cows to reach their full potential. The cows at Aspenridge Farms are milked 2 times a day in order to balance cow health, comfort and family life. With this milking system, the TenHove's make it a focus to breed for higher components so

they can get the same revenue with fewer litres.

Steve, Sherry and their family always put emphasis on high quality forages to improve their herd's production consistency through the lactation. They feed grass silage and barley silage, stored in bags. In the loafing barn they have large ceiling fans for cooling in the summer. Duration of light periods is important; they have LED lighting to provide 16 hours of light year-round, which increases feed intake and production during the winter. The TenHove's use component information from DHI to identify individual cows that can be culled for low butterfat and protein production.

Reproduction wise, first lactation cows and high producers with high persistency receive their first breeding at 100 to 140 DIM. Mostly sexed semen is used for the top 60% and beef semen for the bottom 40% of the herd. In the past year, their rolling herd average was 13,662kgs of

milk/ 305 with BCA's of 309M 353F 306P, a SCC of 154,000 and a Herd Management score of 873. In the last year, they were also listed as one of the Holstein Canada Dairy Herds of Distinction.

**Steve believes conformation is important if you want longevity. The TenHoves' herd's accomplishments are the result of the genetic improvements in the Holstein breed. Most of their older cows are 85 points or higher. They focus on a balanced cow, especially fore udder attachment, chest width and dairy capacity.**

They have experimented using genomic Young Sires and the results were not what was expected. Aspenridge Farms is a closed herd and all animals are homebred. They have not done embryo transfers but have focused on genetic improvement through sire selection. Their goal has been to have a uniform herd of high producing cows. There have been a number of memorable cows over the years. Steve's favourite cow was TenHove September Sandra. She was EX-5E, a 5 stars brood cow, produced 135,000L of milk and over 10,000kg fat and protein combined.

For the TenHoves, it is fun to see how improvements to the breed and in their

management will lead to better results. The productivity of the modern Holstein is impressive and when Steve thinks about the top cows from 25 years ago, he marvels at the gains we have seen in conformation,

udders and milk components. The classification service offered by Holstein Canada has been vital to genetic progress at Aspenridge Farms and across the Holstein breed in Canada. 🇨🇦



Family Picture (left to right):  
Ciara, Hailey, Megan, Sherry,  
Steve, Justin





## Quebec

**NIEUWENHOF & ASSOCIE INC.**  
**(LARELEVE)**  
 Ste-Agnes-de-Dundee, Quebec



**OWNERS:** Benjamin and Justin Nieuwenhof

**PREFIX:** Lareleve

**# COWS MILKED:** 110 for 215 kg of quota

**FACILITY TYPE:** Free stall with deep sand bedding, double 8 milking parlor

**# ACRES FARMED:** 1,000 acres

**HERD PRODUCTION AVERAGE (L/COW):** 17 061L/cow 3.9%F 3.2%P

**FEEDING SYSTEM:** TMR with Ag Bags

**HOLSTEIN CANADA SERVICES USED:** Classification and Registration

## Nieuwenhof & Associe Inc. ( Lareleve )

By Ketsia Croteau, Advisor for Western Quebec

It was always in the Nieuwenhof philosophy to have high producing cows balanced with conformation and longevity.

**In the past year, they've had 9 cows pass the 100,000 kg mark and to this day, 3 cows have peaked at an incredible 100 kg of milk per day! They were also able to reach the ambitious measure of 2 kg of fat per cow per day across the entire milking herd!**

Before moving into the new barn, Lareleve Holstein produced around 12,500 kg of milk per cow. Following the move to the free stall barn in 2011, things improved rapidly. They have had an increase of 2,000 kg of milk per cow in the 2 years since. They credit changes to their way of making corn silage for dry cows and the installation of an all-in all-out housing system for their dry cows. Cows are dried off in groups of 4 and stay with those same 4 cows until calving.

They believe that their milk production has increased in the last years due to improved cow comfort, forage quality, and the management of their herd. Although they put a lot of energy into their transition cow program and



Frances, Benjamin, Owen, Annabelle and Justin Nieuwenhof

heifers aged 0-6 months because of the importance of those 2 periods, they value every single aspect of the farm. The Nieuwenhofs take every little decision seriously because, at the end of the year, those small decisions add up to make a big difference.

The Nieuwenhofs always reevaluate themselves and look for what is stopping them from reaching new personal records. They aim to take one step forward every year. Last year their herd average was around 16,500 kg, now it's 17,061 kg of milk per cow. If they improve a little bit, they're happy with that.

"I like to compare the performance of a cow the same way we see the performance of a seed of corn. Before being planted, the corn has a potential yield of 20 tons per acre but with every negative impact, such as drought or wet sprouting conditions, the final yield decreases. A calf is born with a certain

potential and every time something doesn't go perfectly, some of the potential yield is lost. I like to see every improvement in yield not like I got more out of a cow but that I lost less. I will always look for areas where I could lose and will try to improve them to diminish the potential loss."

Every time Benjamin improves one area, he looks for the next one; there's always room to keep moving forward.

Back in the 90's, Justin realized that daughters of the sire Aerostar were more persistent and would produce about 10% more milk than other cows by the end of their lactation. The same went for Rudolph and Shottle, which were also long-lasting cows. Since then, they have always kept lactation persistency and longevity in their breeding strategy.

**Having persistent cows allowed them to lengthen the calving interval of their herd. According to research, 60 to 70% of the reasons cows leave a herd are due to problems related to the transition period. So mathematically, the more often a cow calves, the more likely she is to leave the herd.**

The Nieuwenhofs believe that if they can make their cows calve 3 times in 5 years instead of 4 times and still get them to produce the same amount of milk, they significantly improve their herd's profitability.

Their first breeding is done when a cow's milk production drops 10-15% below her

peak daily milk production and her body condition score is suitable.

**With the persistency of their cows, it leaves them with a first breeding distribution as such:**

- 10-15% of the herd has its first breeding at 85-100 days in milk
- 60% of the herd has its first breeding at 100-120 days in milk
- 25% of the herd has its first breeding at 300 days in milk.

When selecting sires, the Nieuwenhofs look for bulls with at least 1,000 kg of milk and 100 kg of fat in their genetic evaluation. In the last years, more emphasis was put on fat production vs milk production since their cows already produce so much milk.

**With 36-37% of their herd being 2nd lactation or higher and projected above 20,000 kg milk in 305 days, they need cows that have well attached udders with good udder texture and a lot of dairy capacity.**

These traits allow for high levels of milk production and greater lactation persistency. Dairy Capacity in particular is notable as one of the many features in which this herd is superior to the average Holstein herd in Canada.

As the third-generation farmer, and an example to many, Benjamin isn't afraid to be different and so far, it seems to be working in his favor.



Featuring Canadian Genetics in

# JAPAN

## Madelyn Holsteins Farm - Hiroo, Hokkaido, Japan

*In 2003, Madoka Sumikura, a young Japanese student in her early twenties who grew up on a dairy farm, started an internship on a farm in Quebec. It was during this internship, which eventually lasted two and a half years, that the young woman literally fell in love with cows. "I believe that my experience in Canada is the reason I am now raising Holsteins. In addition to working on a dairy farm, it was also a great opportunity for me to get involved in a 4H club with other people my age," says Madoka.*

Almost 20 years later, Madoka is now the sole owner of Madelyn Holsteins Farm, located in the town of Hiroo on the island of Hokkaido in northern Japan. When she returned from Canada in 2005, Madoka's goal was to become independent from her parents. Two years later, in 2007, she

began production by renting the facilities of a producer who had left the industry and purchasing her first 30 cows. In 2015, thanks to a grant from the Japanese government, she moved her herd to her current location and today her farm has 55 cows in tie stalls for a grand total of 110 head. Due to a lack of space and resources, about 30 heifers are contract reared on another farm in the same town.

The Madelyn herd produces an average of 12,700 kg of milk at 4.0% fat. Her entire milk production is sold to the Hokuren Federation of Agricultural Cooperatives, which sells the milk to Japanese dairies. Japanese producers are paid for kilograms of milk produced as well as for kilograms of fat and solids non-fat.

As the sole employee on her farm, Madoka takes advantage of the availability of a local contract farmer to help with the harvest and

lighten her load. When the time comes, the grass and corn silage is harvested by the contractor. Madelyn Farm is a member of a TMR centre. This cooperative mixes the total mixed rations for the lactating cows and delivers the mix directly to the farm for feeding.

In addition to confirming her love of cows, her trip to Canada gave Madoka a passion for beautiful, functional cows. When planning to breed her females, Madoka always looks for ways to improve conformation and milk production. A big believer in classification, she even sends hair samples from her animals to the United States for genomic testing. She is keen to use all available tools to help her remain successful.

Madoka also considers the use of Canadian genetics an asset for her herd. She affirms that using Canadian semen helps improve the conformation of her cows thanks to the





elegance of the lines, and also notes that the animals resulting from these crosses have better lactation persistency. Every year, she performs embryo transfers on her best animals using Canadian genetics, in order to stay true to her breeding philosophy: to have cows whose milk production is above the national average, with good udders and a long herd life. Although Madoka only milks Holsteins, she also has a few Holstein x Wagyu F1 veal calves, as these fetch a much higher price than Holstein bull calves.

For Madoka, being involved in the dairy community is more than just a priority; she sees it as a duty. In addition to organising many activities and social gatherings for other dairy farmers, she also gives classes and presentations at local elementary schools to demystify dairy farming.

*She cares about educating the public and teaching children where their milk comes from and the long road it takes to get to their glass. Being very articulate, especially when it comes to talking about her passion, she also hosts her own radio show on her favourite subject.*

In addition, Madoka sits on a committee that meets with the Japanese Ministry of Agriculture, Forestry and Fisheries to discuss dairy farming and livestock. With so many interests to occupy her, she has no time to be idle!

This young farmer faces plenty of challenges. Just like Canada, Japan is dealing with a severe labour shortage, which also affects the farming sector. Over time, it will become difficult for Madoka to manage her dairy farm on her own and still remain actively involved in the industry. This is why she would like to find like-minded people who share her passion for dairy farming and can give her a helping hand. She would like to offer apprenticeship opportunities to young people who want to start farming as she did when she was younger.

Although Japanese dairy farmers have had to cut back on production this year due to the supply and demand imbalance caused by the Covid-induced drop in commercial consumption of dairy products, Madoka remains fascinated by dairy farming. She loves her Holsteins and would like to support other young people seeking to follow their dream of owning their own farm as she did. "If young people from other countries want to come to Canada, please welcome them!", she exclaims. There's no telling how far a Canadian internship can take you!



## MADELYN HOLSTEINS FARM

Madelyn Holsteins Farm

**OWNER:** Madoka Sumikura

**# COWS MILKED:** 55

**FACILITY TYPE :** Tie-stalls

**HERD PRODUCTION AVG.:** 12,700 kg

**OTHER BREEDS:** Holstein x Wagyu F1 Calves

**COMPARABLE HC SERVICES USED:** Registration, classification and genomics



## Young Leaders at the National Holstein Convention



### THE SASKATCHEWAN CONVENTION

hosted a group of young farmers from Holstein Canada's Young Leaders Program. Their activities started with presentations from guest speakers and Holstein Canada staff on practical farm management topics such as tools to create a breeding strategy to increase profitability. The resolution process and the resolutions presented at the AGM were explained and discussed by the young leaders in preparation for voting during the AGM. Farm transition planning, financial planning and management for decision making in dairy operations are relevant for this group and Valerie Panko from Farm Credit Canada shared tips and strategies on this theme. After, Armand Lavoie, from Entreprises Lavoie Inc. in St. Isidore, Alberta, engaged the group with his very thorough experience on business management and decision making focused on profitability.

The Young Leaders went on a farm and industry tour starting with a stop at Kenbert Acres, where they had a



classification demonstration with classifiers Felix Richard, Willemke Binnendijk and Alex Laliberté. Next, the group toured the facilities of the Saskatoon Colostrum Company, and the Rayner Dairy Research and Teaching Facility at the University of Saskatchewan.

On Friday, a question and answer panel with three 2021 Master Breeder winners started the day where Dave Tourigny, Henk Schrijver and Robbie MacGregor shared their experiences and tips to have a sustainable business. Later, the delegates attended the Holstein show. On Saturday, the group took part in the Holstein Canada AGM and since participants of the Young Leader Convention have the right to vote, they actively participated in



all aspects of the meeting. The day ended with the celebration of the 2021 Master Breeders.

For more information on the Program, join the Holstein Canada Young Leaders Facebook page to connect with other young members from across Canada, and get involved in activities. On behalf of the Young Leaders program, we would like to thank the Branches, the hosts of the tour visits, the Master Breeders that took part in the panel, and the guest speakers that made the event successful. 

## Deciding the Future of your Herd pt. 1: Creating a Genetic Plan

Everyone that experiences a day on a dairy farm knows that several decisions need to be made all the time. The treatment for a cow that had mastitis, what to do with the broken alley scraper, whether to invest in a new skid-steer...

Many quick choices, but also a few very important ones that have a large impact long-term. Looking closer at the herd itself, there are countless factors that prompt one or another decision. Each choice may have long-term consequences and remarkably affect profitability. Breeding and culling decisions are some of these: a female from a below-average cow bred to an average bull can drag your herd down for another couple of years, while deciding to not keep the least promising heifers (or cows) can avoid a large investment on an animal that ends up not returning as much.

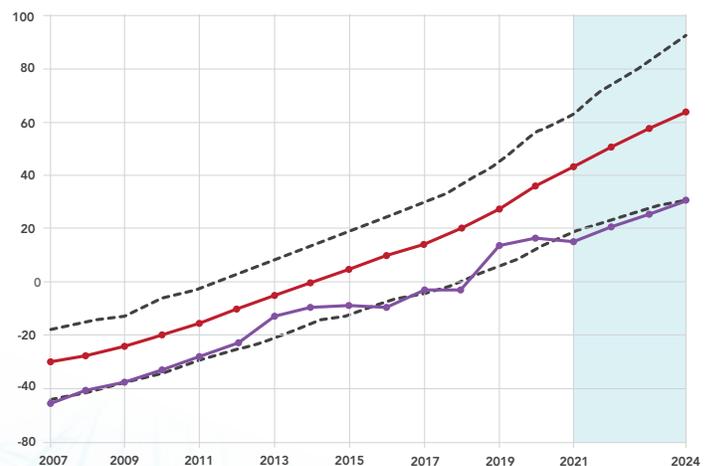
Not having a genetic plan, or one that is not optimized to the herd's needs, reality and goals impedes it from achieving better yields. It won't be an open wound that makes the farm leave the industry, but it can be a slow bleeding injury that doesn't let the operation become as healthy as it could. In the end, it is a matter of leaving money on the table.

### First things first: diagnosing and setting goals

For every change or decision made in any business, especially impactful ones, there is a reason behind it. Everything starts with a thorough assessment of the operation's reality, identifying

opportunities for improvement. It is imperative to make a careful diagnosis, pointing out weaknesses that can be improved through genetics. Several tools should be used to help, such as farm software, Compass, Holstein Canada and Lactanet reports, AI companies' information, and others. A challenge with haylage quality or hoof trimming (that affects the herd's health and production) cannot be fixed with genetics. However, it is possible to improve component production or the feet and legs structure on the next generation in your herd.

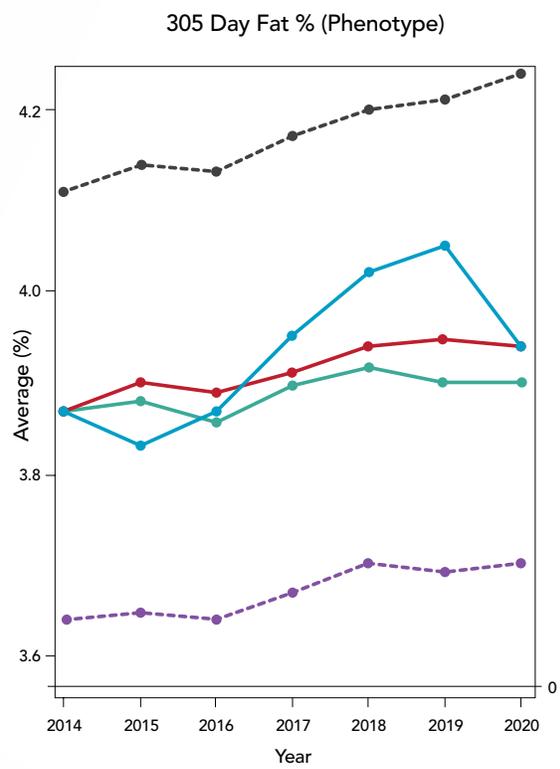
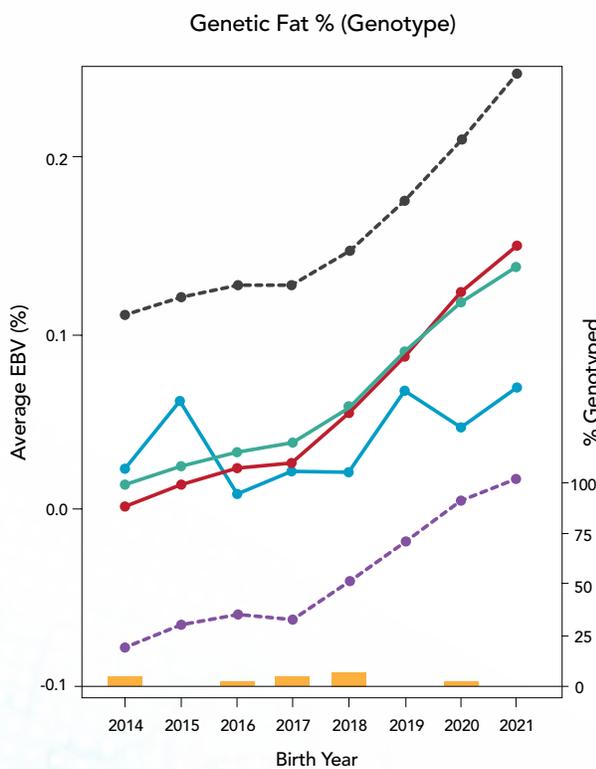
Herd Genetic Trend for Fat Yield according to Birth Year



Once this comprehensive assessment is done, the picture of where the herd is becomes clearer. Asking what needs to be addressed through breeding is the next step, and it involves looking up the genetics of the herd. Using the haylage and hoof trimming examples previously mentioned, it may be the case that your herd's genetics are considerably below average for fat deviation (like on the graph on the previous page) or rear leg rear and rear leg side views. In these cases, there is an opportunity for improvement on the genetics side. Still, you must keep in mind that the genetic decision you make now takes about 3 years to start translating into performance. This is why it is so important to make meticulous decisions: they take time but do pay back in the future. The graphs below show a herd that has produced a good fat percentage over the last years (graph on the right) but seemingly did not focus their breeding on this trait (left graph).

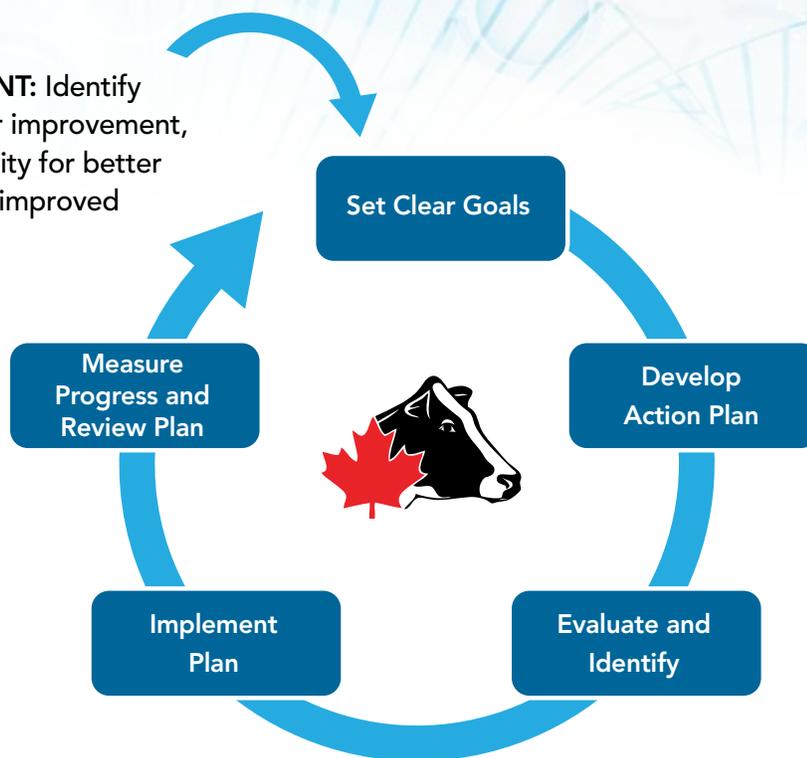
The result is a large gap between the average fat deviation from the heifers born on this herd in 2021 (blue line) compared to the breed average (red line). Therefore, there is an opportunity for improvement. The herd trends reports are great to help you with this evaluation because they compare your performance against your genetics.

This summary sets the path for establishing genetic improvement goals. These goals must be clear and objective – not only "improve fat deviation", "reduce mastitis", or "improve feet and legs". Instead, it must be something like reaching a herd average positive fat deviation within 5 years or having more than half of the female calves with a GPA above 103 for mastitis resistance next year. Here, it is necessary to not be overly ambitious and set realistic timelines. Remember, your goals can be adjusted or changed as time goes by.



- % Genotyped
- Herd Average
- National Average
- Regional Average (Bull Proofs = 0.16)
- -●- - 90th Percentile (Bull Proofs = 0.61)
- -●- - 10th Percentile (Bull Proofs = -0.27)

**ENTRY POINT:** Identify the need for improvement, or opportunity for better return from improved genetics.



## Creating an Action Plan

With your goals in mind (and written down!), it is time to start making things happen. The action plan must be around the goals – it is the “how I am getting there” part. One important point is defining the tools and strategies you are willing to use. Some are open to genomic testing using sexed and beef semen but not embryo transfer for example. Then, it is a matter of designing the strategy, ranking your herd by genetic merit, breeding the lower cows to beef, selling the bottom 20% excess heifers, and using sexed semen on the best heifers and most elite milking cows.

The next step is evaluating and identifying the animals that can contribute the most to your goals. This is valid for cows, heifers, and even the available sires. Picking the best bulls out there but breeding your worse females to them will leave a lot of money on the table. You could have capitalized on your genetic gain by choosing the best sires for your best females. Also, just picking the highest fat deviation bull will not do any good if the same bull transmits badly attached udders, which can also be a weakness in your herd. It is still important to keep your breeding strategy balanced.

For heifers, genomic testing is a great tool because it drastically increases the reliability of the evaluation. In general, you can

expect the younger animals to have higher genetic predictions than the average older cow, but validating it is an important practice. A good method is combining the results from genomic testing with other information like a calf’s recorded health events over its lifetime. A calf that had a hard birth, got sick frequently, and grows slowly, will hardly make a top cow even if the dam and the sire are superior and the genomic numbers are good.

## Take-home messages

Sometimes, the everyday decisions related to the herd do not seem as relevant; but they may have a meaningful impact on profitability for a long period. When making breeding decisions, you are creating not only your next generation of cows but also the (possible) dams of the cows you are going to milk during the next decade. In that sense, a deep assessment must be made to establish clear goals, followed by the development of an action plan. This is where all the tools and information available are useful to make more informed decisions. Making the most out of each breeding is an important step towards a more profitable and sustainable operation. Check out our next edition, where we are going to cover the implementation of the plan, measurement of the success and revision of the genetic plan in the second part of this article. 🍁

# From sampling to your results – the first steps of genomic testing

WITH THE INTRODUCTION OF CLARIFIED AT HOLSTEIN CANADA last December we modernized our genomic test offering. This best-in-class new test brings Canadian producers more value for the same price. **CLARIFIDE at Holstein Canada** is a high-density Canadian evaluation that automatically includes a complete milk proteins panel (including beta-casein – A2A2), and other important recessives with no extra cost! Furthermore, there are opportunities to bundle services to save. Register and submit a genomic test request for your calf before it is 3 months of age to get both services at a reduced price! For herds that are new to our genomics service we have a special offering for your first batch submission, contact us at [genomics@holstein.ca](mailto:genomics@holstein.ca) to find out more. New submission forms now make the process easier and simpler, especially when submitting larger groups of samples all at once.

## How to sample

There are two possible methods to submit a sample for genomic testing: Tissue or Hair Sampling.

### TISSUE SAMPLE

- It is our recommended method to collect a sample for genomic testing
- Brings the convenience of sampling when tagging/re-tagging an animal
- Use an Allflex tissue applicator (not the regular ear tag applicator) and a tissue sample unit (TSU) to collect your genetic material
- TSU's can be ordered in matched sets with your ear tags for the lowest price, make sure to request the combo sets with your next ear tag order!
- Matched TAG/TSU sets facilitate the most accurate sampling and reduce sample interchange errors
- Did you know that TSU's cause significantly fewer lab errors and more reliably yield good results when compared to hair samples?
- Instructions for TSU sampling: ([https://www.holstein.ca/PublicContent/PDFS/EN/Services/TSU\\_ApplicationGuide\\_ENFR.pdf](https://www.holstein.ca/PublicContent/PDFS/EN/Services/TSU_ApplicationGuide_ENFR.pdf))

### HAIR SAMPLE

- Traditional sampling method; still accepted, although not the most recommended
- Before taking the sample, make sure the upper part of the tail switch is clean; if not, wash and rinse with water, waiting to dry before collecting the sample
- Grab a bunch of hair, quickly pulling up
- Make sure you collect 35-50 hair roots/follicles and that they are clean. You should see small bulbs on the tip of the hair
- Bunch the hair so that the follicles are together
- Lay the hair on the submission paper, covering the Roots with clear adhesive tape (make sure the tape is isolating the roots from dirt).



## Submission Process – New Submission Forms

FARM NAME:		All tests will be \$33.00 and include (unless only selecting "A2-Only Test"):												
NAME:		BLAD, DUMPS, Citrullinemia, Cholesterol Deficiency, Chromodysplasia, Variant Red, Recessive												
PHONE NUMBER:		Red, Beta Casein A2, Beta Lactoglobulin, Kappa Casein & Alpha S-1 Casein (for HO – other breeds may vary)												
EMAIL ADDRESS:														
<b>Instructions:</b> Fill out information for the animals which you are submitting samples, one animal per row, starting at row 12. • Fill in the middle section only for animals not yet registered. Add any optional tests to the section on the right. • Sample Serial Number, please fill out the entire sequence, including letters. If using matched TAG/TSU Combs fill in the mgmt # as Sample Serial Number. • Mail all samples to: HOLSTEIN CANADA, 20 CORPORATE PLACE, BOX 630, BRANTFORD, ONTARIO, CANADA N3T 5R4														
Required for ALL animals				Complete this section only for animals not yet registered.				Optional Tests (A2 included with all orders)						
Sample Serial Number	Mgmt.#	ID/REG	Sample Type - Tissue (T) or Hair (H)	Sex (M/F)	ET (F), Single (S), Twin (T)	Breed	Birth Date (MM/DD/YYYY)	Sire Reg	Dam Reg	US Proof Numbers (\$12)	Polled (\$35)	CVM (\$35)	Brachyopia (\$55)	A2-Only test (\$15)
AJ01234567	123	HOLCANHT234567	T	F	S	HO	9/23/2020	HOLCANHT234567	HOLCANHT234567					

Before sending the sample(s), you must fill out a submission form for each animal or an excel file for groups of animals. They are both available on the Holstein Canada website (see a sample of each below). The steps are below; make sure you fill the fields accordingly.

- Fill out the submission form – if submitting samples from several animals, the excel sheet will make the process easier.

- If you are using the electronic excel format, send it to mailservices@holstein.ca. If using a physical copy, mail it to Holstein Canada along with the samples. The individual form can have the hair sample attached to it
- Make sure the samples properly match the numbers on the form and send the samples to Holstein Canada's office
- Note that you can send a sample from an animal that is not

registered yet. You just need to go through the registration process after you submit the sample, otherwise, the unregistered animal will not have results

- When mailing your Tissue Samples, ensure that they are packed in a zipper-lock style bag placed inside a bubble envelope to protect against loss in the shipping process



## Pricing

### GENOTYPING FEES

CLARIFIDE at Holstein Canada*	\$33
CLARIFIDE at Holstein Canada + Registration Bundle**	\$40
US Results (Holstein females)	\$12
PL – Polled	\$35
CV – CVM	\$35
BY – Brachyspina	\$55
Beta Casein (A2) test only	\$15

\*Includes Beta (A2), Kappa and Alpha S-1 Caseins, Beta Lactoglobulin, BLAD, DUMPS, Citrullinemia, Cholesterol Deficiency (HCD), Chondrodysplasia, Variant Red, and Recessive Red results for Holsteins - for other breeds, contact Holstein Canada \*\*\*\*Exclusions apply. Contact Holstein Canada for specific details

## Receiving Results

Your results are expected to arrive 4-5 weeks after submitting the samples. You can access them through your web account, on the main page, by clicking on "genomic results". Here you can download a PDF file or an excel file with your herd's tested animals. The animal information sheets on Holstein Canada's animal inquiry system and Lactanet's database will also be updated with the genomic values. Furthermore, it is recommended that you check your animals' information in Compass!



## For more information

Contact Holstein Canada Customer Service

**1-855-756-8300** or **519-756-8300 (ext 410)**, or [customerservice@holstein.ca](mailto:customerservice@holstein.ca)

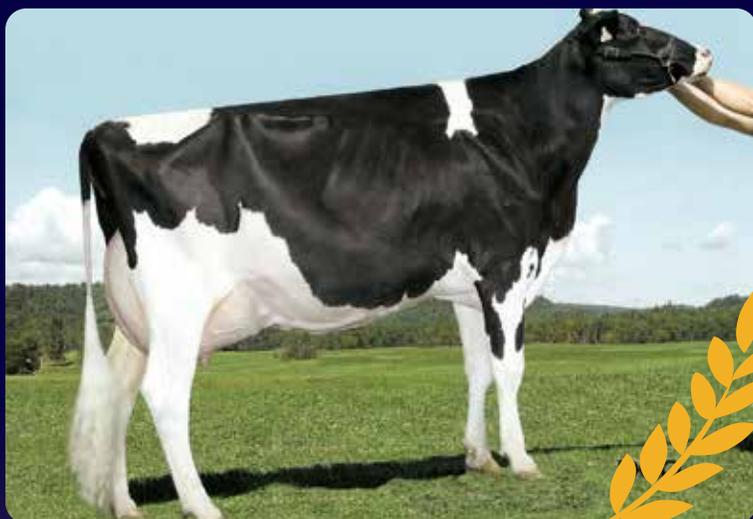
2021

# Cow of the Year Winner



This year, the 2019 and 2020 Master Breeders had the difficult task to vote for the 2021 Cow of the year. It was in Saskatoon, during the Annual General Meeting that the winner was revealed: **Paquet Kolya Goldwyn** became the 27th Cow of the year! Congratulations to her breeders and owners, Ferme Paquet & Frères.

## PAQUET **Kolya** GOLDWYN



EX-92-4E-CAN 24\* (9/111) • 39\* in the family

BORN: 13 JUN 2007

BREEDER/OWNER: Paquet & Frères

Lifetime: 7 Lact. 166,060 Kg 4.2%F 3.2%P  
344-387-335 So far!

Best lactation: 5yr 3rd lact. 305d 23,070 Kg  
3.9%F 3.0%P

5 Superior Lactations (2-5-7-9-10 yrs)  
• 1 Super 4

22 Daus 100% GP+ 7EX 11VG 4GP

22 Daus Me AVG: M15,032Kg 4.0%F 3.1%P  
284-310-280

### 27th Cow of the Year - WINNER

Kolya is an exceptional cow that dominates with her impressive production and her ability to pass on her qualities to her offspring. She has been the Paquet family's favourite for a very long time and her lineage perpetuates this feeling from the pleasure breeders feel when working with the progeny of their favourite.

From a young age, Kolya stood out among her peers. As a heifer, she distinguished herself in a few local and regional shows before being classified VG-87 after her first calving. She is now 14 years old and, with her 92 points, this Goldwyn daughter has produced over 166,000 kg of milk for a total of over 6900 kg of fat and 5300 kg of protein.

More than half of the Paquet herd comes from Kolya and, an interesting fact that makes her breeders proud, is that her entire maternal line also carries the Paquet prefix. The Paquets own all of Kolya's daughters; all of the 120 points needed for her 24\* came from their farm! Kolya's 22 milking daughters are not only beautiful, they are extremely productive! Together they have 25 superior lactations and

have produced over 1,237,000 kg of milk to date! Like their matriarch, many are still in production, so these numbers are likely to improve.

Kolya is an all-around outstanding cow with a proven track record. She is a model of efficiency and that's why she is now Holstein Canada's 2021 Cow of the year!

## Congratulations to the other 3 finalists



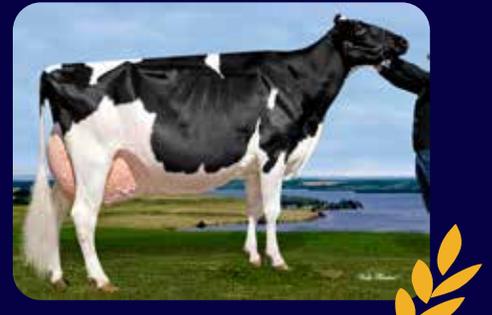
VIEUXSAULE SEAVER  
**Calina**

EX-94-4E-CAN 8\*  
BREEDER/OWNER: Ferme Du  
Vieux Saule



LARELEVE REDESIGN  
**Seven**

EX-94-6E-CAN 9\*  
BREEDER /OWNER: Nieuwenhof  
& Associe Inc.



BELFAST GOLDWYN  
**Lasenza**

EX-95-3E-CAN 13\*  
BREEDER: Belfast Holstein Enr. &  
Mary Inn Holsteins  
OWNERS: Belfast Holstein Enr

## The Blais Family from Honfleur, Qc became **65<sup>th</sup> Agricultural Family!**

PROCLAIMED BY THE AGRICULTURAL FAMILY FOUNDATION, the proud owners of the Marronniers prefix, Monique Bélanger and Marcel Blais have three children, including Dominique and Guillaume who have taken over the family farm. The Blais-Bélangers are passionate about their work and share their experiences, know-how and dynamism with the next generation and the public. Embodying modern and quality Quebec agriculture, the M. B. Marronniers farm opens its doors to associations such as Jersey Canada and Holstein Canada, as well as to breeders from several regions of Quebec, Ontario and even the United States. Congratulations! 🇨🇦





# 2021 HOLSTEIN CANADA AWARDS



## *IT'S THAT TIME OF THE YEAR!!*

We are happy to announce the winners of the 2021 Holstein Canada Awards. Besides the traditional Master Breeders, All Canadian, and Cow of the Year awards, we highlight the outstanding herds and cows in terms of production with the Daily Production Champion, Outstanding Production Champions, and Herd of Distinction Awards. Congratulations to all the herds, owners, and breeders that stand out in these ranks. These herds and cows showcase why Canadian genetics are recognized worldwide as a synonym of production, conformation and production, conformation, and most importantly profitability. Below, you find a summary and highlights from each of the three awards.

## HERD OF DISTINCTION

The Herd of Distinction award highlights farms with the highest average lifetime production of their active herd, dividing them into categories according to herd size. It takes into account the lifetime production of all the cows that finished a lactation in the current year – a great way to spotlight herds that achieve great longevity.

### A few highlights of this year:

- The number of **robot herds doubled** between 2018 and 2021 among the top 25 herds, going from 15 to 30. This change

resulted in a reduction in the number of herds on two milkings passing from 141 in 2018 to 111 in 2021.

- A few herds have been in the top 5 for several years, notably **Wilvoc Holsteins** (21-20-19), **Nieuwenhof & Associe** (21-20-19), **Hueging Dairies** (21-20-19 and 18), **Joe Loewith & Sons** (21-20-19 and 18), **Donald J. Murray** (21-19 and 18) and **Ferme Verhaegen** (21-20-19 and 18)
- Two herds have been at the top of their category for several years: **Evergraze Holsteins** and **Milky Lane** are indeed the winners of their categories for the 4th consecutive year!

Start by visiting:

[holstein.ca](https://holstein.ca)

on the menu, click on

**Awards-List**

scroll to

**Holstein Canada**

**Awards**

then

**Select the desired award to visualize the winners**



## HERD OF DISTINCTION: Overview by province (based on top 25 numbers)

RANKING	Prov	Cows	Milk	Fat	Protein	Milk Av.
1	NS	990	36,944,053	1,495,435	1,232,321	37,317
2	ON	4,623	171,542,072	6,834,184	5,599,753	37,106
3	AB	1,122	41,066,021	1,685,854	1,342,402	36,601
4	QC	7,385	269,606,895	10,823,028	8,962,768	36,507
5	MB	300	10,888,859	442,298	344,112	36,296
6	PEI	307	11,007,171	441,249	360,484	35,854
7	SK	53	1,881,233	76,375	64,294	35,495
8	BC	874	30,924,887	1,253,917	1,015,230	35,383
9	NB	115	3,986,082	156,011	131,386	34,662
<b>Total</b>	<b>Canada</b>	<b>15,769</b>	<b>577,847,273</b>	<b>23,208,351</b>	<b>19,052,750</b>	<b>36,645</b>

FARM NAME	ANIMALS	TOTAL			LIFETIME MILK AVG	HOUSING	MILKING FREQ.	PROV	
		MILK	FAT	PROTEIN					
20-39	EVERGRAZE HOLSTEINS	37	1,610,510	65,341	52,535	43,527	-	R	BC
	B & L FARMS	32	1,383,664	52,981	42,208	43,240	F	R	BC
	FERME CLEMENT MARCOUX & FILS	27	1,154,545	45,783	37,505	42,761	T	2	QC
	LUC BESSETTE	34	1,357,129	53,467	45,774	39,916	T	2	QC
	LILAC LODGE HOLSTEINS	34	1,337,762	56,181	45,945	39,346	F	2	PE
40-49	WILVOC HOLSTEINS	44	2,064,389	85,335	69,954	46,918	T	2	QC
	GORWEIR HOLSTEINS	49	2,156,689	84,610	72,444	44,014	F	R	ON
	MAPLEBROUGH HOLSTEINS	40	1,540,348	58,252	49,394	38,509	T	2	ON
	DONALD J. MURRAY	48	1,829,694	71,820	60,813	38,119	T	2	NS
	VANVALLEY FARM	47	1,764,748	72,588	56,686	37,548	F	R	BC
50-59	MILKY LANE	52	2,515,094	98,470	81,758	48,367	-	-	ON
	FERME ROCKMARIE	50	2,092,653	81,753	69,494	41,853	T	2	QC
	RONBETH HOLSTEINS	53	2,183,048	92,741	70,537	41,190	T	2	ON
	FERME OUTAOUAIS ENRG	52	2,051,873	85,196	68,356	39,459	T	2	QC
	KUIPERSCREST HOLSTEINS	52	2,011,622	81,761	66,615	38,685	T	3	ON
60-69	FERME BEAUVIDE	67	2,787,885	113,259	91,622	41,610	T	2	QC
	FERME BEAUDOIN BEGIN	64	2,594,689	101,160	85,100	40,542	T	2	QC
	FERME SERIC	65	2,569,425	102,938	86,111	39,530	T	3	QC
	FERME A.M.Y. MARTIN	60	2,276,331	90,419	76,104	37,939	T	2	QC
	OSHADENAH HOLSTEINS	60	2,256,968	90,834	75,178	37,616	F	2	ON
70-89	MICHEL LABBE	74	2,912,692	111,394	91,415	39,361	T	2	QC
	LOCHDALE HOLSTEINS	79	3,098,872	133,786	98,382	39,226	T	2	ON
	FERME MERCURY	70	2,698,800	103,832	89,297	38,554	T	2	QC
	FERME L'ESPEREE	70	2,692,532	109,612	91,013	38,465	T	2	QC
	FERME STEJOBEC	83	3,141,181	127,154	102,216	37,846	T	3	QC
90-129	NIFERA HOLSTEINS	109	4,381,474	181,081	144,194	40,197	F	R	AB
	MARCO RODRIGUE & MARIE-CLAUDE MARCOUX	92	3,697,342	154,178	124,314	40,189	T	2	QC
	HUEGING DAIRIES	114	4,476,249	175,059	140,940	39,265	T	3	MB
	FERME GENO	99	3,882,727	158,825	128,814	39,219	F	R	QC
	NIEUWENHOF & ASSOCIE	106	4,065,849	161,829	132,483	38,357	F	3	QC
130+	FERME ESTERMANN	209	9,092,456	349,935	298,436	43,505	F	2	QC
	FERMES VERHAEGEN	227	9,390,158	379,411	310,861	41,366	F	3	QC
	JOE LOEWITH & SONS	519	21,414,513	850,312	694,544	41,261	F	3	ON
	ALEXERIN DAIRY	204	8,412,184	322,871	272,732	41,236	F	3	ON
	SUNNY POINT FARMS	383	15,025,276	602,889	507,138	39,230	F	3	NS

**LEGEND:** HOUSING: T = TIE-STALL F= FREE-STALL TIMES MILKED: R = ROBOT

## DAILY PRODUCTION CHAMPIONS

The Daily Production Champions awards cows that produce the most in each day of their lifetime. It takes into account the cow's lifetime production divided by their age (and at least 5 years and 4 lactations). To stand out, it is necessary to have high production along with lactation persistency and good fertility, so that the average daily life production keeps at a high level. As you can expect, some interesting results:

- **Rainholm Sargeant 0690**, from **Ferme Estermann** has made the top 5 twice, being the 4th highest ranked cow in the same award last year. With her, **Albadon**

**Letitsnow Carrot**, from **Albadon Farms**, also made the list back to back, holding the 2nd spot both in 2020 and 2021.

- **Maryclerc Aikman Bamboa**, from **Ferme Parkhurst**, has the highest daily fat and component production. She has made an incredible **2.1 kg of fat and 3.27 kg of fat + protein in each of her 3,019 days of life**
- The top1000 cows came from **379 different herds**
- From those top1000, 46 cows have been

on this list for 4 straight years. 7 of them come from **Summitholm**, while 6 are from **Sunnypoint**

- 6 herds have more than 20 cows on the list: **Albadon, Rainholm, Summitholm, Expo, New Mars and Sunnypoint**
- The average lifetime production of these **1,000 cows is incredible 98,073 kg of milk, and 3,657 kg of butterfat**
- The average classification of them is **85.7 points**, with almost **26% being classified Excellent**



### DAILY PRODUCTION CHAMPIONS: Top 5 of 2021

#### AVG./DAY OF LIFE

Animal Name	Milk	Fat	Comp	Age	Lacts	Life Days	Milk Freq	Class	Farm Name	Prov
RAINHOLM SARGEANT 0690	42.3	1.3	2.52	8	6	3140	2	VG-85-2YR	FERME ESTERMANN	QC
ALBADON LETITSNOW CARROT	42.1	1.5	2.66	8	6	2985	3	VG-85-4YR	ALBADON FARMS	ON
KNONAUDALE ATWOOD KNOT	41.0	1.8	3.09	11	6	3873	2	EX-90-4E	FERME DES TREFLES	QC
RAINHOLM SARGEANT 0644	39.6	1.3	2.52	8	7	3214	2	G-76-2YR	FERME ESTERMANN	QC
ROULANTE SARGEANT GINNY	38.5	1.3	2.42	8	6	3001	2	VG-86-4YR	FERME ROULANTE	QC

## OUTSTANDING PRODUCTION CHAMPIONS

Finally, the Outstanding Production Champions showcases the highest lifetime producing cows categorized by age. This award is for those cows that have high production from their first lactation, and keep themselves among the highest producers every year. This year's highlights:

- 5 cows have made their age's top 5 for 4 straight years: along with Albadon Letitsnow Carrot and Rainholm Sargeant 0690, we have Summitholm Manifold

Erica and Summitholm Manifold Javiera, from Joe Loewith & Sons, and Frohland Redesign Helen, from Freiland Holstein

- Albadon Acehigh Jaina, from Albadon Farms, appeared for the second straight time on the top 5, with just two lactations completed
- Taking into account the top 5 for all age categories, Summitholm (Joe Loewith & Sons - 7), Rainholm (Ferme Estermann - 5),

Albadon (Albadon Farms - 5) and Lareleve (Nieuwenhof & Associe - 4) are the herds with the most cows on the list

- 639 kg of fat per lactation and 86.4 points are the averages for all the cows on the top5 of their categories
- The highest lifetime fat producer to finish a lactation in Canada in 2021 was Knonaudale Atwood Knot, from Ferme des Trefles, with 7,106 kg

	ANIMAL NAME	AGE	LACT	MILK	FAT	PRO	HOUSING	MILK FREQ	CLASS	HERD	PROV
2 YRS	AGGIES MORENO SHAWNA	2	1	21057	799	679	T	3	VG-86-3YR	HUEGING DAIRIES	MB
	ARLA UNIX JOYAKA	2	1	20781	794	675	T	2	GP-83-2YR	CONRAD RIENDEAU	QC
3 YRS	LARELEVE BREWMASTER 689	3	2	38847	1473	1165	F	3	VG-88-4YR	NIEUWENHOF & ASSOCIE	QC
	ALBADON ACEHIGH JAINA	3	2	38240	1453	1176	F	3	VG-85-3YR	ALBADON FARMS	ON
4 YRS	ALBADON LITTLETON AINSEY	4	3	57822	2025	1709	F	3	GP-80-5YR	ALBADON FARMS	ON
	MARLENA LITTLETON 1972	4	3	56334	1562	1760	F	R	GP-81-2YR	MARLENA FARMS	BC
5 YRS	PEAK BRIA HROD 1298-ET	5	4	80858	2673	2459	F	3	VG-86-4YR	ALBADON FARMS	ON
	EXPO COMMANDER MAGALIE	5	4	75939	2796	2287	F	3	GP-82-3YR	MACGREGOR DAIRY FARM	NS
6 YRS	MARSFIELD BRAWLER FONTAE	6	5	90508	3493	2842	F	2	VG-86-3YR	GERT & SONJA SCHRYVER	AB
	LARELEVE COLLATERAL 549	6	4	90166	3536	2721	F	3	VG-88-4YR	NIEUWENHOF & ASSOCIE	QC
7 YRS	EXPO RAY EMANUELA	7	6	105797	3858	3055	F	3	GP-83-3YR	MACGREGOR DAIRY FARM	NS
	LARENWOOD LAUTHORITY PAT 680	7	6	104134	3687	3301	F	2	VG-87-5YR	LARENWOOD FARMS	ON
8 YRS	RAINHOLM SARGEANT 0690	8	6	132936	4143	3780	F	2	VG-85-2YR	FERME ESTERMANN	QC
	RAINHOLM SARGEANT 0644	8	7	127247	4308	3802	F	2	G-76-2YR	FERME ESTERMANN	QC
9 YRS	KLEINVALLEY MAURY MALTA 941	9	6	134420	4335	3940	F	R	EX-90-4E	KLEINVALLEY FARMS	BC
	WALKERVILLE CARA DUSK	9	6	132047	4901	4083	F	2	G-76-2YR	WALKERVILLE FARMS	NB
10 YRS	KNONAUDALE ATWOOD KNOT	10	6	158648	7106	4877	T	2	EX-90-4E	FERME DES TREFLES	QC
	SUMMITHOLM MANIFOLD JAVIERA	10	9	149187	5700	4748	F	3	GP-82-2YR	JOE LOEWITH & SONS	ON
11 YRS	GERMEC MEDUSE GILLESPIY	11	7	152389	5016	4845	T	2	VG-87-4YR	FERME GERMEC	QC
	SUMMITHOLM JOBERT TASTIC	11	9	150893	5517	4595	F	3	VG-88-5YR	JOE LOEWITH & SONS	ON
12 YRS	EASTEDGE ALTON SHERRY	12	9	168861	6263	5248	F	2	VG-85-4YR	EAST EDGE HOLSTEINS	ON
	FROHLAND RE DESIGN HELEN	12	10	167828	6303	5272	T	2	VG-85-4YR	FREILAND HOLSTEIN	QC

# Century of Holsteins Award

## THIS YEAR HOLSTEIN CANADA RECOGNIZED THE ROULSTON FAMILY OF BEECHWOOD, ONTARIO.

This year Holstein Canada recognized the Roulston family of Beechwood, Ontario. In 1920, he purchased two registered Holsteins from a local breeder by the name of Holtby, near Belmont. James, and his wife Leda, grew the herd to 10 or 12 milking cows, as excitement was building in Elgin County for registered Holsteins. Their sons, Harold and Don became involved in the farm and the herd of Holsteins grew to 25-30 cows.

It was in 1921 that James Watson "Watt" Roulston founded Beechwood Holsteins and officially became a member of the Holstein Association of Canada. In 1939, there was a knock on Watt's door and the person announced that the department of the war effort expropriated his farm as it was going to become a World War II landing strip for pilot training for the Royal Canadian Air Force. The Roulstons' neighbors pitched in to help them move all the contents of their house and their barn, cattle, feed, and farm equipment three miles down the road near Hagersville, west of Highway 6.

In 1947, Gordon Roulston, Watt's



son, married Stella Parkinson. The couple started a family, and all four of their children - Margaret, Murray, Bruce and Joanne - were born on the current farm, Beechwood. Gordon devoted his entire life to raising Holstein cows. Recognized for his strong management skills and his extensive knowledge about cattle feed, he was able to maintain high production levels throughout his career. Gordon enjoyed showing at various local shows especially with Beechwood Simone Sue VG 3\*. Sue won numerous ribbons over her 17 years.

One of Beechwood Holsteins' greatest accomplishments over the past 100 years is that Beechwood Citation Carol EX, a descendant of Beechwood Simone Sue, set a Canadian record for butterfat production becoming the highest milk record daughter of Rosafe Citation R.

When Gordon Roulston left the farm in 1993, his two sons, Murray and Bruce, took over the business. Bruce was an active owner until 2007, when he sold his shares to Murray.



For Murray Roulston, registering Holsteins under the same prefix as his grandfather is a huge achievement. He also says that his involvement with Holstein Canada has been a very rewarding experience over the years. To this day, Murray and his spouse Janet still register their animals and participate in milk recording and classification.

# Certificate of Superior Accomplishment Award

**THE CERTIFICATE OF SUPERIOR ACCOMPLISHMENT AWARD** is awarded to a person or group whose achievements enhance working relationships both domestically and internationally; market and promote the Holstein breed, Association and programs; are mentors and leaders; promote education and have outstanding business achievements.

This year's recipient embodies all of these qualities. Holstein Canada proudly honoured Keith Flaman as the Certificate of Superior Accomplishment Award winner during its last AGM on April 23rd.

Keith Flaman has served many areas of Canada's dairy industry, starting out as a young Holstein breeder in Saskatchewan with his father under the Chris-Adie prefix in the 1970s. He was one of the youngest ever to be elected as President of Holstein Canada in 1991.

For 17 years, Keith was the CEO of Holstein Canada during which time the Association went through major visionary changes. He understood the changes taking place on-farm and strategized for the Association to keep pace. Increasing use of technology and developing the Multi-Breed Classification program are two milestones in Keith's tenure at Holstein Canada. His impact was felt through his contributions to many other Holstein and industry committees such as; Chair of the World Holstein-Friesian Federation and the Chair of the Canadian Livestock Identification Association, where he worked to reinstate export markets for Canada during the BSE crisis. Keith was also the Chair of the 2022 National Holstein Convention Committee.

A great ambassador for Canada, Keith Flaman worked internationally to improve the exchange of information regarding



genetic recessives, classification traits, and guidelines for reciprocal registration between World Holstein Federation members. His many accomplishments have influenced both the Canadian and international Holstein industries. Anyone who has worked alongside him knows that the most important thing for him was always the people. No situation no matter how important or urgent, was above the person, regardless of who she or he was.

His visionary, managerial and leadership qualities have benefited all members of Holstein Canada and beyond.

Holstein Canada recognizes Keith Flaman for his many years of exceptional leadership in the dairy industry, success as an ambassador for the Canadian Holstein breed around the world, and for mentoring generations of producers across the country. 🇨🇦

# Certificate of Recognition

## THE CERTIFICATE OF RECOGNITION

recognizes qualities and activities such as enhancing working relationships; promoting the breed, the Association, and/or its programs; mentorship and leadership; education; and time and contribution over and above what is considered "part of the job." These qualities and activities will have had a regional and/or provincial impact.

**This year, Holstein Canada is proud to award the Certificate of Recognition to *Lorne Loveridge***

Lorne Loveridge is one of Canada's most respected Holstein breeders. He has been instrumental in the success of the breed and involved in many other aspects of the dairy industry. A three-time Master Breeder recipient, he is responsible for the world-famous Glenridge Citation Roxy, a seventh-generation animal bred on the Loveridge Farm who has had an enormous impact on Holstein genetics worldwide. Roxy's accomplishments include winning International Cow of the Century in 1999, being voted Queen of the Breed twice and being named All-Time All-American Production for the period 1922 to 1984. Her legacy lives on in herds all over the world.

Lorne served 15 years as a director, officer or committee member on a variety of provincial and national breed

and milk organizations. He acted as both the Director and President of three organizations: the Saskatchewan Holstein Branch, the Regina and District Milk Producers Association, and the Saskatchewan Dairy Association. He also acted as the Director and Vice President of the Dairy Producers Co-operative Limited, the Director of Dairy Farmers of Canada, and as a member and Chairman of the Holstein Canada Research Committee. He also served as an official judge for Holstein Canada.

Lorne Loveridge is a joy and inspiration to visit with as he reminisces about his family history, dairy life and Roxy. He and Glenridge Citation Roxy have left an indelible imprint on the Holstein breed. 🐄





# Holstein Insider

HERDBOOK  
SERVICES



## Herdbook Services

Most staff working in herdbook services have been working from home since the Ontario provincial COVID-19 guidelines were set up in March 2020. The transition of services and staff went fairly smooth and at the same time there were no interruptions to our herdbook and customer services. It is our pleasure to be here to assist you and we thank you for your patience, support and continued business.

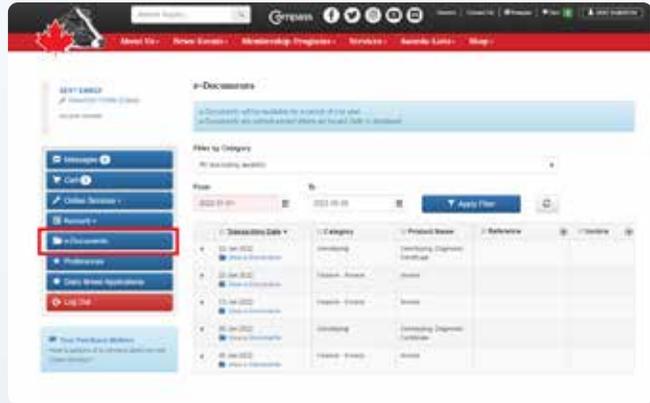
In the office we continued to print monthly the majority of your documents – statements, invoices, Certificates of Registry, genotyping request or results. This has been an efficient way to collate documents during the month to batch print and mail in one customer package. An average monthly mailing takes 1 staff person about 4 days to complete with the help of an automated mailing stuffer - we print about 40,000

documents for 7500 customer envelopes.

Today, 15% of our customers are receiving their documents electronically from their Holstein 'My Herdbook' e-documents versus paper mailing. You can view, print and save all your documents – at your fingertips anytime and even get notification when new documents are available. Check it out and set up your account at [www.holstein.ca](http://www.holstein.ca)

### Herdbook Payment Methods

For your added convenience when viewing your monthly statement, you can make a credit card payment – right while in your 'My Herdbook'. Other payment methods available to you are:



**ONLINE BANKING** – through your financial institution, *Payee* is Holstein Association of Canada. If Holstein Canada is not listed as a payee option, let us know and we will contact your financial institution to have us added.

**VISA OR MASTERCARD** – through online account or call in, you can set up for automatic monthly payments. The balance on your account at the end of the month will be processed on your credit card – ask customer service to set this up for you.

**CHEQUE** – to ensure the payment is applied to the correct account note your 10-digit account number from your statement on the cheque.



### Visit us

[www.holstein.ca](http://www.holstein.ca)  
Manage your account online



### Customer Service

1-855-756-8300 or text us at 226-401-8305  
Monday to Friday 8am to 5pm (EST)

## NEW CANADIAN RECORD!



**HENDERCROFT LHEROS GUMBALL EX-96 6E 33\*** became the cow with the most daughters classified EX in Canada - her 20th daughter reaching the 90 points recently. Congratulations to Herbert Henderson from Ashton, Ontario on breeding such a cow!

### Top 10 Sires for Rump Score with 100+ Daughters Classified in Three-Month Period

Sire	Daughters Classified	Average Daughter Rump Score
TATOO	103	84.32
KINGPIN	268	83.62
SIDEKICK	449	83.55
CONTROL	184	83.52
CRUSHTIME	115	83.48
SOLOMON	126	83.37
IMPRESSION	861	83.32
MIRAND	245	83.28
CHIEF	186	83.26
DEMPSEY	136	83.09

### Top 10 Sires for Dairy Strength Score with 100+ Daughters Classified in Three-Month Period

Sire Name	Daughters Classified	Average Daughter Dairy Strength Score
TATOO	103	83.96
DOORMAN	392	83.94
SIDEKICK	449	83.88
DEMPSEY	136	83.71
FUEL	379	83.55
ALCOVE	174	83.35
SOLOMON	126	83.29
DUKE	133	83.23
CHIEF	186	83.22
CRUSHABULL	198	83.13

Based on 1st Lactation Classifications Dec. 2021, Jan. & Feb. 2022

NOTE: Daughters are included in the statistics if they had their last milk test in the last three-month period.

## CLASSIFICATION SCHEDULE

MID-ROUND **MR**

### MAY

ON Peel, Halton York, Simcoe, Dufferin, Ontario

QC **MR** Montmagny, L'Islet

QC Terrebonne, Joliette, Maskinonge, St-Maurice, Champlain

AB

ON Peterborough

QC Lavolette, Portneuf

ON **MR** Middlesex, Elgin, Lambton

ON Victoria, Durham, Northumberland, Waterloo

QC **MR** Kamouraska

QC Lac St-Jean, Roberval

### JUNE

ON Hastings, Frontenac

QC St-Jean

ON **MR** Oxford

QC Lapointe, Dubuc, Charlevoix, Chicoutimi, Huntingdon, Beauharnois

BC **MR**

ON Prince Edward, Lennox, Addington

QC Vaudreuil, Soulanges, Chateaugay, Iberville, Laprairie, Napierville, Brome

This schedule is subject to change within a 1-2 week period.

For the full Field Service schedule, see the Field Services section under Services on our website, [holstein.ca](http://holstein.ca).

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Return undeliverable Canadian addresses to:

Holstein Canada  
P.O. Box 610, Brantford, ON N3T 5R4

Tel: 519-756-8300 Fax: 519-756-3502

Toll Free: 1-855-756-8300

[www.holstein.ca](http://www.holstein.ca)

Editor: Linda Ness  
[lness@holstein.ca](mailto:lness@holstein.ca)

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