

info Holstein

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



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ABOVE: On page 5, Young Leader Emily Den Haan tells us why her family opens their farm to the public; on page 9, we keep the theme rolling with four farms that make themselves known on social media and through open farm events; and Debbie Laberge explains what to do when there's an abnormal gestation on page 18! **ON THE COVER:** A photogenic calf from President Schipper's Skipwell Farms in Aylmer, Ontario.

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A Fresh Start

GERALD SCHIPPER | President, Holstein Canada

A NEW YEAR IS BEFORE US – a time when all hopes, dreams and projects seem possible! A fresh new start.

Like any industry, dairy farming has challenges, and many are out of the producer's control. When they occur, negativity can set in. What if we spent some time each day being positive? There is much to be encouraged about in our industry. A few examples:

- 4-H members are not just our future - they are our present! The enthusiasm our youth exhibits in learning about all aspects of dairy farming is so motivating. They keep us going!
- International interest is strong, not only in our genetics but also in our management practices. Visitors now want to see how we manage our highly productive and efficient herds – not just look at our great cows.
- The above speaks to the success international clients have had with Canadian genetics adapting and excelling in the global environment. Markets are shifting as the global dairy economy shifts; however, Canada remains a strong genetics exporting country (largely semen). All Canadian producers benefit from that fact.
- Yes, supply management has taken some hits recently. However, under the leadership of Dairy Farmers Canada, our community rallied together to make Canadian consumers aware of the contributions of the dairy industry



President Gerald with his grandkids Blythe and Jude.

to our nation. The system remains largely intact and is now an issue no elected official can disregard.

Canadian dairy producers know value when they see it - you believe in the systems that have contributed to our domestic and global success. 2019 saw Holstein Canada reach our **third consecutive record year for Registrations** and track closely to the previous Classification record set in 2018. Count on Holstein Canada to never to take your loyalty for granted and to keep evolving in these changing times.

Next time you are having a tough day - we all do – stand back, look at the family you get to raise in such a great environment and with whom you work side-by-side. Think about the support and camaraderie among fellow producers. Your day will improve immediately! 🇨🇦

A handwritten signature in cursive script that reads "Gerald Schipper".

Seeking Holstein Canada's next Chief Executive Officer

Holstein Canada is searching for our next Chief Executive Officer (CEO). Reporting to the Board of Directors from Brantford, Ontario, the CEO works with the Board and management for an even brighter future for the business and industry. The role emphasizes maintaining core service excellence, business modernization and member engagement.

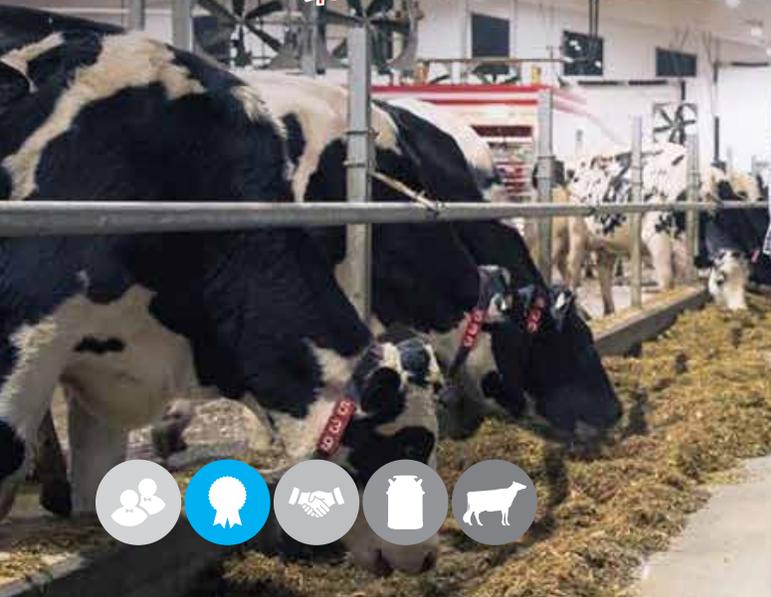
The ideal candidate has extensive leadership experience in the agricultural or related sectors, exposure to not-for-profits, a strong vision and business focus, and a desire to position Holstein Canada as a leading innovator in the industry. Bilingualism is a significant asset in this role.

To explore this exciting opportunity, please visit www.odgersberndtson.com or contact Eric Slankis, Partner at eric.slankis@odgersberndtson.com or Camille Petitti, Senior Consultant at camille.petitti@odgersberndtson.com



ODGERS BERNDTSON

young LEADER PROGRAM

Educating the Public with Young Leader Emily Den Haan

Haanview Farms is a 70-cow dairy farm located just outside of Alliston, Ontario. My grandparents moved to Canada from Holland after the Second World War; they were sponsored by the farmers who owned the farm we are on today. My Opa bought a cow who had a sore foot and was going to be sold for beef from his sponsors, and today 80% of our herd goes back to that cow family. My dad moved home to start milking cows after he attended the University of Guelph, where he met my mom. Together, they grew the farm to a 50-cow tie-stall barn with 500 acres of land. In 2012 they started Sheldon Creek Dairy which is an on-farm processing facility that processes and bottles whole milk and cultured products from milk solely from our 50 cows. My sister Marianne moved home shortly after and now manages Sheldon Creek Dairy with her husband Mike and two little boys. In 2013 I moved home to the farm full-time after studying at the University of Guelph for my Bachelor of Science in Animal Science. In December of 2018 we moved from a tie-stall to a robotic milking facility with two Lely A4s.

Being a female dairy farmer, do you see any challenges when it comes to standing out in today's industry? Are you presently involved in any other area of the industry? I think my generation of farmers is lucky to have grown up with many women visibly present in the agriculture industry. They have paved the way for

our generation to now be able to farm without the barriers that some of them may have faced. I come from an area where there are many farms managed or co-managed by women and so I have been fortunate to not have to face the challenges that many of them did on top of the list of challenges that come with farming in general. I am the secretary of the Simcoe County Milk Producers, a 4-H leader in our local clubs, and I sit on the Simcoe County Holstein Club Committee.

Your farm doors have been open to the public on more than one occasion to the public, letting them visit and learn about how the farm operates. What motivated you to help educate the public on the Canadian dairy industry?

For decades educating people on agriculture wasn't necessary because they either were raised on a farm or had grandparents or close relatives who had farms. The appreciation for the farming community then was organically established in the general population. Now we have a generation of people who grew up with no connection to the people who grow the very food on their plates and we are seeing the backlash of this through activism and a loss of trust in their food. It is sickening to see what some of the animal rights activists (ARAs) promote as farming. If nothing else, we are motivated just to show people the true side of farming and bust all of the myths people have found on the internet or heard on TV. Our family believes



that people of all ages should know where their food comes from and if they meet the farmer and see the farm, their appreciation and knowledge becomes real.

When planning an event like your Easter Egg Hunt or your annual day on the farm, what kind of precautions do you take? With one of the proAction® pillars reflecting biosecurity, how did you implement and modify your visits to meet the required standards?

When we host an open house we are always attentive of any ARA activity, it is one of our highest priorities in preparation. All of our staff know what to do if they detect any suspicious people and we are in close communication with the OPP. Biosecurity is also important to us and we ensure everyone wears boot covers before entering the dairy barn. They must also wash their hands before entering and again before leaving. We have forms that visitors must fill out prior to the tour to give us information we may need regarding biosecurity purposes, such as where they are from and if they have been in contact with any livestock.

After building your new barn, do you have a different perspective on how your visits will unfold? What were some of the challenges that you had before moving into the new set-up?

Yes, we are still learning and testing out different techniques for hosting an open house in the new barn. In the tie-stall barn we would let visitors tour themselves around the barn with signs explaining different areas and people scattered around answering questions. However, the new barn is much larger and there are a lot of things to see so it's important visitors leave more educated and having their questions answered. To simply open the doors and let visitor tour themselves, they may make assumptions about the happenings in the barn and so we try to make it as personal as possible. Our tie-stall barn was very cozy and so it was much easier for us to interact with visitors and chat with them, but the new barn is much more open, and it's easy for someone to roam around without talking to anyone.

What do you most enjoy about putting the open houses together? What are some challenges that you encounter during the visits? Does it require a lot of off-farm help?

love watching visitors have "lightbulb" moments and hearing "Ohhh wow! I had no idea!" or "I never knew how much science and expertise went into dairy farming." Those are two phrases we hear a lot, especially when they see a cow walk into the robot to be milked with no prompting, after explaining what happens when a calf is born, or when a cow gets sick. Answering those questions and having visitors really understand is what makes it all worth while. We always start our tours telling the visitors to ask all the tough questions because this the best place to learn about it. We do have extra help to keep the barn clean for tours, to run tours and to help with daily chores while tours are running. It takes a lot of time to not only run tours but also to keep the barn clean and ready at all times. We are still working through the kinks in figuring out tour schedules and what works for us as a fully functioning farm.

Do you feel that the visits you organize have an impact on the audience? Do you do anything special, e.g. have booths set up, have representatives from different agriculture companies to help make the visit a success, etc.?

Many of the people who come through our barn for tours have never seen a cow up close and have no idea what goes on on a dairy farm. There is always at least one "lightbulb" moment when you can see the visitors really understand, like when they see the milk in the collection jar, real time, as a cow is being milked and being completely content about it. At our annual day on the farm we have lots of different booths and we try to get many representatives from across the ag industry, from pork and feather producers to grain farmers. We also have representatives from financial institutions and insurance companies to give attendees a good representation of the diversity in farming and agriculture. 🇨🇦

The Royal REVIEW 2019

THE ROYAL AGRICULTURAL WINTER FAIR is one of the major highlights of the year. It brings together agricultural producers, exhibitors, enthusiasts, and the public for 10 days of celebration, competition, and education. The highlights of the 97th RAWF, as always, were the Holstein animals brought to the city for the largest cow show of the year.

2019 happened to be a record-breaker, too: the 406 head that were shown at the 2019 National Holstein Show makes it the largest Holstein show ever held at the Royal. The previous high was last year in 2018, which had 396 head.

In the National Red & White Holstein Show, judged by Joël Lepage of Amqui, Quebec, Meadow Green Absolute Fanny, owned by Andy B. Thomas, Mike Berry and T & L Cattle Ltd., captured the roses as Grand Champion. Judge Carl Phoenix of Sunderland, Ontario and Associate Judge Joel Phoenix of Cannington, Ontario were tasked with placing the National Black & White Holstein Show; they selected Idee Windbrook Lynzi, owned by Frank A. & Diane Borba, JM Valley Holstein, Richard W. & Shannon Allyn and Stephane Gendreau, to wear the rose garland as Grand Champion of the 2019 show. Full results from both shows can be found on the Holstein Canada website.

We sincerely thank the following:

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 West Port Holsteins



Pedigree Analysis

OF ANIMALS EXHIBITED AT THE NATIONAL HOLSTEIN SHOW AT THE 2019 RAWF

A pedigree analysis was completed following the conclusion of this year's National Holstein Shows. The analysis was completed on only those animals that appear in the Holstein Canada database. The following charts summarize the results of various data from animals exhibited at the shows.



LEADING SIRES OF ANIMALS EXHIBITED AT 2019 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Sires
395 animals included in the total

Rank	Name	# of Daus
1	VAL-BISSON DOORMAN	61
2	DYMETHOLM MR APPLES AVALANCHE	23
3	WALNUTLAWN SOLOMON	22
4	BRAEDALE GOLDWYN	21
5	CROTEAU LESPERRON UNIX	15
5	CYCLE DOORMAN JACOBY-ET	15
7	WALNUTLAWN SIDEKICK	14
8	BRENLAND denver	13
8	MR CHASSITY GOLD CHIP-ET	13
10	MAPLE-DOWNS-I G W ATWOOD	10
10	LIRR DREW DEMPSEY	10
10	MR D APPLE DIAMONDBACK	10

LEADING SIRE STACKS OF ANIMALS EXHIBITED AT 2019 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Sire Stacks
395 animals included in the total

Rank	Sire x MGS	# of Daus
1	DOORMAN X GOLDWYN	13
2	GOLDWYN X DUNDEE	9
3	DOORMAN X GOLD CHIP	8
4	AVALANCHE X DOORMAN	5
4	AVALANCHE X GOLDWYN	5
6	DEMPSEY X DOORMAN	4
6	DIAMONDBACK X GOLDWYN	4
6	GOLDWYN X SANCHEZ	4
6	SIDEKICK X DOORMAN	4
6	SOLOMON X WINDBROOK	4

LEADING SIRES OF ANIMALS EXHIBITED AT 2019 NATIONAL RED & WHITE HOLSTEIN SHOW

Overall Leading Sires
82 animals included in the total

Rank	Name	# of Daus
1	CYCLE MCGUCCI JORDY-RED	16
2	DYMETHOLM MR APPLES AVALANCHE	12
3	MR D APPLE DIAMONDBACK	9
4	RIVERDOWN Unstopabull	8
5	MR ANSLY ADDICTION-P-RED-ET	4
5	APPLES ABSOLUTE-RED-ET	4
7	LOOKOUT P REDBURST	3
7	MR APPLES ARMANI-ET	3
7	SIEMERS OCT APPLE-CRISP-ET	3
10	MR DANIELLE DEVOUR-ET	2
10	JACOT-RED	2

LEADING MATERNAL GRAND SIRES OF ANIMALS EXHIBITED AT 2019 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Maternal Grand Sires
395 animals included in the total

Rank	Name	# of Daus
1	BRAEDALE GOLDWYN	62
2	VAL-BISSON DOORMAN	32
3	GILLETTE WINDBROOK	26
4	MR CHASSITY GOLD CHIP-ET	21
5	MAPLE-DOWNS-I G W ATWOOD	17
5	GEN-MARK STMATIC SANCHEZ	13
5	PINE-TREE SID-ET	12
8	WALNUTLAWN SOLOMON	9
9	MS ATLEES SHT AFTERSHOCK-ET	8
9	CRACKHOLM FEVER	8

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT THE 2019 NATIONAL BLACK & WHITE HOLSTEIN SHOW

120 animals included in the total
(Canadian classifications only)

Category	# cows	# cows with scores	Avg Score
Milking Yearling	23	11	86
Junior 2-Year Old	17	16	86
Senior 2-Year Old	15	15	87
Junior 3-Year Old	18	17	87
Senior 3 Year Old	19	16	88
4-Year Old	21	17	91
Female 5-Year Old	12	12	92
Female Mature Cow	10	9	93
Longtime Production	7	7	94

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT THE 2019 NATIONAL RED & WHITE HOLSTEIN SHOW

26 animals included in the total
(Canadian classifications only)

Category	# cows	# cows with scores	Avg Score
Milking Yearling	3	2	86
Junior 2-Year Old	8	7	85
Senior 2-Year Old	4	4	85
Junior 3-Year Old	3	3	88
Senior 3 Year Old	2	2	91
4-Year Old	4	3	89
Female Mature Cow	7	5	91



Opening up the Farm to the Public

Many Canadians grow up removed from the sources of their food, and the gulf between farm and city seems to widen every year. Dairy is no exception, and the unfamiliarity with where milk, butter, cheese, and many favourites come from has allowed a lot of disinformation to spread. Putting a face on our food and telling the story of milk allows consumers to understand the work and heart that goes into it.

Family dairy farms across the country are working to solve this problem. Whether it is through social media or open houses on the farm, dairy producers across Canada are engaging with the public in fascinating and significant ways!

Social Media

One strategy many farms use to engage with the public is social media. "It's been the biggest part of [our outreach] for the last five years," says Andrew Campbell, who operates Bellson Farms in Strathroy, Ontario. "We have the ability to share the basics of the farm with a picture or short video from wherever we are. It also opens to the farm to a larger audience than we'd be able to invite in." The Campbells

also participate in local initiatives like Agriculture in the Classroom.

Jake Vermeer operates Vermeer's Dairy Ltd. in Camrose, Alberta, and he thinks reaching out to consumers through social media has been beneficial. "We started a Facebook page 15 months ago and have been able to reach out to thousands of consumers who have interacted with our posts."

Some producers take a more personal



West



VERMEER'S DAIRY LTD.
Camrose, Alberta

PREFIX: Vermeer

PEOPLE INVOLVED: Maryn and Ans Vermeer, Jake Vermeer

OF COWS MILKED: 600

OF ACRES FARMED: 2500

FACILITY TYPE: Rotary with sand free-stalls

HERD PRODUCTION AVERAGE (L/COW): 37

WHAT IS YOUR FEEDING SYSTEM?
Siloking Self-Propelled

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED:
Registration, Genomics, Classification



Ontario

BELLSON FARMS
Strathroy, Ontario

PREFIX: Bellson

PEOPLE INVOLVED: Wayne, Phyllis, Andrew, Jessica Campbell

OF COWS MILKED: 65

OF ACRES FARMED: 400

FACILITY TYPE: Tie-stall

HERD PRODUCTION AVERAGE (L/COW):
10,900

WHAT IS YOUR FEEDING SYSTEM? TMR

ARE THERE OTHER BREEDS IN YOUR HERD? Jersey

HOLSTEIN CANADA SERVICES USED:
Classification

route. Émilie-Sophie Parenteau co-owns Ferme Jean Parenteau et fils Inc. in L'Avenir, Québec. She discusses farm issues on her Facebook page. "Given the growing interest on my personal Facebook page, I decided to open a public page where I share what is happening everyday on our farm," she says. "I'm trying to be a little more specific and educational. My goal is to inform and educate people who are interested in learning more about it."

Open Farm Days

Another popular way to engage with the public is by opening up the farm. Chris and Rayanne Frizzell, who operate Frizzell's Valleyville Farm Inc. in Hunter River, P.E.I., do not have any social media linked to the farm, but that hasn't stopped them from talking to the public. "In the past we have had school groups, 4-H groups, dieticians, government officials and international guests visit the farm," says Chris. "We have also been a part of Open Farm Day in the past." Rayanne also organizes off-farm events, like the Grade 3 Dairy Youth Trust Tour, displays at the Provincial Exhibition, and the highly successful 2018 Dairy Blue

Christmas campaign, organized by Dairy Farmers of P.E.I.

Many farmers believe tours are key to industry success. "We rarely say no to consumers wanting to come onto the farm and we participate in lots of local tours and various Ag Day," says Jake. "Opening our doors allows the consumers to have a behind-the-scenes look at how our operations are run and the care that goes into making a healthy sustainable product for them."

There are still hazards. Open farm events can attract activists looking for an inside opportunity, so producers have to be prepared. "All of our tours are guided so security isn't so much an issue," says Jake. "We were always concerned of the trauma of being invaded by an activist group, but with the recent government changes to farm trespassing laws we feel a bit more secure. We don't have anything to hide but we don't like the idea of dealing with hostile activists."

"It's something that we always have to think about," says Chris. "But the benefits of educating outweigh the risks."

Even just making yourself known online

can bring challenges. “We have had discussions with our team about farm security and what to do if activists arrive,” says Andrew. “It can be unnerving on the days when you Dairy Farmers of Ontario sends out alerts that activists may be in the area, but being prepared helps to make sure everyone around us knows what to do.”

One way to stay positive is to have a zero-tolerance policy for harassment. “I try to avoid controversy,” says Émilie-Sophie. “I am not publishing anything to shock people, but to show them that agriculture is still beautiful, that we are still passionate about our work, that we are proud to feed them and that the people who work in agriculture in Canada are still families.”

“I enjoy sharing our work, our lifestyle, and our difficulties. I just want the comments to remain respectful, and I have no problem removing people who show disrespect to me or my followers. I did not create this page to spend my time debating with stubborn people.”

Learning & Planning

Open farm days and social media outreach can be illuminating for the producers, too. “It has been eye-opening with the limited knowledge our youth have about agriculture in general,” says Chris. “Living in P.E.I., much of our population lives in a rural area or within a very short distance – yet there are still youth in our communities who haven’t had the opportunity to learn about the industry and dairy farming.”

“It makes us stop and think about youth who are being raised in larger cities across the country who would have to travel a significant distance to experience rural life and agriculture – how do those kids learn, what is their

understanding of agriculture, and who do they turn to for answers?”

A healthy relationship with the consumer might be necessary for the success of the industry. “As our farm continues to expand, we will not falter in our PR campaign as it’s important for us to maintain a connection with the consumer and have them interact with our farm,” says Jake.

“I’m enjoying trying new communication methods and trying to reach new audiences,” says Andrew. “I’ve been fortunate enough to talk to other industries outside of agriculture (like energy, resources, etc.) that find themselves in the same position. I’d like to continue to build those bridges as well because I think we can find a majority of Canadians that are supportive if we work together.”

“I’ve been able to take over a farm that previous generations have done everything possible to make successful. I truly feel public trust is part of a successful future, so fighting for it is about protecting our future.”

Should more farms open up?

Whether more farms should open up their operations is a tricky question, says Jake. “It’s not for everyone, it takes time and effort, but it is extremely rewarding. Other big industries have huge PR firms who do

Quebec



FERME JEAN PARENTEAU ET FILS INC.
L’Avenir, Quebec

PREFIX: Varouche

PEOPLE INVOLVED: Jean, Johanne and Émilie-Sophie (co-owners).

OF YEARS AS HC MEMBER: Since 1985

OF COWS MILKED: 55

OF ACRES FARMED: 300 acres

FACILITY TYPE: Tie-stall for cows & free-stall for the heifer on a bedding pack area

WHAT IS YOUR FEEDING SYSTEM? Partial TMR and robot cow

ARE THERE OTHER BREEDS IN YOUR HERD? No





this sort of work; we can do it for free on our own farms!”

of people who would come to visit our farms.”

“I think that everyone has a role in helping people better understand the industry, but that doesn’t have to mean opening yourself up if you aren’t comfortable,” says Andrew. “Maybe just talk to your non-dairy friends about it first, or donate to an Ag in the Classroom project if that suits you better.”

“Sharing the story of the dairy industry and agriculture is more important than ever,” says Chris. “Consumers seem more interested in knowing where their food comes from, and we want to make sure that the youth don’t think their food comes from a grocery store and understand what it took to grow or produce their food. We are always quick to have an open and honest conversation if we are home or at an event or just in the grocery store – and it’s satisfying to know that we are helping to educate the public and knowing that they have accurate information to base their food choices on.”

“Farmers should take any opportunity to talk to the public and consumers. Sharing their story and what they do is so important,” says Chris. “That doesn’t mean every farmer will open their farm for a tour – but a simple conversation in the grocery store, participating in activities hosted by provincial or local organizations, or visiting a local school to talk to the students and pass out milk. There are many ways to engage the public – it doesn’t have to be on your farm.”

“My followers often tell me that they are happy to see the work we do, and that it helps them demystify what they can see or read on social networks,” says Émilie-Sophie. “We must remember that most people do not have any contact anymore with family farms as they once did and if we do not show them the reality, they will rely on misinformation.”

“I believe that producers who want to do so should not hesitate to let people see their reality, through field days, elementary schools, etc.,” says Émilie-Sophie. “On the other hand, not everyone is good at ‘educating’ people, so it would be better if the producer were willing to give proper answers. People go pick fruit every year; we would be surprised at the number

Whether in person or online, positivity is key. “Facts and science never work,” says Andrew. “Positive emotions work every time. Animals, sunrises, and kids all are part of that connection!” 🐄

East



FRIZZELL'S VALLEYVILLE FARM INC.
Hunter River, PEI

PREFIX: Valleyville

PEOPLE INVOLVED: Garth & Cythia, Chris & Rayanne, Alan

OF COWS MILKED: 260

OF ACRES FARMED: 1,600

FACILITY TYPE: 6-row free-stall with Boumatic Robots

HERD PRODUCTION AVERAGE (L/COW): 39

WHAT IS YOUR FEEDING SYSTEM? PMR

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration, Classification

TINY ACRES BIG GENETICS



Tiny Acres was established in 2006



Currently milking 125 cows with 201 kg of quota



Current production:
4.35 fat, 3.41 protein with an average of 11,000 kg first lact., 12,500 2nd lact. and 14,500 3+

(Nov. 2019 numbers)



Recognized with the P.E.I. Livestock Soil Conservation Award in 2018



Investing in Genetics

Three years ago, Wade and Logan Bryanton sat down with an industry consultant to look at the future of Tiny Acres Holsteins. It was time to grow the farm and the team saw three paths they could take: build a new facility, invest in more quota, or invest in genetics. Wade is a businessperson, who before moving into dairy owned and managed several Apple Auto Glass shops across the Maritimes. He was constantly looking at the return on his investment and doing a profit profiler seemed like the right thing to do. Yet he was surprised by what it told him.

Tiny Acres was one of the first farms to do this type of analysis, and the results were nothing short of amazing. After looking at the ROI for the three choices, one option clearly stood out: genetics.

Improving the herd's overall genetics became a part of a five-step process to improve and grow the dairy without investing in a new facility or more quota. Wade and Logan say that this process starts with the calves.

"If you don't have the management right, the genetics won't help you," Wade stresses. "It is one thing to have the genetic potential... it is another to reach it. In order to reach the animal's genetic potential, you have to start from birth. Every bump in the road can affect how the animal will perform when she reaches lactation. Calving out at 22 months has been part of the transition, and animals that are not ready to be bred by 13 months will be sold." It is very rare at Tiny Acres to have an animal not be ready for breeding at 13 months, and this is with a stocking density of 150% in their current heifer barn.

When it comes to breeding animals, Tiny Acres works with their ABS rep James to create the best breeding plan for their herd's needs. In 2020, most of their heifers will be at 2500 Pro \$ or more, keeping a strong genetic profile. This breeding strategy ensures that only the best genetics move forward in the herd. To further enhance the genetics in their herd, Tiny Acres genotypes every animal (in large part to confirm parentage) and exclusively uses high-ranking Genomic Young Sires. When it comes to specific bulls, Tiny Acres wants the latest and greatest. When they work with their breeder, they look for new blood lines with high rank in both Pro\$ and Net Merit.

The animal's performance is only part of the equation; the workforce also helps, and they found that happy workers raise better cows. Wade and Logan work with their barn manager "Super Mario" to make the operation run smoothly and efficiently. When milking three times a day, everyone needs to play to their strengths. Tiny Acres' workforce is primarily from the Philippines, and when they start working at the farm they work with a detailed job description (outlined by Penn State) to make sure the care and management helps each animal reach their genetic potential. The Tiny Acres staff works as a partnership, and this helps everyone meet their goals.

By looking at genetics as a business decision, Tiny Acres has been able to use it and management hand-in-hand. This has allowed them to build for a better tomorrow without having to break new ground or invest in more quota!



FOUR OF A KIND!

CALBRETT SHOTTLE
TEEKAH
 EX-93-3E-CAN 9* (5/40)



DUHIBOU SAMUELO
PORTEFOLIO
 EX-95-4E-CAN 11* (8/48)



- Breeder: Cormdale Genetics Inc. (CALBRETT) and Dan Doner (DON049)
- Owner: Smithden Holsteins Inc. (SMITHDEN)
- Best 305: 5-year-old (3rd Lact) 26,986 kg, 3.8% fat, 3.3% protein
- Lifetime: 5 lactations, 96,891 kg, 3.9% Fat, 3.3% Protein
- Awards: Longtime Production Award 80,000 (2016), two Superior Lactations (3 yrs and 5 yrs), Reserve Grand Champion, Bruce-Grey County Show 2012.

Calbrett Shottle Teekah is a strong member of the Smithden herd and influential around the world. She is a fourth generation Excellent, and she has continued this stellar reputation with her progeny. She is also a third-generation Star Brood cow, with nine stars.

Teekah has earned her reputation in the barn, and she has a lifetime production of 96,891 kg of milk in just five lactations. She has a strong family behind her, with Shottle as her powerhouse sire and Helmcrest Champion Tabby (EX-94-2E 2*) as her dam. Tabby has a lineup of awards and production recognition of her own, including being Reserve All-Canadian Sr. 3-year-old in 2007, a Superior Productions Award, and a Longtime Production Award 60,000 kg.

Teekah has become a very influential matriarch, with 13 daughters and one son classified to date with 6EX, 6VG and 2GP. Two notable daughters, a Jordan 2-yr old in Italy and a Windbrook daughter in the United Kingdom, have great show reputations. She herself has a score to rave about: 93 points (3E) and a Mammary System of 94, Feet and Leg Score of 92, Dairy Strength of 92 and a Rump score of 93.

Teekah's lineage will be one to watch as her family grows and develops. This herd favourite is still turning the heads of fellow breeders and farm visitors alike!

- Breeder/Owner: Ferme Duhibou Inc (DUHIBOU)
- Best 305: 6 year old (4th Lactation) 21,279 kg, 5.4% Fat, 3.5% Protein
- Lifetime: 6 lact. 103,082 kg, 5% Fat, 3.4% Protein
- Awards: Longtime Production Award (100,000), 4 Superior Lactations (3Yr, 5Yr, 6Yr.& 9Yr), Super 3 (2014), 1st Mature Cow Bassin De La Chaudiere (2013)

Duhibou Samuelo Portefolio is a force to be reckoned with in the barn. She has astonishing production records, with over 100,000 kg of lifetime production, four Superior lactations, and one Super 3.

Portefolio's 11 stars prove that her genetics and production have passed down through the generations. Several of her daughters, granddaughters and great-granddaughters have lactation awards and show winnings to their name. Portefolio's progeny have been Jr Champion at the 2016 WDE (Duhibou Fever Pirahna), and she has had five daughters become Jr Champions, 4-H Jr Champions, and Grand Champions at some point in their lives.

The success of her and her daughters has brought a new level of visibility to the international Holstein market. This family has had many All-Canadian, All-American and All-Quebec titles and nominations.

Her strength in production is backed by her strength in Classification. Scoring 95 points (4E) is no easy feat, and her classification breakdown does her proud: 96 points scored for Mammary System, 91 points scored for Feet and Legs, 97 points for Dairy Strength, and 96 points for Rump. Her Classification success has carried through the generations with 3 EX daughters, 13 VG and 4 GP.

Portefolio has not only left her mark within the Duhibou herd but also across the Holstein breed. Her legacy will last through the generations!

KNONAU DALE
JASMINE
 EX-96-4E-CAN 5* (7/18)



LOYALYN GOLDWYN
JUNE
 EX-97-5E-CAN 1* (0/8)



- Breeder: Knonaudale Farms Inc (KNONAU DALE)
- Owner: Kingsway Farms (KINGSWAY)
- Best 305: 8 year old (6th Lactation) 17,236 kg, 5.0% Fat, 3.5% Protein
- Lifetime: 77,382 kg, 4.5% Fat, 3.5% Protein
- Awards: Longtime Production Award (60,000), Superior Lactation (8Yrs), Reserve All Canadian Longtime Production 2017, All-Ontario Longtime Production 2017, HM All-Ontario Mature Cow 2015, DHI High Production Award: Royal 2017

Knonaudale Jasmine is a prime example of the reputation Canadian genetics have built internationally. This Goldwyn daughter has sourced out genetics all over the globe, with an impressive 120 sexed embryos sold worldwide alongside her daughters and granddaughters.

Jasmine is the fourth generation in a lineage full of All Canadian and All America nominations. She is also a part of a three-generation Breeders Herd, which most recently placed third at the 2017 Royal Agricultural Winter Fair. Jasmine's progeny is already showing their power in the industry, with direct family members earning HM Junior Calf at the 2018 WDE, Reserve Junior Calf at the 2019 RAWF and TD Classic 2019 Grand Champion.

Jasmine backs up her show placings and genetics in the barn. She has completed six lactations with a total lifetime production of 77,382 kg. Her breakdown is something to brag about too, with a Mammary System score of 97, a Feet & Legs score of 97, Dairy Strength score of 95 and a Rump score of 93. Her daughters are equally impressive, with four EX daughters to date and three of them earning 94 points.

This beauty continues to show her strength through the generations. Her contributions in the show ring and, most importantly, in the barn show longevity and power within the Holstein breed.

- Breeder: Rob & Alice Bumstead (LOYALYN)
- Owner: Pierre Boulet (PIERSTEIN)
- Best 305: 9 Yr (6th Lact) 25,343 kg, 4.5% Fat, 3.7% Protein
- Lifetime: 7 lactations, 116,402 kg, 4.4% Fat, 3.5% Protein
- Awards: Longtime Production Award 80,000kg (2017), 2 Superior Lactations, HM Grand Royal 2015, 1st Longtime Production Award RAWF (2016, 2014), All-Canadian Longtime Production 2016, Reserve Canadian Longtime Production 2018, Reserve All-Canadian Mature Cow 2014, Reserve All-American Mature Cow 2014

Loyalyn Goldwyn June is an example of the true Canadian Kind. She is one of 12 animals (eight Holsteins, three Jerseys, and one Brown Swiss) to be awarded a Classification score of 97 points, the highest score ever handed out.

June has earned several show titles, including Supreme Champion at the Quebec Spring Show (2018 & 2019) and Long-Time Production Class winner three times at the RAWF. June's seven lactations with a lifetime production of 116,402 kg prove that she has the goods in both the show ring and the barn.

June's longevity, classification, and production success have continued through her daughters and granddaughters. June has 13 daughters, all classified 85 or higher (2 EX) and 28 granddaughters who all scored 83 or higher. June's 97 point Classification score comes easily to her with a breakdown of Mammary System score 97 (FA:9 RAH:9 RAW:9), Feet & Legs score of 97, Dairy Strength score of 97 and Rump score of 94. For over 13 years, June's longevity, production, and show results are remarkable, and she is bound to leave a legacy as the matriarch behind one of the great Holstein families.

WHO WILL HIT THE JACKPOT?

These are the four finalists for your pick of Cow of the Year! The voting ends Friday, March 6, 2020. Place your bets via one of these four easy ways:

1. ONLINE WEB ACCOUNT

2. E-MAIL
 cowoftheyear@holstein.ca

3. MAIL
 Postage-paid ballot
 20 Corporate Place P.O. Box 610
 Brantford, ON N3T 5R4

4. FAX
 519-756-5878

Each prefix or client ID is entitled to one vote. The announcement of the 2019 Cow of the Year winner will be made at Holstein Canada's Annual General Meeting of Members, Saturday, April 18, 2020 in Regina, Saskatchewan.

DAIRY FARMERS OF CANADA & CINEPLEX SHOW THAT



“Real butter is better and Canadian butter is BEST”!

The first quarter results of the partnership between Dairy Farmers of Canada (DFC) and Cineplex are in and so far, Canadians agree: popcorn really is better with real butter.



The yearlong partnership, which launched July 1, was designed to promote real butter popcorn topping in support of products made with 100% Canadian dairy.

Over the past month, four-in-ten Canadians have visited a Cineplex, allowing DFC to reach a large number of Canadians in a popular environment. Among Cineplex visitors, 1-in-3 have seen the campaign, 64% of whom have reported adding real butter to their popcorn.

Butter sales have also increased over the past three months compared with the same time period last year, translating the partnership efforts into concrete results and offering new targets for the next quarter.

In addition to the encouraging consumer statistics, the testimonials from movie-goers have also been extremely positive. Consumers have shared their understanding of the campaign through statements such as “the butter is made with high-quality dairy,” “Dairy Farmers of Canada will provide real butter for your popcorn,” and best of all: “real butter is better and Canadian butter is best.”

Thanks to the campaign, DFC's Blue Cow logo has been featured prominently in 60 major Cineplex theatres across

Canada through a full suite of advertising and branding vehicles. This includes a profile in the Cineplex Pre Show, point-of-sale decals, butter dispenser signage, lobby digital screens and full-page ads in Cineplex Magazine.

DFC's research shows that over 80% of Canadians now recognize the Blue Cow logo and what it stands for.

According to Pamela Nalewajek, Vice-President of Marketing for DFC, the combination of the logo and Cineplex's famous popcorn means “Cineplex customers can feel good about treating themselves to real butter on their popcorn, knowing it was made from 100% Canadian milk.”

The success of the partnership thus far is sparking anticipation for the remainder of the campaign, which continues until June 30, 2020. But it's more than a thriving collaboration – it's a public reminder that Canadian dairy producers make the small moments in life so much better!

CODING OFFSPRING BORN FROM

Homozygous Polled Parents

One of the greatest advantages of a Herdbook is the publication of genetic traits, coat colour, and transmission codes attributed to an animal's record. To take advantage of this feature for breeding decisions, you must be aware how we capture and record these codes. For this article, we will discuss the **Polled** transmission code.

Polled refers to animals born "naturally hornless." For many in the industry, this is a **desirable** physical characteristic to have for personal safety, animal health, and financial reasons. To make breeding decisions for polled, it is important to remember that the animal inherits the trait as a **dominant gene**.

If you report a calf as polled at the time of registration, Holstein Canada validates the source of the polled gene as either from a polled dam, polled sire or both as part of the verification process. Another way Holstein Canada validates them is from test results of approved labs. Holstein Canada applies the specific polled code as noted in the descriptions below:

Polled Code descriptions:

POS = True polled (homozygous PP)

POC = Carrier of polled (heterozygous Pp)

POF = Free of polled

POR = Animals without horns (reported born hornless – not tested)

What's New

Due to the dominance of the gene, Holstein Canada will automatically apply coding to calf registration in accordance to their parents' polled coding.

In November 2019, Holstein Canada began applying a new automated polled coding process with random validation testing. If both parents are coded with POS, the calf will be coded POS. If either parent is coded with POS, the calf will be coded with POC. The polled coding updates are applied during a nightly process. As a result, some animals may not have their automated code on the Web Animal Inquiry until the day following registration.

Retroactively, we will update the base population of animals registered in the previous 18 years. If you have any animals who did not get not updated or have any questions, please do not hesitate to call Customer Service at **1-855-756-8300** or email us at customerservice@holstein.ca.



Dear Customer Service Team

This week, Bilingual Customer Service Representative **Debbie Laberge** will be talking about abnormal gestation. Debbie has been with Holstein Canada for the last 11 years. She enjoys daily interactions with our customers and is passionate about assisting dairy producers with their questions.



Why are registrations held pending additional verifications?

Over the next few issues of InfoHolstein, we are going to share some of the reasons why registrations are held pending additional verification. For this article, we will review one of the most common reasons: abnormal gestation. By Herdbook definition, abnormal gestation is when the birth date and service date are not within 283 gestational days.

When the gestation calculates outside of the normal range, we need all the breeding dates and to validate the date of birth. For producers who use AI services and milk recording, Holstein Canada will use industry knowledge and partnerships to verify the submitted data. For producers who do not use these services, a phone call will be required to discuss commonly found causes of gestational date mix-ups.

If you notice that an animal registration is not available through the Animal Inquiry on our website or in your herd inventory on your Web Account, call us. We can quickly get the issue solved with a few short questions.

The most common reasons for abnormal gestation are:

- Additional breeding service information is required
- Typo or input error on the Date of Birth or Service Date
- The calf was truly born very premature or very late
- We are awaiting a hair sample for parentage verification

How you can help speed things up?

When submitting the application, indicate in the comment section if the calf was born early or late, was small or large. These indicators help us tailor our verifications and speed up the processing time on your registrations.

If you have any questions, you can reach Customer Service by phone at 1-855-756-8300 or by email at customerservice@holstein.ca. Take advantage of those phone calls to get your account or outstanding requests resolved as well! 🐄



Disciplinary Action

FOLLOWING AN INVESTIGATION, Holstein Canada has suspended one membership from the Association for two years and imposed fines and penalties in accordance with the Association's bylaws for providing false Herdbook information and infractions of Holstein

Show Ethic Rules. Public disclosure of names and specific details are confidential in accordance with Association policy. The suspended member will be subject to ongoing and close scrutiny and monitoring for a period of three years. 🚫

TOP SIREs ACCORDING TO AVERAGE FINAL SCORE OF FIRST LACTATION DAUGHTERS

Based on 1st Lactation Classifications September/October 2019

Top 10 Sires with 100+ Daughters Classified in Two-Month Period

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
SOLOMON	242	82.45	82.94
JACOBY	129	82.36	82.49
APPLICABLE	182	81.80	81.85
CLASSIC	121	81.66	81.94
LIGHT MY FIRE	221	81.57	81.67
CONTROL	788	81.30	81.59
CINDERDOOR	183	81.22	81.92
HIGH OCTANE	134	81.20	81.49
CARMELLO	178	81.03	81.20
WICKHAM	129	81.01	80.78

Top 10 Sires with 30-100 Daughters Classified in Two-Month Period

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
G W ATWOOD	50	83.10	83.38
AMMO-P*RC	32	81.84	81.13
AFTERSHOCK	49	81.80	82.18
COATICOOK	30	81.77	81.47
ALLIGATOR	47	81.72	80.51
BRADNICK	56	81.63	81.14
ERIC	46	81.46	81.04
BOMBERO	33	81.45	80.33
INCREDIBULL-RED	52	81.38	80.90
ADAGIO-P	98	81.34	80.81

NOTE: Daughters are included in the statistics only if both the daughter and her dam calved for the first time before 30 months and were both first classified within the first six months of lactation. Sires listed must have ≥ 50% of daughters that improve in score over the dam.

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

JANUARY

ON Wellington
 ON **MR** Oxford
 QC **MR** Riviere du Loup, Temiscouata, Rimouski, Matane, Matapedia, Bonaventure, Arthabaska, Megantic, Lotbiniere, Nicolet, Yamaska
 BC **MR**

EARLY

ON **MR** Perth
 QC **MR** Wolfe

MID

ON Nipissing, Algoma, Timiskaming, Cochrane, Thunder Bay
 QC Frontenac, Beauce
 QC **MR** Drummond

LATE

AB
 MB

FEBRUARY

AB
 MB
 ON Dundas, Prescott
 ON **MR** Oxford
 QC **MR** Richelieu, Vercheres, Rouville
 QC Dorchester, Quebec & Montmorency

EARLY

ON **MR** Perth
 ON Stormont, Glengarry, Russell, Carleton, Niagara, Wentworth, Brant
 QC **MR** Bagot, St-Hyacinthe, Labelle, Papineau, Gatineau, Argenteuil, Deux-Montagnes, Terrebonne
 QC Levis, Bellechasse, Montmagny

MID

QC **MR** Abitibi, Temiscamingue

LATE

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.

Looking for someone to speak to your group or classroom?



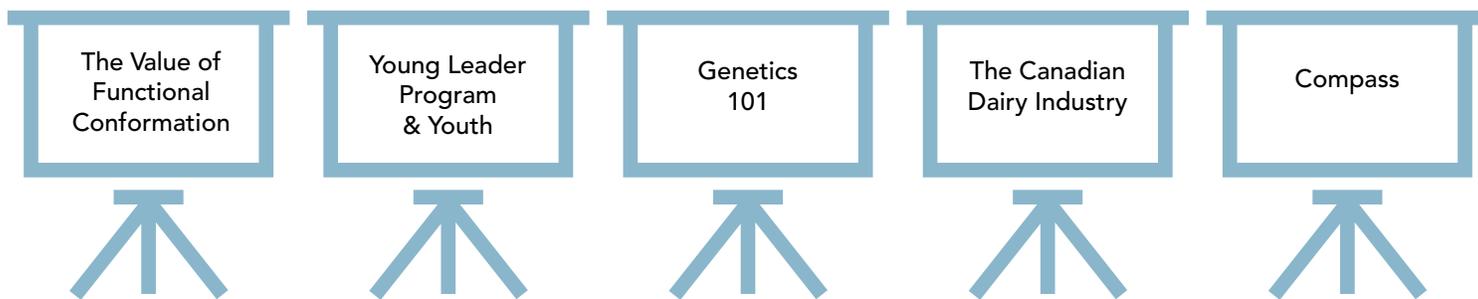
MEET HOLSTEIN CANADA'S

Education & Extension Specialist

Holstein Canada's Extension and Education Specialist Michelle Linington is knowledgeable and well-equipped to talk to your group about the dairy industry and Holstein Canada's services.



CHOOSE FROM ONE OF OUR MANY PRESENTATIONS:



Need more information or want to book a presentation? Contact us today!

✉ educationext@holstein.ca ☎ 1-855-756-8300 English: ext. 256 French: ext. 266



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