

info Holstein

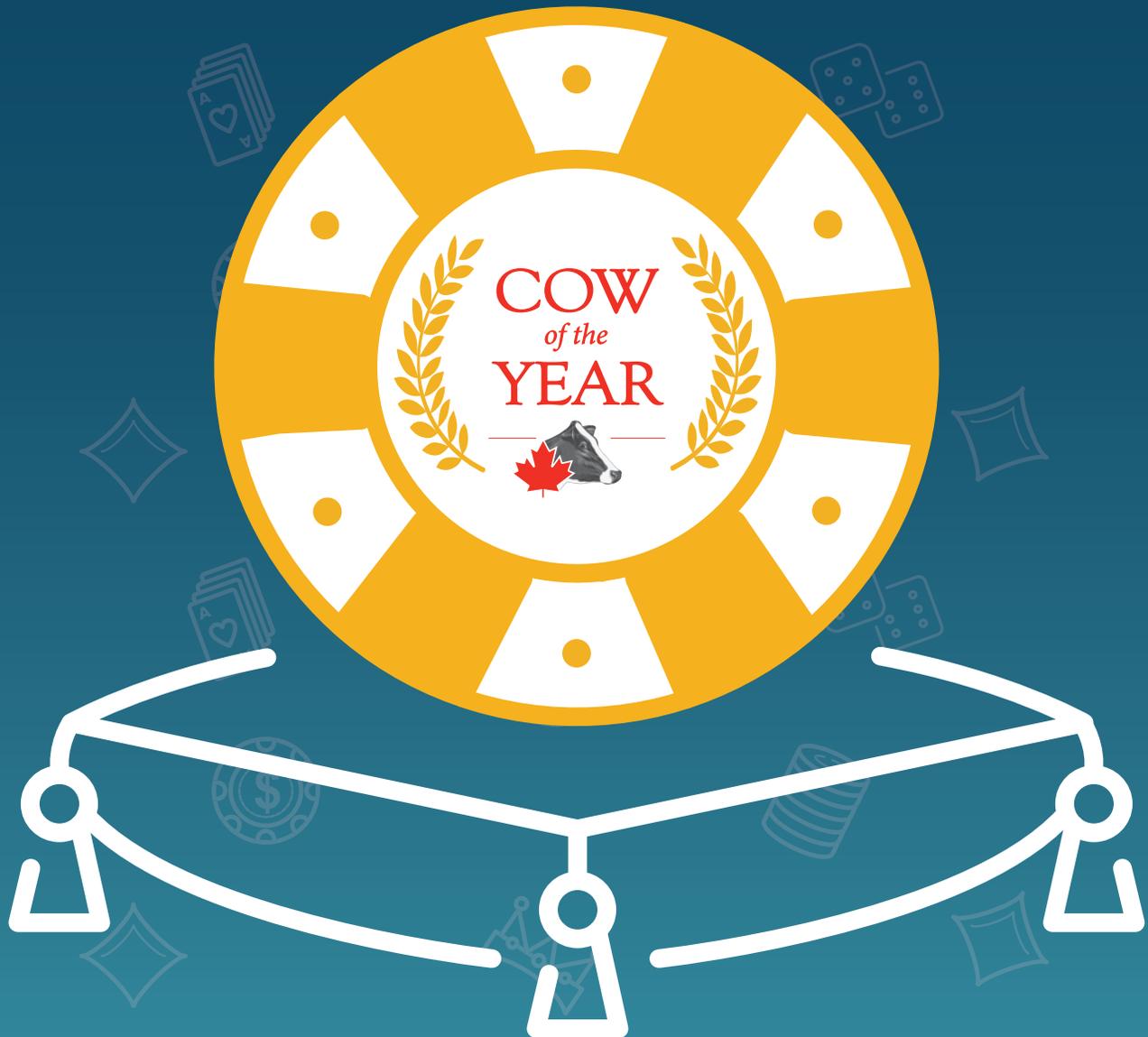
September/October 2019 issue no. 159

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



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ABOVE: Shania Postma explains how she takes care of her calves in our Young Leader Profile on page 5; read about producers also making and selling their own dairy products starting on page 10; and Roxanne McInnis tells you all about registration application mistakes on page 18!

ON THE COVER: Photo taken at Yvon Richard & Fils Inc. (Rigo) during the 2018 National Holstein Convention Farm Tours.

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GERALD SCHIPPER | President, Holstein Canada

President's Message

DEAR MEMBERS,

It has been a privilege being your President since April. I have so enjoyed meeting fellow Holstein enthusiasts at summer events, and I look forward to seeing many more of you in the coming months. Your thoughts and comments inspire the Board of Directors, so keep them coming!

Change is the one constant in dairying these days. Holstein Canada has also been changing with the times, with new software, new services, new ways of communicating, and new faces having all become regular features of our business in recent years. It's all good!

We will be experiencing a significant change in May 2020 when our current CEO Ann Louise Carson steps down to enjoy some well-deserved personal time. After a 40-year career devoted to the Canadian dairy industry, we appreciate Ann Louise giving the Board the time to plan the next chapter of leadership. We'll continue to carry out the current three-year Strategic Plan with the great team Ann Louise has put together over her eight years at the helm of our association.

I want to convey to our members that the Board has devoted time and energy over the summer to taking a deep look at the profile needed for our future CEO in this new and exciting environment. We will be devoting the fall to the recruitment process, so stay tuned!

All the best with the fall activities – on and off the farm! Let's hope the good weather we didn't get in spring and early summer is waiting to spoil us in the coming months. 🇨🇦

Call for National Director Nominations

THERE IS AN OPEN CALL for nominations for National Directors in the Electoral Districts listed to the right. Clubs located in these districts will receive official notification of the call in September, and nominations will close December 6, 2019. Ballots will be mailed out to all voting members in the districts with more than one candidate by January 6, 2020 and voting closes on February 6, 2020. The criteria for the National Director Eligibility can be found in the Association's By-laws on www.holstein.ca and nomination forms can be obtained from your local Holstein Club, Provincial Branch, or by contacting Suzanne Jalbert at sjalbert@holstein.ca or 1-855-756-8300 ext. 241. 🇨🇦

Electoral Districts 2020

Atlantic Canada

Western Ontario

Eastern Québec

Saskatchewan &
Manitoba



Calf Care Management With Young Leader Shania Postma

SHANIA POSTMA FARMS WITH HER PARENTS, Art and Anita, and her three younger sisters Martina, Karlina and Alicia in Deroche, B.C. They are currently milking 440 cows in a 40-stall DeLaval rotary parlour two times a day. She works alongside her dad as a herd manager, looking after the herd health, calving cows, calf raising, record keeping, and other day-to-day chores on the dairy. Her grandparents started farming there in 1966, and her grandfather still helps where he can. In 2010, they created their Holstein Canada prefix PREMIERWEST, and have been registering calves and classifying under it ever since. Shania is proud to be a third-generation dairy farmer, and she has a lot of input on the farm's future!

What is your current calf/replacement animal housing like? Is there anything that you wish to change, and if so, what and why? We built a new calf facility last June that can house 144 calves in individual pens. We have both forced air with tube ventilation and several 55" variable speed fans. We feed with milk powder in an automated calf-feeding cart twice daily. We use sawdust for bedding, which is managed on a daily basis based on the time of year and the age of the heifer. Currently, things are working well for us, and we are happy with our new heifer facility.

What is your farming philosophy when it comes to raising replacement animals? Our philosophy for raising replacements is to work with the animals that have the highest genomic values, and attempt to sell the rest to the domestic market. We currently use sexed semen on the top 25% of our herd, including heifers, 50% conventional semen, and 25% beef on our bottom-end animals.

What kind of calving protocol do you follow? What type of first defense do you use? What are your ideal goals when it comes to administering the first feeding? Through genetic selection for calving ability and daughter calving ability, we rarely have to pull calves. As soon as possible after birth, we navel dip all calves with iodine tincture. We have recently invested in a unit called Matilda, which both pasteurizes and warms our colostrum to the recommended temperature. The calves are then moved from the calving pen over to the calf facility, where they will stay until they are weaned.

When it comes to raising the animals, what kind of program do you use? What tools help make sure that you have a good success rate when raising them? What are your objectives? We raise our animals to the highest standards possible, focusing on best management



practices set by the Dairy Code of Practice and proAction® requirements. We work closely with our veterinarian and the Calf Care Program they provide through their practice. It consists of three visits between birth and weaning, taking note of the calf's current weight and blood protein, and administering typical management practices such as vaccines, dehorning, and tracking overall calf health. This program provides us with passive transfer data and helps us track average daily gains.

We also work with our nutritionist to ensure we keep a close eye on the heifer's condition, and consistently aim to meet their dietary needs for their individual stage of life. Our main objective is to have comfortable, healthy animals raised in a low-stress environment throughout their entire life on our farm.

Do you see any specific challenges when it comes to raising your replacement animals? Is there anything that you would change in your raising protocol?

There are always challenges in raising animals; however, we are fortunate to have a dedicated team that helps us overcome and embrace the day-to-day challenges which may come up. We strive to keep things as consistent as possible and make sure there is always strong communication between team members. Currently, we would change nothing on our raising protocol.

What are your thoughts on a “zero to zero” approach when it comes to raising the calves? Do you think it is achievable with a program like the one you use?

Our zero to zero approach is based on giving newborns the best start possible! We focus on keeping the calving area clean, feeding them high-quality colostrum as soon as we can after they are born, keeping them in a well-ventilated, clean facility, and working with our vet to keep our vaccination protocol up to date. 🇨🇦



Education Award Applications are Now Available!

Are you an actively-involved Young Leader? Do you want a chance to win \$1000? Every year, Holstein Canada offers six \$1000 scholarships, and one of those scholarships could be yours! These awards are dispersed nationwide, with one each in the Atlantic Provinces and Western Canada, and two in both Ontario and Quebec.

CRITERIA:

- Must be a regular or junior member of Holstein Canada; or a son/daughter of a member; or a member-farm employee that is supported by their employer.
- Must have completed at least one year of university/college (or Cégep in Quebec).
- Must be returning to school within the calendar year.
- Must fill out and complete the application form found on the Holstein Canada website. Go to www.holstein.ca > Membership Programs > Young Leader Program > Awards & Recognition.
- Submit a 2-3 minute video OR a 500-word essay on the following topic: *How can youth programs and opportunities help shape the industry leaders of tomorrow?*
- If this is something that interests you, please send your completed application to the Programs Coordinator at ctolhurst@holstein.ca no later than **December 20, 2019**.

Classifier Conference 2019 Recap

THE HOLSTEIN CANADA

CLASSIFICATION team met for their semi-annual Classifier Conference, June 17 to 21. The team spent its time cross training with various staff members in the office and on-farm with the Field Staff in order to get a clearer and more substantial understanding of all the services Holstein Canada offers.

All members of our field team underwent two days of training and working with the genetics decision software Compass, with the anticipated launch of the program this fall. The team was the first to explore Compass in its full capacity, and became well versed in the program's many features. After spending a morning in the classroom, the team took Compass into the barn to work with a Holstein Canada member's data in real time. Working through several scenarios, the team gained a strong understanding of Compass, resulting in their being able to assist members with the software once it becomes available to dairy producers.

Knowing the client and identifying their needs quickly is a key aspect of customer service. To prepare for this, several of the week's activities and seminars focused on how to serve our members better when visiting a farm. Our team undertook training to help them better understand different personalities, while realizing that different working styles within a team can lead to the same outcome. Training on "Better Conversations for On-Farm Service Excellence" allowed the team to look at how they approach each conversation respective of the individual to whom they are talking.

At the 2019 National Holstein Convention and AGM back in April, Holstein Canada announced a new, three-year strategic plan. CEO Ann Louise Carson walked the team

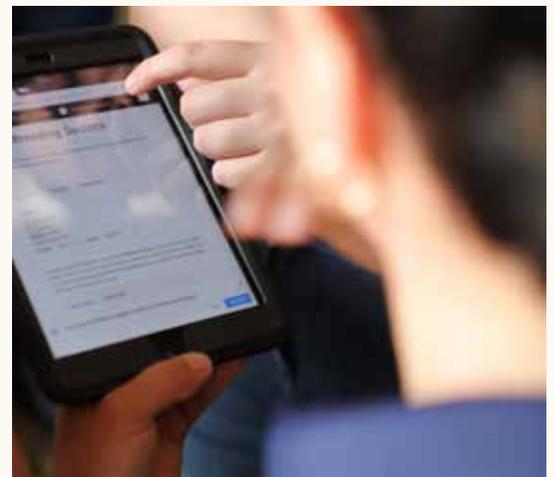
through the plan, which includes more emphasis on producer engagement, on-farm service excellence, growth and value, and value-added technology. These four parts of the Strategic Plan were highlighted throughout the week as part of our continuous efforts to improve and evolve Classification and Field Service.

Following the launch of the new Classification Re-Write Software, the Classification team will have more access to a variety of Holstein Canada services to help producers with other farm-related tasks. Classifiers will soon be able to help process registrations, transfer animals, and help order tags. In order to help members with these services, the team worked through several customer service case studies to ensure that when the software launches, our team will have extensive knowledge of our many services.

We rounded out the Classifier Conference with a team-building afternoon, where we welcomed and recognized the five new Classifiers and one Assessor that have joined the Holstein Canada team this past year.

A development of the Classification team allows for a more efficient customer service approach while out on farms, promoting a unique collaboration between Classification and Field Service. Holstein Canada continues to adapt to meet the diverse needs of producers, working hard to ensure the consistency and proficiency of the Field team.

Holstein Canada would like to thank Grieden Farms, Darcroft Farms, and Tanbark Farms (Little Brown Cow) for opening their doors to the Classification and Field Service team during this week! 🐄



A2A2: IS THERE A FUTURE FOR IT IN CANADA?

	A1	A2
A1	A1A1	A1A2
A1	A1A1	A1A2

50% A1 Homozygous
50% Heterozygous

	A1	A2
A1	A1A1	A1A2
A2	A1A2	A2A2

25% A1 Homozygous
50% Heterozygous
25% A1 Homozygous

	A2	A2
A1	A1A2	A1A2
A2	A2A2	A2A2

50% A2 Homozygous
50% Heterozygous

	A2	A2
A2	A2A2	A2A2
A2	A2A2	A2A2

100% A2 Homozygous

A2 has become a rising topic of conversation in the Canadian dairy industry over the last few years. Looking towards niche market growth and the suggestion that A2 milk positively impacts digestion of lactose, producers are consistently asking Holstein Canada field staff what A2 means and if they should consider transitioning their herd to be an A2A2 herd.

What is A2?

Milk protein is made up of about 30% beta casein. There are two different types of beta casein that can be found in milk: A1 and A2. These proteins are almost identical with the exception of one amino acid, but this simple amino acid difference changes how the human body digests the beta casein protein.

This difference in digestibility is what has caused the rise in popularity of A2A2 milk (simply called A2 milk). Some researchers believe that people who suffer from a sensitivity to milk proteins (about 25% of the population) would have less of an intolerance to the A2 protein. At this point, more human trials are needed to confirm that this is the case; however, trials in which rodents are used have shown promising results.

Breeding for A2 Milk

In order to have milk that would fit the A2 milk guidelines, an animal must be “homozygous” for the A2 protein. Homozygous means that the animal carries two copies of the same “allele”, a variant on the given gene. An animal that is homozygous and that will produce A2 milk will have both A2 alleles, and it must be born of parents that are either A2 homozygous or carry the gene. Several breeds demonstrate more frequency to homozygous A2 than Holsteins, including Jersey, Guernsey and Brown Swiss. Like all genetic progress, breeding for A2 homozygous animals can take time. There are a few breeding combinations which will result in A2 homozygous in the first generation of offspring. However, for most animals it can take several generations to get an A2A2 animal, as the probability of having an A2 homozygous offspring varies greatly with the dam and sire.

Though many producers are moving towards an A2 herd through the use of A2 sires, it is important to consider the current sire population. Only an estimated 35% of Holstein sires are A2 homozygous, and selecting for these bulls can result in a significant genetic cost. Limiting your sire selection to only 35% of the population will lower the genetic diversity and increase the inbreeding value within your herd, which can lead to negative impacts on production, fertility, and conformation. Staying informed while mating your herd is a best practice to ensuring you accomplish your breeding goals while maintaining herd health.

My A2 Status

A2 is a protein in the milk, meaning the naked eye cannot identify which animals within the herd are A2 homozygous or A2 carriers. To determine whether your animals are A2 homozygous or carriers of the gene, you can have a specific form of genetic testing done to determine the beta caseins in an animal. Similar to a genomic test, a hair or tissue sample is needed, and the lab looks at a specific section of the DNA to determine which genes are present. The test costs \$15, and can be done in addition to a genomic test or as a singular test on its own. Similar to a genomic test, a genotyping request form needs to be completed and sent with a sample to Holstein Canada.

Section 1	GENOMIC TEST REQUEST (Includes parentage verification)		Diagnostic Test(s)	
	<input type="checkbox"/> LD SNP Panel \$33	<input type="checkbox"/> LD SNP Panel Plus \$33 (includes the following) LD SNP Panel, BLAD, Coat Colour, DUMPS	<input type="checkbox"/> BLAD \$35 <input type="checkbox"/> Brachyspina \$65 <input type="checkbox"/> Coat Colour \$35 <input type="checkbox"/> CVM \$40	<input type="checkbox"/> DUMPS \$35 <input type="checkbox"/> Mulefoot \$160 <input type="checkbox"/> Polled \$40 <input type="checkbox"/> Cholesterol Deficiency \$40 <input type="checkbox"/> Beta Casein A2 \$15
	US GENOMIC VALUES			
	<input type="checkbox"/> HO Females \$20	<input type="checkbox"/> HO Males \$285	<input type="checkbox"/> Do not distribute results from this animal to AI organization members of CDN (males only)	
	<input type="checkbox"/> JE Females \$44	<input type="checkbox"/> JE Males \$325		

A2: A Niche Market

A2 milk has become a large market in Australia and New Zealand, especially as brands like The a2 Milk Company become more highly distributed. The a2 Milk Company is currently the largest distributor of A2 milk in the world; currently in Australia, the company makes up 10% of the fresh milk market share and 32% market share of infant formula*! The a2 Milk Company now distributes to New Zealand, China, the United Kingdom and the United States. Since the introduction of A2 milk in the American market, all milk that is marketed by The a2 Milk Company is also certified with Validus Certification, requiring it to maintain several animal welfare standards. Some areas of the U.S. are starting to pay farmers premiums for A2 milk.

In Canada, all milk from all breeds is combined at the major processors, ensuring consistency in the quality of the milk sold from coast to coast. Currently there are only a few places where people can find A2A2 milk in Canada, as there are no large-scale processors strictly for A2A2. Canadian A2 milk comes from smaller, typically family-run processing facilities. A select group of private processors are distributing through niche grocery stores.

Sheldon Creek Dairy in Loretto, Ontario was the first farm in Canada to produce 100% A2 milk. As certified A2 milk cannot contain any A1 protein, the robot milkers divert the A2 milk to a separate milk line and holding tank, ensuring that the A2 milk does not come into contact with the A1 protein. Sheldon Creek Dairy has been joined by a few other producers of A2 milk in Canada, including D Dutchman Dairy Ltd. in Sicamous, B.C. This company started A2 milk distribution in Western Canada back in February of this year and has recently launched an A2 cheese line.

A2 – The Future of Milk?

There is still a great amount of research taking place to determine if the health benefits of A2 milk are as advertised. Conversations about the A2 milk market in Canada have become more widespread as this product becomes more readily accessible in other parts of the world. Several AI companies are now using the A2 gene to market animals. If you are interested in testing your herd for A2, visit the genotyping section of our website at www.holstein.ca/public/en/services/genotyping.

*according to The a2 Milk Company business page: <https://thea2milkcompany.com/about-us/our-businesses/>



FARM PROFILE

On-Farm Processors

Haanview Farms & Sheldon Creek Dairy

Ontario



By Merina Johnston, General Manager, Ontario Holsteins

PREFIX: HAANVIEW

PEOPLE INVOLVED: Five

OF YEARS AS A HOLSTEIN CANADA MEMBER: 43 years for John, 36 years for Bonnie. The den Haan family has been a member since 1953.

OF COWS MILKED: 60

OF ACRES FARMED: 500

FACILITY TYPE: Voluntary Milking System

HERD PRODUCTION AVERAGE (L/cow): 38 L/cow

HERD CLASSIFICATION: 13 EX, 42 VG, 20 GP

WHAT IS YOUR FEEDING SYSTEM? Total Mixed Ration

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED (OTHER THAN REGISTRATION): Classification, Genetic Testing



WHAT PRODUCTS DO YOU PROCESS?

Sheldon Creek Dairy crafts whole milk products such as fluid whole milk, chocolate milk, strawberry milk, eggnog, and many other seasonal fluid milk flavours of the month. We also craft a line of Greek-style yogurts, labneh, kefir, and frozen yogurt. We also make a line of flavoured butters and ghee. In February 2019, Sheldon Creek Dairy launched the first 100% A2 Milk in Canada, offering A2 Whole Milk as well as A2 Chocolate Milk

WHY DID YOU DECIDE TO DO ON-FARM DAIRY PROCESSING?

Bonnie had a corn stand at the end of the lane for many years and through this, we realized there was an opportunity for direct-to-customer farm market sales. Dairy Farmers of Ontario started the On-Farm Processors Program and after taking the AALP program, we thought it would be a great opportunity to sell direct to customers. Today we sell to over 180 locations across Ontario and enjoy innovating products.

WHAT IS YOUR HERD LIKE? HOW DOES YOUR FARMING OPERATION AFFECT YOUR PROCESS (IF AT ALL)?

It all starts with the cows. We breed for correct, balanced cows with well-attached udders because we believe this leads to increased longevity. Our oldest family runs over 20 generations deep in the HAANVIEW prefix and makes up 75% of the herd today. We strive for high production and we attain that through well-balanced rations and genetics.

Cow comfort is our focus in the robotic barn. Happy, healthy cows make quality milk, which is of the utmost importance when processing small batches. A lot of research went into the design, layout, and equipment in our new milking facility to ensure all the cows' needs were met and we are able to accommodate them in different day-to-day situations.

We also installed two separate milk transport and storage systems, one for A2 milk and one for our conventional milk so that we can separate them directly from the robot.

WHAT IS THE BIGGEST OBSTACLE YOU FACED IN SETTING UP THE PROCESSING?

WHAT HAVE YOU FACED SINCE? Figuring out the layout of the plant and where to find both equipment and tradesman. Once up and running we realized we had everything in place to make the product, but marketing, distribution and selling the product is a whole other business. We realized it was going to take numerous staff to do this, not just a couple of the family members.

The dairy is much like running a farm: the hours are similar, the work is physical and there are lots of challenges and excitement. In the dairy you have to like to clean. Most of the work is cleaning equipment and ensuring it is done perfectly as milk is not forgiving.

We have learned that your employees are your greatest asset; treat them well as they will allow you to capture your wildest dreams.

There's room for all of us in this industry. We may all be selling in the same industry as the larger producers, but there's room for all of us. We often say it's not competition, it's co-opetition. To be successful we as a dairy industry all need to stick together and find our niche markets to play in.

WHAT ARE YOUR PLANS FOR THE FUTURE?

Build an expansion onto our existing plant that allows us to grow with the growth at the farm. When we grow we do it strategically so we don't run out of milk or run out of space in production. We just moved into our new voluntary milking barn in December that allows us more room to grow; however, now the dairy needs to expand mainly in warehousing space to be able to continue to capture that growth.

WHAT IS THE FAN-FAVOURITE PRODUCT?

That's a toughie, probably eggnog; people say they aren't eggnog drinkers but love ours. I think it's because it's more like milk than the thicker eggnog you often find on the shelves. I think A2 Milk has been a great fan favourite as well, as the customer who is buying this product is leaving the dairy alternatives behind and coming back to drinking real milk. 🇨🇦



WHAT PRODUCTS DO YOU PROCESS?
Milk to make artisan cheese.

WHY DID YOU DECIDE TO DO ON-FARM DAIRY PROCESSING? Our father's passion was the main driver behind the idea of transforming our milk into artisan cheese ourselves. Jean had visited many farms, especially in Europe, where many of them were processing their own cheese, which motivated him even more. Jean operated the farm alone with his brother, but saw our interest in the farm; the cheese dairy was a project that would ensure the sustainability of our business. In 2008, our father jumped at the opportunity when the church rectory of Sainte-Élizabeth-de-Warwick was put up for sale. The first cheese was produced at the cheese dairy in 2009.

WHAT IS YOUR HERD LIKE? HOW DOES YOUR FARMING OPERATION AFFECT YOUR PROCESS (IF AT ALL)? Our herd is similar to many herds in Quebec, the major difference being that the feeding is 100% geared towards cheese production. We only feed dry hay to our cows, which represents another challenge for us. In 2016, we built a hay dryer to make it easier for us and also to produce better quality hay. The hay dryer allows us to mow the hay in small plots when hay is at its best. When it comes to genetics, we look at fat and protein because these two components will have an impact on the quality of our cheeses.

WHAT IS THE BIGGEST OBSTACLE YOU FACED IN SETTING UP THE PROCESSING? WHAT HAVE YOU FACED SINCE? The biggest obstacle was to make ourselves known and make our presence noticed in the marketplace. We had to

create quality products that would appeal to everyone and to all tastes. Now even more than before, we must be able to stand out among the imported cheeses. At the farm level, the biggest challenge was to ensure that we produce quality hay to feed our animals. The quality of the cheeses is heavily dependent on what the cows eat, so we must be careful and attentive to what we give them. The hay dryer has helped us greatly in improving the quality of dry hay.

WHAT ARE YOUR PLANS FOR THE FUTURE? As far as the cheese dairy is concerned, we have plans to expand the church rectory, which will allow us to have more space to mature our cheeses. We also want to modernize our sales counter. We would like to continue to develop other products. On the farm side, we are planning to expand the hay dryer and finish building our new free-stall robotized barn. We will also add a TMR mixer in the new barn to allow for better consistency in our feeding. This project will be a new challenge for us, as the mixture will be made with dry hay. We will have to find an alternative to have a uniform feed mix while keeping our hay.

WHAT IS THE FAN-FAVOURITE PRODUCT? One of our favourite products and a big seller is certainly the Louis d'Or. The Louis d'Or is a cheese that has won several prizes, including the Canadian Fine Cheese Competition for Best Firm Cheese in 2018. Surprisingly, the Bleu d'Élizabeth – a blue cheese – is also one of our most popular cheeses. This cheese has also won several prizes, including first place for the best blue-veined cheese in 2018 at the Sélection Caseus competition. It is known to be a balanced cheese, a good fit for those who



FARM PROFILE

On-Farm Processors

Ferme Louis d'Or



Sainte-Élizabeth-de-Warwick, Que.

By Kathy Lefebvre, Holstein Québec

PREFIX: LOUIS D'OR

PEOPLE INVOLVED: Jean Morin's children (from the eldest to the youngest): Thomas, Charles, Alexis and Èva

PEOPLE INVOLVED AT THE CHEESE DAIRY: Jean Morin and several employees

OF YEARS AS HOLSTEIN CANADA MEMBER: 30 years

OF COWS MILKED: 101 cows

OF ACRES FARMED: 474 acres, with 100 acres rented

FACILITY TYPE: Tie-stall, but three robots will be installed in a couple of months

HERD PRODUCTION AVERAGE: 10,282 kg

HERD CLASSIFICATION: 1 EX 2 Stars, 1 EX 3 Stars, 28 VG, 66 GP

WHAT IS YOUR FEEDING SYSTEM? Dry hay and concentrate feeder

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED (OTHER THAN REGISTRATION): Classification, Registration, Genomic Testing





FARM PROFILE

On-Farm Processors

Fox Hill Cheese House

Port Williams, Nova Scotia

By Natasha McKillop, Holstein Canada Field Service Business Partner

PREFIX: FOXHILL

PEOPLE INVOLVED: Richard and Ivonne Rand, their son Patrick, daughter-in-law Meghan, grandchildren Jessie-Rae and Roy Owen, as well as 15 employees in processing and the two store fronts

OF COWS MILKED: 50

OF ACRES FARMED: 375

FACILITY TYPE: Free-stall with tie-stall milking system

HERD PRODUCTION AVERAGE (L/cow): 30L/cow

WHAT IS YOUR FEEDING SYSTEM? Pasture, haylage, high moisture corn

ARE THERE OTHER BREEDS IN YOUR HERD? Yes, Jerseys and Jersey/Holstein crosses

HOLSTEIN CANADA SERVICES USED: NLID



WHAT PRODUCTS DO YOU

PROCESS? We have many types of products, including artisan cheeses (five varieties of Havarti, six varieties of Gouda, and three varieties of Cheddar), yogurt (vanilla and plain), queso fresco, quark, non-homogenized fluid milk (including chocolate) in glass and plastic bottles, and many different flavours of gelato.

WHY DID YOU DECIDE TO DO ON-FARM DAIRY PROCESSING?

It was an idea that had started as a way to add value to our milk. It evolved into a passion to bring back the nostalgia associated with producing products for our neighbours and community, and cultivating our relationships with them. We wanted to produce wholesome, real products. The "Buy Local" initiative, started by the Women's Institute, was a boon to us as well. People have a real desire to support their friends and neighbours, and to know and see how their food is grown, produced, and processed. We felt we could fill that niche, as we are totally integrated from seed, to grass, to milk, to cheese, and we wanted to be able to show them every step of the process.

WHAT IS YOUR HERD LIKE? HOW DOES YOUR FARMING OPERATION AFFECT YOUR PROCESSING (IF AT ALL)?

Our herd is comprised of Holsteins, Jerseys and Holstein/Jersey crosses. We focus on health and production, but components are of particular importance, as we require them to make a quality cheese, yogurt and other products, so we select our animals for these qualities. We also put our animals out on pasture and feed primarily grasses, as we feel it positively affects the flavour and components of our milk. A2A2 is a focus for us as well, since we feel it will offer different marketing opportunities.

WHAT IS THE BIGGEST OBSTACLE YOU FACED IN SETTING UP THE PROCESSING? WHAT HAVE YOU FACED SINCE?

We faced many hurdles when we started. One of the first was the regulatory process. It requires quite a bit of time and documentation, particularly if you want to become a federal processing facility. The CFIA, DFNS, and the Nova Scotia Natural Products Council were all regulatory bodies that we worked with to meet their requirements to be able to process our products. Acquiring funds to set up the facility and to purchase processing equipment also presented their own challenges. There was also a learning curve when we began developing products, because simple is not always simple! There is a lot of math, applied science and chemistry that goes into cheese making. Luckily, we had a great mentor in Buttercup Dairy, and we gained a lot from their knowledge and experience. Finally, making the transition from working with our family to becoming a manager of 15 employees was also challenging.

WHAT ARE YOUR PLANS FOR THE FUTURE?

We hope to incorporate more products into our lineup, specifically butter and cream. We are always thinking about new products that can fill our niche market demand.

WHAT IS THE FAN-FAVORITE PRODUCT?

Everything is a favorite! If it is not a good seller, it is removed from our lineup. If I had to pick one, I would say fresh curds; we cannot keep them on the shelf! 🇨🇦

Herd Health: Functional Traits

MAINTAINING an economic yet efficient and effective bottom line is a priority for farmers today. The scientific advancements in the Holstein Breed Genome can play a vital role in the success of that priority. As our industry advances, so does the knowledge of our cow, adding more health and fertility traits to the Functional Traits category within the National Indexes and Sire Proofs. Currently, there are 12 listed functional traits; however, some of these traits are an index of several other components, which usually have high correlations to one another. By looking at functional traits when breeding, you are not only setting yourself up for a healthier herd, but a herd that consistently gains in reproduction and avoids complications down the road.

FERTILITY TRAITS

Daughter Fertility, Calving Ability and Daughter Calving Ability are the three functional traits relating to reproduction. Daughter Fertility, introduced in August 2004, is a combination of four traits affecting calving:

- **Age at first insemination for heifers**
- **56-day Non-Return Rate (NRR) in heifers**
- **Interval from calving to first insemination within each lactation for cows**
- **56-day NRR in cows**

Daughter Fertility has a low heritability and is largely affected by the environment and management of the animal. Though Daughter Fertility has low heritability, it has high economic value: extended days open can have significant negative monetary effects, capitalized by increased insemination costs as well as milk production loss. Attention needs to be placed on Daughter Fertility to help minimize economic loss due to fertility issues. Breeding for Daughter Fertility helps improve conception rate, while decreasing interval rates.

Figure 1: Traits with Proof Correlations $\geq 10\%$ with Daughter Fertility (April 2019)

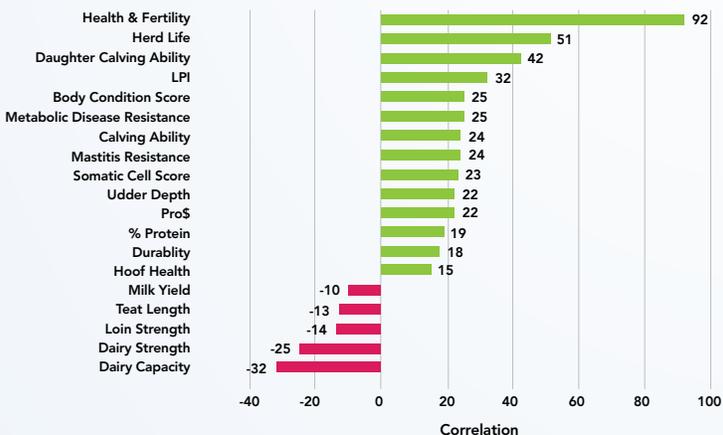


Figure 1 shows the proof correlations of Holstein bulls (April 2019 official proofs) for the traits, which had $\geq 10\%$ correlation with Daughter Fertility.

Table 1: Female Fertility Traits with Published Bull Proofs and their Relationship with Daughter Fertility

MEASURE OF FEMALE FERTILITY	WEIGHT IN DF FORMULA	CORRELATION WITH DF
Heifers:		
• Age at First Service		~0%
• Non-Return Rate	10%	53%
• Interval from First Service to Conception		68%
Cows:		
• Interval from Calving to First Service	15%	34%
• Non-Return Rate	20%	91%
• Interval from First Service to Conception	25%	95%
• Days Open		86%

Calving Ability and Daughter Calving Ability both look at the performance for calving ease and the calf survival rate (Tables 2 and 3). Daughter Calving Ability is an index, which aims to provide genetic information that aids in reducing calving problems while increasing the rate of calf survival, particularly at first calving. Calving Ability is important when looking at sires to mate to heifers or small cows to avoid complications at calving. Calving Ability identifies sires that increase the likelihood that their offspring will be born alive and without complication.

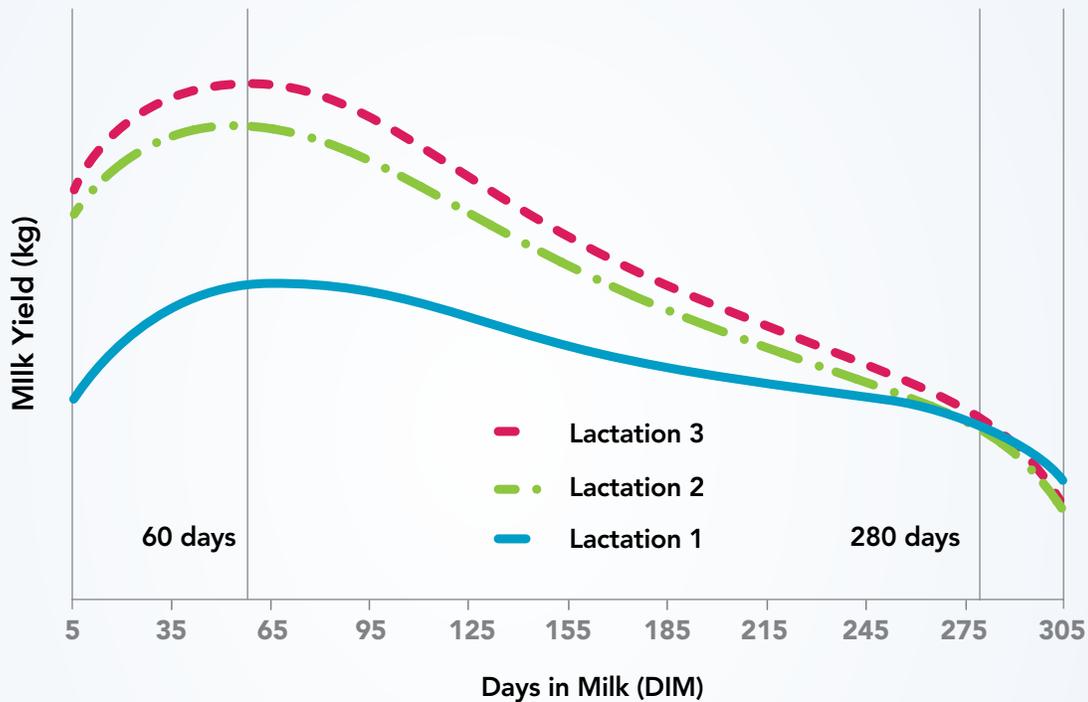
Table 2: Calving Performance Traits with Published Bull Proofs and their Relationship with Daughter Calving Ability (DCA)

MEASURE OF CALVING PERFORMANCE	WEIGHT IN DCA FORMULA	CORRELATION WITH DCA
Maternal Calving Performance:		
• Calving Ease at First Calving	24%	84%
• Calf Survival at First Calving	36%	88%
• Calving Ease at Later Calvings	16%	66%
• Calf Survival at Later Calvings	24%	70%
Sire (Direct) Calving Performance:		
• Calving Ease at First Calving		29%
• Calf Survival at First Calving		27%
• Calving Ease at Later Calvings		27%
• Calf Survival at Later Calvings		18%

Table 3: Calving Performance Traits with Published Bull Proofs and their Relationship with Calving Ability (CA)

MEASURE OF CALVING PERFORMANCE	WEIGHT IN CA FORMULA	CORRELATION WITH CA
Maternal Calving Performance:		
• Calving Ease at First Calving		38%
• Calf Survival at First Calving		16%
• Calving Ease at Later Calvings		33%
• Calf Survival at Later Calvings		16%
Sire (Direct) Calving Performance:		
• Calving Ease at First Calving	64%	98%
• Calf Survival at First Calving	16%	81%
• Calving Ease at Later Calvings	16%	86%
• Calf Survival at Later Calvings	4%	65%

Figure 2: Typical Holstein Lactation Curves & Measure of Lactation Persistency



FUNCTIONAL TRAITS

Herd Life is an index which looks at several aspects of longevity and survival of offspring. These can be broken down into Indirect Herd Life and Direct Herd Life. In Canada, Herd Life is designed to be independent of Daughter Production and therefore only non-production traits help predict Indirect Herd Life. Direct Herd Life considers survival through 1-3 lactations, as individual correlations, measuring longevity. Selecting for Herd Life will give animals the potential to remain in the herd, withstanding involuntary culling.

Lactation Persistency is positively related to milk, fat and protein levels. Selecting for Lactation Persistency has economic benefits such as increased milk production and lower SCC. Lactation Persistency also has a positive correlation with several Mammary Systems traits, and is a great indicator of udder health. Lactation Persistency in Holsteins refers to the production of an animal at 60 days and 280 days in milk (Figure 2). Looking at the comparative difference shows the persistency of the animal. For example, if a first lactation cow had a persistency of 75%, she would genetically be producing 75% at 280 days when compared to her peak lactation at 60 days. The breed average RBV for Lactation Persistency is scaled to 100, every 5-point increase in RBV between sires, will result in daughters having a 3% increase in Lactation Persistency.

AUXILIARY TRAITS

Milking Speed is measured in the first lactation when your Lactanet Representative comes to collect samples for milk testing. When looking at a bull proof, the average RBV value is 100, and therefore 100 is the average milking speed. This value represents that 69%

of future daughters are appraised at having an average to fast milk speed. Milking Speed is evaluated as "Very Slow", "Slow", "Average", "Fast" and "Very Fast". When mating for Milking Speed a producer only needs to consider when an animal is an extreme indicator, i.e. "Very Slow" or "Very Fast".

Similar to Milking Speed, data for Milking Temperament is collected at first lactation. This is defined as milking behavior, ease of handling and aggressiveness at the bunk. Animals are identified as "Very Nervous", "Nervous", "Average", "Calm" or "Very Calm". Milking Speed and Temperament have also been shown to relate to each other, with calm cows milking out faster than nervous animals. In Holsteins, approximately 90% of animals fall between "Average" and "Very Calm".

Historically, conformation and production were the two main ingredients when making on-farm mating decisions. The past decade of scientific advancement has provided producers with knowledge that expands the health of their herds. While many of the Functional Traits are correlated directly to conformation and production, we now have more information available when breeding our herd. Considering functional traits as part of your breeding philosophy will promote long-lasting, healthier cows in your barn. Continue to follow this series as we discuss the functional traits related to disease resistance and animal health, published in our next issue of *InfoHolstein*.

Awareness of the Blue Cow Logo at an All-Time High



A recent Dairy Farmers of Canada (DFC) marketing campaign delivered exceptional results, with awareness of the Blue Cow logo reaching the highest point since its introduction.

The objectives of the dairy image campaign, which ran for six weeks from January 28 to March 10 across Canada, were to change the perceptions millennials have towards dairy products, raise their knowledge about the positive aspects of Canadian dairy, increase consumption, and build brand awareness as it relates to their values.

**LOOK
FOR THE
LOGO**
#BUYCANADIAN



Millennials are the fastest growing demographic group in Canada and they are quickly becoming the group with the strongest buying power. They also consume less dairy than previous generations. For those reasons, the DFC Board of Directors identified them as a key target audience. As such, the strategic direction of the campaign aimed at addressing the myths and misconceptions around the dairy industry.

20 Million Canadians!

Addressing issues that resonate with millennials and other Canadians, such as artificial growth hormones, farm size and animal care, the national campaign saw both English and French advertisement placement on various mediums, including television, online and social media, and transit shelters. It delivered "Gold Standard" results according to independent market research.

The campaign delivered four key successes:

1. The Blue Cow logo awareness is at its highest point since introduction: over four in five Canadians are now aware of the quality milk logo, and that's roughly 20 million Canadians!

2. The image campaign resulted in far more Canadians understanding key messages around dairy, namely that it's produced without artificial growth hormones, it contains no antibiotics, and comes from small family-run farms.
3. The campaign achieved exceptional breakthrough with almost 14 million Canadians seeing the campaign.
4. As an added benefit, the campaign made Canadians feel more positively toward dairy farmers. Those who saw it felt better about dairy farmers and said they were likely to consume more dairy as a result.

Campaign Caught the Attention of Millennials

Awareness of the campaign among millennials hit 65%, compared to 59% for all Canadians. Engaging millennials is essential to the growth and future of the Canadian dairy sector. The social influence that this demographic exudes has the potential to shape both the policy and economic climate in which dairy farmers operate. Therefore, the success of the image campaign with millennials is welcomed news.



Team CANADA

The European Young Breeders School (EYBS) was created in 1999 for youth aged 13 to 25. Teams of six from across Europe and Australia gather in Battice, Belgium to participate in this annual event, which aims to teach young breeders how to judge, prepare their animals for a show, and market their genetics.

It has become an annual opportunity for our young leaders, too! Each year we send a team made up of winners from provincial competitions and/or successful candidates who made it through an interview process held within their region. Good luck to Team Canada 2019!



**LEE
MOREY**
Rochester, Alberta



**BRENT
SAYLES**
Paris, Ontario



**CLARISSA
MCCALLUM**
Sydenham, Ontario



**FRANCIS
BLANCHETTE**
Lemieux, Québec



**FRÉDÉRIC
FORTIER**
*Saint-Pierre-Baptiste,
Québec*



**BROOKE
BOONSTOPPLE**
Dumfries, New Brunswick



135 Years of Holstein Canada!

IMAGINE, IF YOU CAN, THE YEAR 1884:

small family farms and horse drawn carriages everywhere, herds of just a few cows, milking done by hand, and production yields a mere fraction of what they are today. It is hard to think back that far, or even try to picture the reality of the extensive manual labour required to run a farm. Fast-forward 135 years, and farms have drastically increased in size and production; conformation has achieved levels once thought unimaginable; and automation encompasses the dairy industry at every turn. 2019 marks the 135th anniversary of Holstein Canada, and this is 135 years of innovation and achievement.

Originally called the Holstein Friesian Association of Canada, the association incorporated nationally in 1901, becoming the only organization authorized to register Holsteins in Canada. This remains true today with the initiation of the Animal Pedigree Act (formally the Livestock Pedigree Act) in 1900. Registration grew to include animals born from Artificial Insemination (AI) in 1940. Thirty-three years later Holstein Canada registered its first ET calf and accepted the first registration for Red & White animals (1973). Registration became computerized in 1982, which was also the year that ear tagging became mandatory for dairy animals.

Classification began in 1925, with a team that only classified bulls. Two years later, our team started classifying females, and Classification continued to evolve over the next several years with the introduction of the class system in 1941, the linear code system in 1982, measurements of certain traits in 1993, and the start of All-Breeds Classification in 2005.

The true type model was introduced in the United States in 1922, and was adapted in Canada as well. In the 1930s, Canada commissioned Ross Butler to paint the first Canadian True Type Cow and Bull, which were first released in 1938. Butler then released the first sculptures in the 1940s.

One year before Butler's death, Holstein

Canada started to work with Ken Finucan, a renowned wildlife sculptor, to develop the latest addition of the True Type, and also introduced the 1st lactation model in 2004.

The Master Breeder Award was proposed by Holstein Canada's first field representative,

HOLSTEIN-FRIESIAN ASSOCIATION OF CANADA											
REGISTRATION NUMBER 00569											
Royal Lady RR 2 Brantford Ontario 254371 2017113 7/10/17											
GENERAL CHARACTERISTICS											
SEX	LAND	NECK	SMALL	UTER	STYLON	NECK	LAKESTYLE	NECK	NECK	NECK	NECK
REGISTRATION	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
DESCRIPTION OF PARTS - 4 NECKPOINTS											
FOUNTAIN	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
MID-SECTION											
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
RUMP											
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
FEET & LEGS											
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
REMARKS SYSTEM											
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK	NECK
YEAR PLACED											



Robert "Bon" Holtby, in 1928, and approved rules developed in 1929. The foundation was creating an equal opportunity for all farms to win regardless of their size, a tradition which remains today. The first Master Breeder Shield was awarded in 1930 to Colony Farm (prefix: Colony) and Experimental Farm (prefix: Agassiz), both government institutions. The first private farm to be awarded a Master Breeder Shield was that of the Hon. J. Walter Jones (P.E.I.) in 1931. In 2016 (for the 2015 calendar year) Holstein Canada awarded the 1000th Shield.

Changing To Serve You

Similar to milking technology, the technology and communication within the walls of Holstein Canada has changed over the years as well. The first issue of *InfoHolstein* was launched in 1993 as a bi-monthly subscription for all Holstein Canada members. Holstein Canada launched its first website in 1996, which included the Animal Information Sheet (AIS), making animal pedigree information available online for free. In 2002 the association moved from the office in downtown Brantford, Ontario, to its current location on Corporate Place. Accompanying the move in 2002 was the introduction of Electronic Registration Applications. The most recent version of Herdbook, including the online member profile, was launched in 2016, allowing members to view their information and reports online.

There is no doubt that as the industry changed, producers, along with Holstein Canada have had to adapt. Over the past 135 years of growth and evolution at our association, we can only thank the tens of thousands of dedicated members and industry leaders who have supported us. Holstein Canada has now given out 30 Century of Holsteins Awards and hundreds of thousands of production awards, including three new awards last year for Daily Production, Outstanding Production Champion, and Herd of Distinction.

With the 2019 release of our new vision, mission, and values, Holstein Canada will continue to promote "a healthy Canadian dairy industry for all" and "deliver progressive services and programs for dairy herd management". We look forward to working with all producers as we head into our next 135 years! 🇨🇦



Dear Customer Service Team

Answering the question in this issue is **Roxanne McInnis**. Roxanne is one of our Bilingual Customer Service Representatives and has been with Holstein Canada for two years. With eight years of customer service experience, Roxanne enjoys learning about the dairy industry.



Why is the registration application I sent in not on my Web Account or Animal Inquiry?

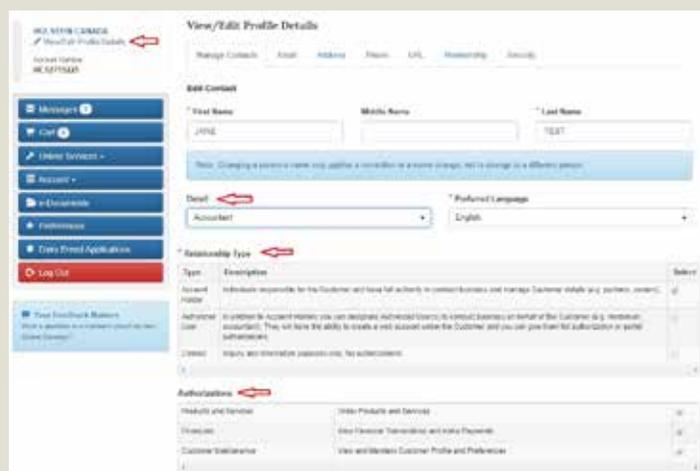
You may notice after you submit registrations that some are available on Animal Inquiry and others are not. Often, we get phone calls or emails asking why their registration is not showing up on their Web Account under their e-documents or on Animal Inquiry. Usually the reason is that certain information on the application for registration may need validation, or has to be confirmed prior to completing the registration process.

Edit validations are done as part of our Herdbook integrity checks and balances. At times, some of the submitted data is missing, incorrect (e.g. there is a typo) or conflicts with existing information. Our Customer Service team researches the submitted data in an attempt to find the answers, starting by comparing existing data to the submitted data. To ensure that we keep the integrity of the Herdbook, the next step is for our staff to contact you to gather the missing or incorrect information. Once confirmation is received, the registration is processed.

We will make three (3) attempts to reach our customers by phone, fax, or email. If we do not receive a response from you, we will defer the application for registration and send an "Unprocessed Request" report back with your monthly statement. You can resubmit the application or contact Customer Service with the updates for the deferred application at your convenience, and we will then proceed with registration.

If you would like us to set your contact preference to phone or email, please let us know and we will update this on your account. You can reach Customer Service by phone at 1-855-756-8300 or by email at customerservice@holstein.ca.

You can also view and update your contact information via your Web Account:





Navigate Your Herd's **Success**



Looking to increase your farm's profitability?
Get ready to take it to the next level with Compass,
coming in October.

For more information, please contact:

Brad Eggink, Manager,
Classification Services
beggink@holstein.ca (ext. 265)

Michelle Linington,
Extension & Education Specialist
mlinington@holstein.ca (ext. 256)

TOP SIRES ACCORDING TO AVERAGE FINAL SCORE OF FIRST LACTATION DAUGHTERS

Based on First Lactation Classifications May/June 2019

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

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

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score	Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
JACOBY	115	82.86	83.33	SID	53	82.64	83.40
GOLD CHIP	117	82.50	83.09	LIGHT MY FIRE	62	82.10	82.65
EXPANDER	111	82.03	82.67	LUMINEER	49	82.02	81.53
DEMPSEY	215	81.87	82.17	BRADNICK	66	81.98	81.91
HIGH OCTANE	148	81.62	81.99	ABBOTT	60	81.93	81.23
CONTROL	405	81.54	81.78	ERIC	40	81.85	81.55
MCCUTCHEN	124	81.52	82.47	CALLEN	41	81.80	82.12
RAMBO	103	81.43	81.72	FITZ	54	81.80	81.83
IMPRESSION	165	81.20	81.18	NOVO	43	81.79	82.12
EPIC	176	80.93	80.76	ALTACEO	41	81.56	81.10

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**

SEPTEMBER

ON **MR** Wellington
QC Arthabaska
QC **MR** St-Maurice, Champlain, Laviolette, Portneuf, Shefford, Brome, Missisquoi

EARLY

ON Perth
QC Meganti,
QC **MR** Vaudreuil, Huntingdon, Iberville, St-Jean, Sherbrooke, Stanstead
BC Dewdney & Matsqui, Delta, Surrey, Langley, East Abbotsford

MID

QC Wolfe, Lotbiniere, Nicolet, Yamaska
BC Enderby, Armstrong, Creston, Agassiz, Chilliwack, Vancouver Island

LATE

OCTOBER

ON **MR** Northern Ontario, Thunder Bay, Dundas, Glengarry, Niagara, Wentworth, Brant, Haldimand, Norfolk, Carleton, Russell
QC Drummond, St-Hyacinthe, Chambly
QC **MR** Frontenac, Beauce

EARLY

ON Perth, Leeds
QC Bagot, Richelieu, Vercheres
QC **MR** Levis

MID

ON Grenville, Lanark, Renfrew, Pontiac, Grey
ON **MR** Prescott
QC Rouville, Abitibi, Temiscamingue, Labelle, Argenteuil, Papineau, Gatineau, Terrebonne
QC **MR** Dorchester
AB **MR**
MB **MR**

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.



Get Your Holstein Gear Swag

at booth #5320 next to the Ring of Excellence!

Exhibition Place, Toronto
November 1-10



View new swag at www.holsteingear.ca



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