

# info Holstein

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



**2022**

**HOLSTEIN  
CANADA AWARDS**

(p. 31)

**140TH ANNUAL  
GENERAL MEETING  
REPORT**

Highlights of the Convention in  
Montreal (p. 6)

**NEW CLASSIFICATION  
CHANGES FOR 2023**

(p. 10)



# CONNEXION

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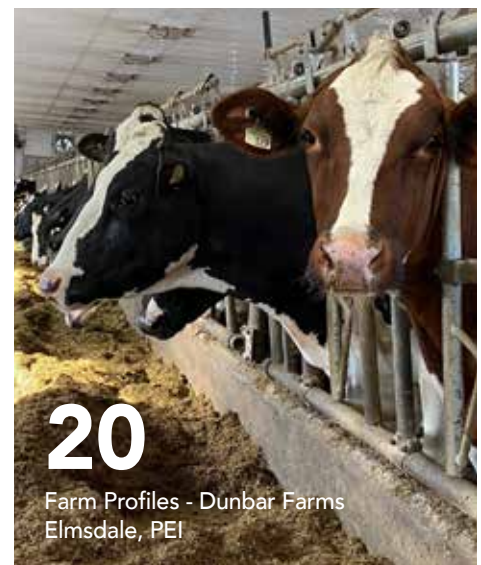
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On the Cover : Lunch break at Shylane Holsteins, Stratford, Ontario. Photo by Jennifer Kyle.



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# President's Message

BY BEN CUTHBERT, PRESIDENT OF HOLSTEIN CANADA



## Generation After Generation

On April 15th, Holstein Canada celebrated its 140th Annual General Meeting, recognized three (3) Century of Holstein families and capped the day off with a stunning Master Breeder Gala recognizing 20 proud but humble recipients of the coveted Master Breeder shield. Days like these should make us all pause and reflect on the history and evolution that has brought Holstein Canada to today, some 14 decades later.

When we look around us, we would be hard pressed to find another company or association in North America that can attest to nearly a century and a half of progress, change, success and comradery. It truly is a testament to the faithful dedication of our members, generation after generation.

However, a 140-year foundation cannot be taken for granted and does not allow us to look at the future without critical minds and strategic thinking. Our industry, in a decade, will look very different then it did, even 10 years ago. Fewer farms and increased cost of doing business will see farmers maximize their production and efficiencies at every opportunity. Holstein Canada must be vigilant in the evolution of their services while paying careful attention to all our cost centers if we are to remain vital to your farm's success.

The six (6) pillars that hold up our 2023 Strategic Plan aim to accomplish exactly that while sourcing new revenues to offset the cost to our dedicated members. The Holstein Canada Board of Directors is thrilled to announce Sartaj Sarkaria as our new Chief Executive Officer. We believe her people-first mindset combined with her history in governance and human resources will pivot her into success alongside the Senior Management team, allowing Holstein Canada to deliver on the many commitments we made through the 2023-2025 Strategic Plan.

History most definitely shapes us, but what we do with our future will define us. I look forward to the year ahead as your President for my 2nd term. It is always a pleasure to be your voice for your Association. A huge congratulations to the National Convention Committee and all the volunteers and staff who made the most recent Convention a legendary experience! 🇨🇦

NEW

# CEO Message

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Holstein Canada is proud to introduce its new Chief Executive Officer, Sartaj Sarkaria. Here are a few words from her.



As I embark on this new journey as Chief Executive Officer of Holstein Canada, I am excited and most of all optimistic of what the future holds for our industry, our community, and our Association.

I had the honour of attending the Holstein Canada National Convention and Annual General Meeting in Montreal, Quebec and I was impressed and in awe of the passion of community and the dedication you all have to one another and to your industry. It is truly amazing and something you all should be proud of.

These incredible events opened my eyes to the successes the Holstein community has had over the past year but also realized it is not without challenges. Having had the opportunity to connect with Industry Partners such as Dairy Farmers of Canada, Jersey Canada, Holstein USA and Holstein Mexico allowed me insights and appreciation of what our future holds. As Holstein Canada enters its 140th year, I look forward to focusing on how your Association can support you better amidst the rapid change dairy producers in Canada will face in the years to come.

Kudos to the Quebec Organizing Committee for organizing and hosting a successful Convention. And finally, a big thank you to the Holstein Canada Board of Directors, the Holstein Canada team, and everyone who gave me a warm welcome. My appreciation is back to you for being inclusive of my curiosities.

Holstein Canada will continue to work towards engaging with dairy producers to ensure profitable and healthy herds. Retention, recruitment, efficiency, as well as focusing on new business both in Canada and internationally remains our focus. My journey will begin with asking questions, listening and staying connected to the community and ensuring that we are anticipating changes and having the agility to respond.

I will always welcome the opportunity to connect. Please reach out to me anytime at [s.sarkaria@holstein.ca](mailto:s.sarkaria@holstein.ca), I look forward to hearing more from you. 🐄



140TH

# Annual General Meeting Report



Holstein Canada's 140th Annual General Meeting (AGM) was held April 15th 2023 in Montreal, Quebec, in conjunction with the National Convention. Titled 'A Legendary Experience' by the Convention Planning Committee, the events leading up to the AGM certainly embodied this narrative; an ambience of passion, dedication, community and fellowship could be felt through the banquet hall as over 350 people gathered in-person to solidify the business of their Association.

the importance of Operations to adapt to change, acknowledge our strengths and weaknesses while simultaneously redefining our approach.

Various Committee reports were presented via pre-recorded video to ensure a seamless and transparent delivery of information that was decided and put into action throughout 2022 and into 2023. Committee Chairs were on hand to answer any questions in relation to each respective Committee report.



The meeting opened with President Ben Cuthbert addressing the membership with his President's report. A reflection of 2022 saw many successes while coupled with much challenge, in that we were reminded that we must learn to change as required, accept the challenges and diligently work together to keep this great industry energized.

The 2022 Financials were presented, illustrating a year of challenge for Holstein Canada as the world around us realized unprecedented inflation, particularly around elements related to travel and accommodation. The presentation of the 2023 budget clearly identified the countermeasures your Association has taken to alleviate the concerns and work towards a balanced budget.



Addressing the membership from the Operational vantage point was Interim CEO, Linda Markle. Unwavering in her commitment to Holstein Canada, the Board of Directors and Staff, Linda emphasized

A significant highlight of the day, the celebration and recognition of three (3) 'Century of Holstein Award' recipients.



It is truly a testament of these families' (and their ancestors) dedication and commitment to Holstein Canada and its larger community. Accepting the award:

- **The Descendants of William McGriskin, Ontario**
- **The Descendants of T.O Dolson, Ontario**
- **The Descendants of A.H. Poole**

Each family boasts awards and recognitions decades long for their active roles in our Association and their communities. With 14 Master Breeder Shields between the three families, the passion they have for breeding profitable, functional cows, generation after generation, is very admirable.

It was certainly a moment to be remembered. All three (3) families in person to accept their award while two (2) families were accompanied by their Grandmothers. Lena McGriskin (98), of William McGriskin and Lois Hunter (98) of A.H. Poole were both present, receiving standing ovations from the admiring crowd.

Personal greetings from Dairy Farmers of Canada, the AG Minister of Canada, Jersey Canada, Holstein USA and Holstein Mexico signified a renewed and continued desire to move forward in

collaboration of this great industry we live and work in!

Holstein Canada is your Association and that rang true once again as members brought forward eight (8) resolutions voicing your desire for improvements or change in several different areas. Of these eight (8) resolutions, seven (7) passed with unprecedented support from coast-to-coast signifying the solidarity and unity of the membership across this great Country.

Finally, Holstein Canada introduced its new Chief Executive Officer (CEO), Sartaj Sarkaria, who brings a wealth of expertise to our organization. The Board, Management and Staff look forward to working with Sartaj to achieve our commitments made to you and to continue to drive growth and retention for the future success of Holstein Canada.

'A Legendary Experience', the Holstein Canada National Convention was a huge success. Celebrating elite genetics with over 250 head shown at the National Show, community and fellowship enjoyed at a Canadians vs. Bruins hockey game and closing off an incredible week with a spectacular Master Breeder Gala celebrating 20 Master Breeder Families. Our industry is alive and well!





## young LEADER

More than 35 young adults from across Canada, between the ages of 19 and 30, gathered in Montreal during the National Convention to participate in the Young Leaders Program. A busy program that allowed them to learn, but also to network with other young people who are passionate about the Dairy Industry. This year, the addition of a “Locals’ Package” allowed nine more enthusiasts from around the Montreal area to join the group of delegates Friday and Saturday bringing the total Young Leader count to 44!



## Wednesday, April 12

Farm tour day, in partnership with ST Genetics

- Ferme Estermann
- Ferme Montcalm et frères
- Lactanet Laboratory
- MacDonald College Farm

*Welcome Reception and networking activity with National Directors*

## Thursday, April 13

Day at the Quebec Spring Show in Victoriaville

- Judging activity in the ring
- Discussion panel with three 2022 Master Breeders: Sarah Poulin from Ferme Jeanlu, Lysanne Pelletier from Ferme Pellerat and Mitchell Kieffer from Belmoral Farms.

*Go Habs Go! Game at the Montreal Bell Centre*

## Friday, April 14

In-Class Day

- Governance Talk with CEO, Sartaj Sarkaria
- Presentation on Fair Farm Succession with Marc-Ange Doyon, CPA
- Presentation by Caroline Roux from Ferme Roulante, Tingwick, Quebec
- Presentation on Heifer Breeding by Dr. Guy Boisclair
- Presentation on Farm Management by Dr. Olivier Garon
- Presentation on Farm Team Management by Val Cambre

*100% Montreal Party!*

## Saturday April 15

Participation in the Annual General Meeting  
*2022 Master Breeder Gala Evening*





# OUR 2022 WINNER!

## Comestar Lamadona Doorman



From left to right: Dennis Werry (Chair of the Cow of the Year Committee), Steve Comtois, Julien Turmel, Julie Comtois, France Lemieux, Marc Comtois, Laurie Desrochers (painting artist) and Ben Cuthbert (President of Holstein Canada).

During the last Annual General Meeting, the title of Cow of the Year was awarded to **Comestar Lamadona Doorman EX-94 2E 22\***, bred and owned by Comestar Holstein of Victoriaville, Quebec. Fun fact - there are also four previous recipients of this title in Lamadona's pedigree: Val-Bisson Goldwyn Maya VG-86 41\* (2015), Braedale Baler Twine VG-86 34\* (2007), Braedale Gypsy Grand VG-88 37\* (2003) and Comestar Laurie Sheik VG-88 23\* (1995). Congratulations to the Comtois family and the entire Comestar team!

### CONGRATULATIONS TO THE 2022 FINALISTS:



WILLSWIKK DUPLEX

*Dion*



GARONDALE GOLDWYN

*Conny*

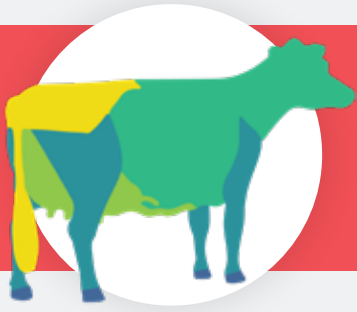


BELFAST GOLDWYN

*Lasenza*



This year, the award for the Cow of the Year was a magnificent painting by a young Quebec artist, Laurie Desrochers. The 22-year-old woman, who has been painting for six years, specializes in bovine paintings. With the help of social networks and word of mouth, this up and coming artist has a very busy schedule! Thank you very much Laurie for this very special piece! You can see Laurie's other creations on her Facebook page "[Laurie - Artiste peintre bovin](#)".



# New Classification Changes for 2023

Holstein Canada's Classification Advisory Committee, made up of producers, HC Board Members, an AI representative and a veterinarian, meet annually to discuss the trends and needs of dairy cattle functional conformation for the every-day producer. Any successful industry or business must always maintain a visionary approach and consistently ensure that the service they provide to their members/clients fits the

practical and economic needs of those members/clients, both today and tomorrow. Producers share this mindset in how each of their farms are run. For classification to continue to work for them, it must identify areas of strength or weakness that are not only directly related to functional conformation, but also indirectly related to the health, fertility and longevity of the cow.



Leaning on their own farm's reality, that of their neighbours along with the Holstein Canada resources and external experts - sound, factual and scientific information is shared and discussed by the committee both on-farm and in-office over the course of the 2-days of meetings.

Several recommendations were made to the Board of Directors after the 2022 Committee meetings in December of 2022. The topics discussed all relate to the health and viability of our cow in today's and tomorrow's management systems.



## Body Condition Score



The first two changes are adjustments to Body Score Condition (BCS). Well respected and past external resource to the committee, Dr. Gord Atkins, Faculty of Veterinary Medicine, University of Calgary, Alberta, joined us once again to convey his most recent research and that of fellow researchers across

North American on what the ideal BCS of a lactating dairy cow should be. Our cows, management systems, nutrition and what is expected of them continues to evolve. Similarly, cows are peaking production at levels never seen before while maintaining this persistency of production much later into their lactation.

In response to the research and understanding today's cow, some small changes were made to BCS:

- *For lactations 2+, BCS between 2.25 – 3.0 will be considered ideal*
- *For Lactations 2+, a smaller discrimination will be used for linear code 4, which is the linear code one less than ideal*



## Teat Placement



Teat Placement is an important trait for all management systems. As our industry moves to robotics at a rapid rate, the correct placement of rear teats becomes even more crucial. Over the last decade, producers and industry have

expressed concern that Rear Teats are becoming too close. It is common knowledge that the teat is the direct canal for milk flow, and if not centered properly it raises the incidence of quarters not milking out properly or evenly, increasing the risk of udder health issues. To address this concern and work to improve the health of our cows' mammary systems and easiness of milking, the following will be applied:

- *For Rear Teats that receive a linear code 9, which represents rear teats that are touching or nearly crossing, an automatic defect of 'Teats too Close' will be applied, deducting two (2) points off the total Mammary System score*



## Dairy Capacity



We live in a global industry, although management environments differ from Country to Country, 22 classification traits are shared across 42 Countries. To continue to maintain this uniformity and to eliminate confusion between Dairy Strength and Dairy Capacity, Holstein

Canada will change the name 'Dairy Capacity' to match the World Holstein Friesen Federation:

- *Dairy Capacity will be replaced with the term 'Rib Structure'*



## Fertility Research Trait



Improving and identifying the fertility of our herds is a constant challenge for today's dairy farmers. Increased production, longer voluntary waiting periods, genetics and intense management systems all play a role in this trait that can prove to be

costly to producers. After collaborating and reviewing sound research from Dr. Divakar Ambrose's group at the Department of Agricultural, Food & Nutritional Sciences, University of Alberta, as well as other international Countries, a new novel research trait will be added to the scorecard.

Anogenital distance is the measurement from the center of the anus to the bottom of the vulva. Early research indicates that the shorter this distance, the higher the fertility of the animal. This easy to measure, phenotypic trait has the potential of being instrumental in identifying improved fertility in dairy cattle. This trait will be added for research purposes and will be collected in Tie-Stall facilities.



The health, fertility and viability of our cows is crucial to the success of today's farmer.

Classification remains

vital to the majority of Canadian dairy producers as part of their management protocols. Ensuring this service evolves with the needs of our cows and our members continues to be a primary objective for all of us at Holstein Canada.



## Locomotion



As a part of a phased approach to implementing 'Mobility and Foot', originally announced in 2021, we are pleased to announce that Locomotion will now be an officially weighted trait in all loose-housing systems. A Predicted

Locomotion score, utilizing weighted correlations from other Feet and Leg traits, will be applied in Tie-Stall facilities. The predicted locomotion in Tie Stalls will be evaluated as a research trait for one year to validate the prediction. Please refer to the July/Aug/Sept INFO for the new Feet & Leg weightings which will now include Locomotion.



## Defects



As our Breed evolves and improves, defects that were once a burden to the functionality of the cow either have become eliminated from our breed or occur at an incidence rate of less than .05%. As a result, only

defects related directly to the mobility and functionality of the cow and occur >1% of the time will remain on the scorecard. The defects that remain are:

*Advanced anus, unbalanced quarter, blind quarter, web teat, shallow fore rib, weak back, weak crops, weak pasterns, abnormal claw, crampy, rear legs back.*

The changes will come into effect in phases during 2nd half of the 2023 year. If you have any other questions regarding these changes, or any classification questions please reach out to [classification@holstein.ca](mailto:classification@holstein.ca)



# CONNEXION

## Holstein Canada Launches ConneXXion Mobile App at CDX



Held in Stratford Ontario, the Canadian Dairy Expo (CDX) returned to an in-person event for the first time in 3 years. Recognizing the importance of face-to-face connection with its membership, Holstein Canada supported CDX by supplying two (2) free tickets per prefix for all members who wished to attend. This strategic decision aligns with 3 pillars of its strategic plan (Retention, Recruitment and Efficiency) and allowed Holstein Canada to highlight new service offerings and spend time connecting with its members. ‘Calves for a Cause’ accompanied the tradeshow which broke attendance records of all previous years for CDX while raising money for the Childrens Hospital in London, Ontario – a worthy cause and a wonderful evening.

As a member owned, governed and driven Association, remaining relevant and accessible to its members is a fundamental goal for Holstein Canada. In response to a 2019 Member Resolution requesting Holstein Canada to develop a mobile Registration and Genomic Testing Application to allow for efficient and easy submission of these services, CDX checked all the boxes for the much-anticipated [launch of ConneXXion on April 5 & 6.](#)

### ConneXXion gives Holstein Canada's members:

- On-the-go access to its Registration and Genomic Testing services
- Numerous ease-of-use features that enhance the mobile Registration process compared to Web Registrations

- The ability for producers to submit 'Genomic Registrations' for Holstein calves being tested and registered at birth
- Saves time and data entry with this new Registration pathway compared to standard registrations


Over 10% of our Registering Members have downloaded the App within 1 week of launch at CDX! [Download your App today!](#)

Working closely with its Genomics Laboratory Partner, Zoetis, Holstein Canada had a key role in the Zoetis Dairy Classroom Producer Panel titled 'Maximizing your Herd's Genetics: An Essential Strategy for Today's Dairy Farmer'. Holstein Canada members Ian Crosbie, Benbie Holstein, SK., Adam Zehr, Walnutlawn Farms, ON., Jodi Wallace, Silverstream Holsteins, QC. and Nick Bokma, Bokma Dairy, NS., all gave insight into how using all of Holstein Canada's services has improved their genetics and increased their

farms profitability. Dr. Tony McNeel of Zoetis acted as the moderator. You can see the whole recorded video of the panel [below with the QR code.](#)

Whether it was refreshing connections with old members, creating new member relationships, promoting our partnerships, or sharing the value of all our services, this event proved to be a tremendous success!

**DOWNLOAD YOUR APP HERE**






# CONNEXION APP

Launched in April at the CDX in Stratford, the ConneXXion App is the solution the Holstein Canada's membership has been looking for. Save time when submitting registrations and genomic samples! Its user-friendly interface makes both processes smooth, giving you flexibility to submit the animals' information from anywhere!



## Genomic Registration

Save time when submitting and registering calves in one single process



## Automatic tag inventory and tag/TSU combo

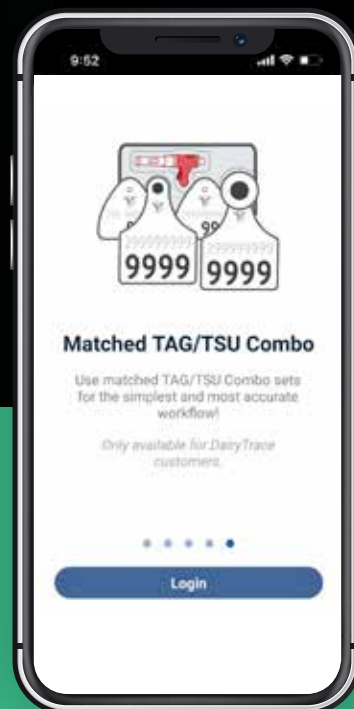
(for herds outside Quebec) Search for the tag number, and the registration number is already attached to it



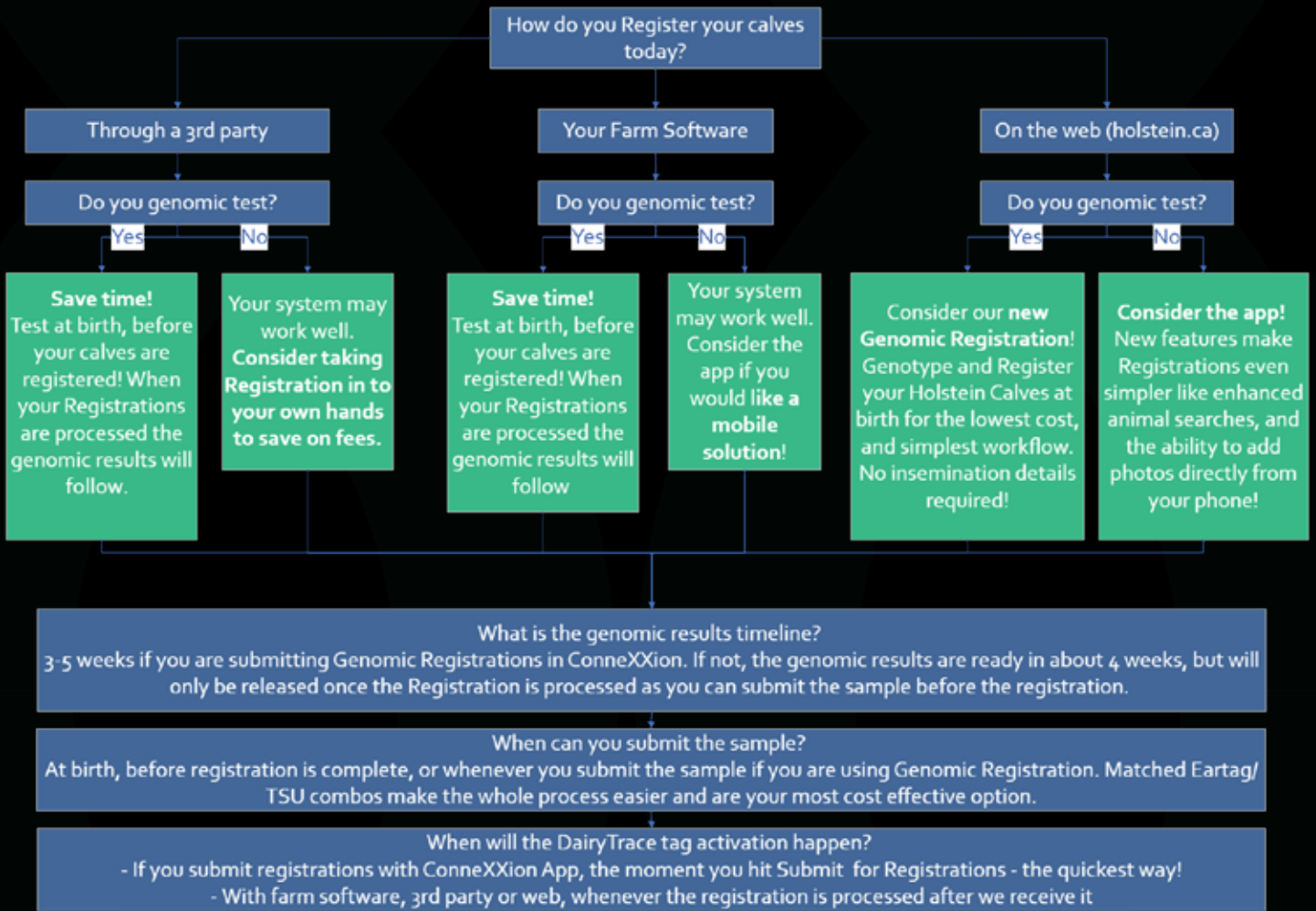
## Submit registration pictures

from the app – no more transferring files to your computer by doing the registrations with the app!

Download it now from your phone's app store by pointing your camera to the **QR code on the next page!** For more information on ConneXXion app, check [Holstein Canada website](#).



# CONNEXION



**DOWNLOAD TODAY!**

FOR IPHONES

FOR ANDROID





# BEEF-ON-DAIRY: EVERY HERD HAS A BOTTOM WHERE IT CAN WORK

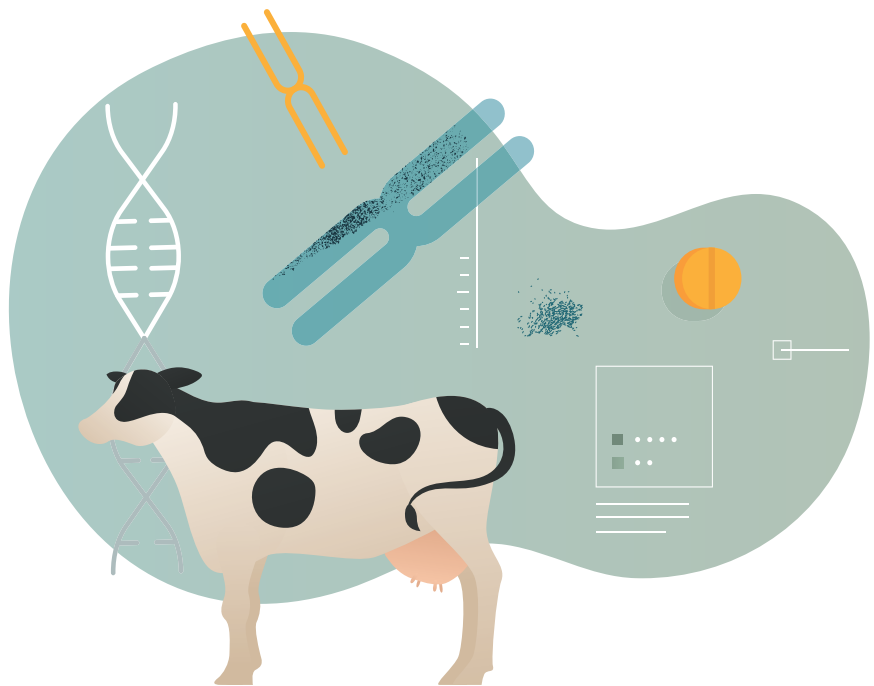
## PART ONE

Not too long ago, most dairy farmers would find odd if a fellow producer had beef semen in their tank. Breeding beef-on-dairy was typically used as a last hope to get some lower fertility cows pregnant. Some farms wanted some crossbred calves to raise and finish as an extra source of income. In addition, the use of sexed semen was not as prevalent as it is today, thus it was necessary to breed more cows to conventional semen to generate the females necessary for replacement. The result was a large amount of male dairy calves going for veal and/or beef operations. Over the last few years, the scenario has been changing quickly and, nowadays, we can affirm every dairy farm has room to make some use of beef semen. Beef-on-dairy is no longer a last result, but rather, part of many producer's genetic strategy.

### THE RISE OF BEEF-ON-DAIRY AND WHERE WE ARE AT

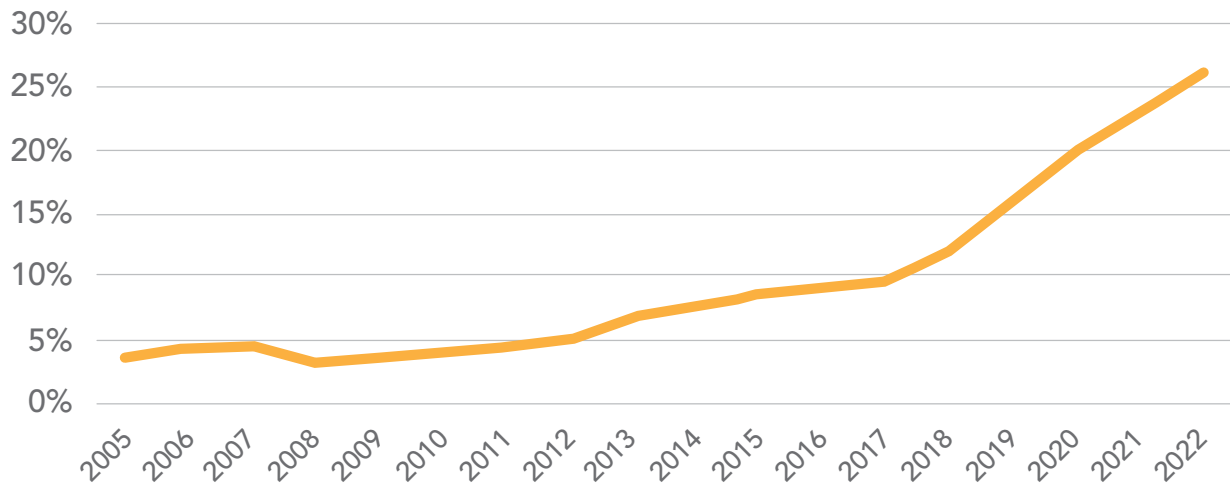
If you ask any AI rep about the bulls they have been selling the most, you can expect the one of the answers is going to be beef bulls, likely Angus. This has been the reality over the last few years – an increasing number of dairy females bred to beef semen. Looking at the trend in Canada over the last 20 years, it is possible to identify 3 main periods:

- **Before 2011, less than 5% of the inseminations were to non-dairy breeds** and no increases were seen
- **Between 2012 and 2017, the usage more than doubled**, reaching over 12% in 2018, even though there wasn't any large surge
- **Since 2018, we have seen a significant spike**, and now more than 1 of every 4 straws of semen used in dairy cows is beef semen. Comparing 2022 to 2012, we have seen a 300% increase in the use of beef semen



The graph details how the industry has been trending over the last years.

### Beef semen usage on dairy females trend



#### FEMALES TRENDS

Looking at research done mostly in the US, it is possible to identify a few trends:

- **At least 9 out of 10 herds are using at least some kind of beef semen;** this number has been growing fast
- **The proportion of use normally ranges between 10 to 50%** of the females bred to beef; factors such as heifer inventory, and conception rate play a very important role
- **Angus is the predominant choice;** more than 7 of every 10 beef x dairy breeding's
- **The criteria to select beef bulls is normally around calving ease,** semen fertility, and price; gestation length and calf size also play a role
- **The cost of beef semen normally ranges from 30% to 80% less** compared to their Holstein Sire counterparts
- **The price for the crossbred calf**

**ranges from \$150 to \$500,** depending on local market demand and calf quality

Even though there isn't any country-wide research done in Canada, it is safe to say the picture looks very similar here, with most of the beef calves being sold within the first weeks of age.

#### WHAT IS DRIVING THE INCREASED USE OF BEEF-ON-DAIRY FROM THE DAIRY SIDE

Many factors have played a role in boosting the use of beef semen. Year after year, technologies, market conditions, research and new approaches have driven the change. In general, the reasons are around better economics; we can point out:

- **The fertility of sexed semen has improved** as the technology evolved through the years. A decade ago, it was common to see conception rates 5 to

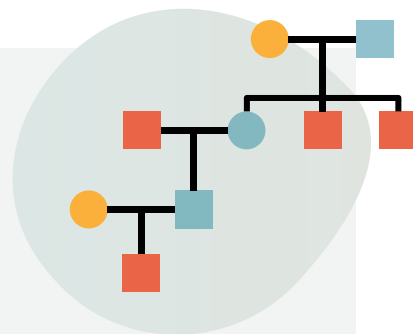
10 percentage points lower. Nowadays, they are similar to conventional semen

- **The farms' reproductive programs became more efficient** through advancements in cow comfort and nutrition, improvements and broader use of sync protocols, introduction of heat detection technologies and more
- **Better calf and heifer raising practices lowered young stock mortality** while reducing the age of first calving
- **Higher selection pressure on the female side;** selecting the best females speeds up the rate of genetic gain
- **A slow down in quota growth domestically along with historically low milk prices** in the US over the last 5-10 years
- **The drastic increase in feed cost** (especially since 2020) increasing the heifer raising costs, which compressed the margins

## WHAT IS DRIVING THE INCREASE OF BEEF-ON-DAIRY FROM THE BEEF SIDE?

Turning to the beef operations side, the margins have been equally compressed over the last year, meaning some aspects have driven the preference for dairy x beef calves:

- *Good meat quality from the crosses, closer to the purebred beef quality*
- *More vigor, faster growth and higher weight compared to dairy males*
- *More uniformity on the main cuts*
- *Lower cost to buy calves and good cost x return compared to purebred beef calves*
- *High feeding costs for cow-calf operations*



- **The high fertility and low cost of beef semen**
- **The very low sale prices (if any) for male dairy calves**, while the demand for crossbreds has been consistent, with some farms receiving more than \$500 for week-old beef calves

The first factors contributed to create a larger surplus of heifers available to the market, so the supply of fresh cows grew. In the meantime, the demand for cows reduced due to herds' limiting their expansion. The consequence has been a weak market, and the cash flow that used to come to producers' pocket through selling animals is not there anymore. Moreover, back-to-back years of unfavourable weather and below average crops left many herds short on feed, so reducing inventory became necessary.

### IS THE TOOL FOR YOU?

It may not be possible to say if utilizing beef-on-dairy is for everyone because every farm and every scenario is different. However, it is becoming increasingly apparent that every herd can have some benefit by using it. For example, you may use beef semen on very specific animals that have trouble becoming pregnant from a Holstein bull; in that case, very few animals will carry a crossbred calf. In many cases, there is a clear need to control the heifer inventory. With rearing costs high, and feed availability tight, it makes sense to minimize your inputs. Finally, it is a great tool to speed up your genetic gain. Every herd has a bottom 5%, 10% or 20% of animals (or even 50%). Breeding them to beef and getting females from your best cows and heifers will set up the future of your herd for success.

### TAKE HOME MESSAGES

It is impossible to ignore the trends: beef-on-dairy is here to stay. You may not be totally sold on it, but almost every herd can benefit from the tool in some way. With the current market conditions, it is hard to imagine the scenario will see any drastic change over the next few years; with rearing costs etching over \$3,300/animal, raising large amounts of heifers will continue to be a challenge considering the return of a dairy sale. In the next edition, we will explore a more detailed view, when to use, what to select for, and the economics and risks around breeding to beef. 🐄

# FARM PROFILES

East



Natasha McKillop, Field Service Business Partner – Atlantic Canada



## Dunbar Farms Elmsdale, PEI

Nestled in the quiet rural community of Alma, Prince Edward Island, you'll find Dunbar Family Farms Ltd. Located in an area steeped in history with strong traditions of farming, the land has been tended by five generations of Dunbars, including brothers Ivan and Wendell.

Established in the early 1880's, the farm initially comprised of dairy cows, pigs, sheep, horses, grains, and orchards. While staying true to the farm's roots, the brothers have successfully grown and modernized their business. I asked them both how classification has helped as a tool on their dairy.

When Ivan and Wendell took over the farm, with their brother Douglas, in the 1980's, they were milking in a tie-stall facility. Douglas was the 'cow guy' and Ivan and Wendell's priorities were cropping and potato farming. At that time, Douglas was using classification to help him make breeding decisions on the farm. Unfortunately, in 1994 Douglas passed away, and Ivan began managing the cow side of things. With

the work load (Ivan was still trucking and cropping in addition to managing the dairy) it was much easier to use barn bulls to ensure the cows got pregnant and keep the dairy rolling. They also stopped classifying as they weren't using it to help them make any decisions on-farm.

It wasn't until several years later that they started to notice they were having issues with their cows' feet and legs. They also saw that the cows weren't lasting as long in their tie-stall. It was at that time that they decided they needed to get a better handle on their genetics, and began using AI again to try and correct some of the issues they were seeing in their herd.

### Quick Stats

**PEOPLE INVOLVED:** Owners Ivan and Wendell Dunbar, Wendell's son Jonathon, herdsperson Natasha Hill, and mechanic and machinery operator Rick Millar

**# OF COWS MILKED:** 72 cows, using a deLaval VMS 300 robot

**FACILITY TYPE:** Guided flow free-stall, with flex stalls, tunnel ventilation. Dry cows, close-ups and calving pack, and calves all housed in the same facility.

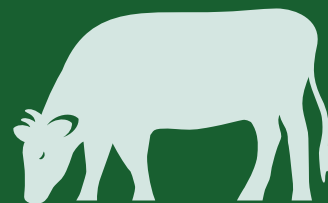
**FEEDING SYSTEM:** Grass silage, crushed barley and robot pellet, for the calves- automatic feeders, deLaval CF100S

**# OF ACRES FARMED:** 1400 total, 500 acres of potatoes, the remaining barley, milling wheat and forages

**Herd production average (cow/day):** 35L at 4.6 F and 3.14 P

**OTHER BREEDS IN HERD:** 3 Jerseys

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



Tragically in 2018 a barn fire struck, and they lost their tie-stall and 46 milk cows. Fortunately, they were able to save 10 cows and all their heifers. Determined to keep dairy farming, they made plans to build a new robot facility focused on cow comfort and longevity. They ended up touring many facilities to see what would work for their farm, and at the end of the day, made the decision to go with a guided flow robot facility. It was an excellent decision for them, as it not only improved comfort for the cows, but the bright, open, and well-designed barn brought increased working ease and pleasure to everyone. The barn design allows for it to be easily managed by one person. Their herd's person, Natasha, certainly appreciates this design. "The barn is quieter, the cows are much more comfortable and friendlier, and it's so easy to work in." With the move to the new barn, also came a renewed interest in classification.



**“Our milk production nearly doubled when we moved into the new barn. We also found with the robots, udder conformation, particularly teat placement, really important. We needed the robot to attach quickly, and for udders to milk out well”, said Ivan, “but we found that we still needed to focus more on feet and legs, as well as our rumps to keep the pins down”.**

“We had thought about classification, but it wasn't until we had purchased some cows for our herd that we decided we wanted to start again. We had purchased a red cow, Linita Hy-Class Ember-Red, and I knew she was special. So, I decided that cow needed to see a classifier! She ended up going EX-92 2E!”

Although the purchase of one cow was the tipping point, I asked how things have changed at their farm with classification. Ivan told me “we feel that in this barn, the cows are able to come to their full potential. We've invested a lot in cow comfort. We have a hoof trimmer in every two weeks, and we immediately catch any problem cows. The stalls are large and comfortable, and we're

feeding an improved ration that the robot pusher pushes up every hour. Now we can use classification to see how our animals are progressing and improving, without the barn holding them back. We also use classification to help us with our mating plan to improve our herd's conformation and production. We still have clean-up bulls, but we're much more careful about what we choose now. We look for bulls with full pedigrees and the traits that we need in our herd.”

“We're really happy with our new barn and how we're building our herd. We feel like we're making improvements in our genetics more quickly, and we can see that not only in our production but also in our classification

results. In the old tie-stall we had several classify as Good. Our last round we classified 22 cows resulting in 2G, 15GP, and 5VG,” Ivan shares.

Their herds person, Natasha, added “I really enjoy seeing the improvements in the scores. It verifies for us that we're headed in the right direction. With the improvements in our barn, management and our herd, it's hard not to walk in the barn and smile”. I asked her if there was anything she would change, and she replied “I wouldn't change the barn or the robots for the world!”

Featuring Canadian Genetics in

# Mexico

*Rancho Fuentesuelas, Mexico*



## Anyone who visits Rancho Fuentesuelas

today can't imagine how much history and improvement the farm has seen over the last few decades. Located in the center of Mexico, near the city of Querétaro, the great herd of cows is a source of pride for the owner and manager, Jose Ignacio Cervantes (Nacho Cervantes). It all started in 1954 with a grade herd at the El Chilar farm, where Nacho's grandfather began milking cows at the time. Over the years, the herd made some progress until it was taken over by Nacho's uncle, Jose Eduardo, in 1984. However, little changed on the management aspect, and by the beginning of the 90s, production was around 22 kg/day, and the 350 cows



were milked on floor-level headlocks. There wasn't much selection on bulls to use on the genetics side, and the cows were not registered. On the bright side, an important move was made when Nacho's father (also Jose Ignacio) and uncle collaborated to buy shares in the cooperative where they sold milk, providing more pricing stability.

After graduating from vet school in 1998, Nacho's father asked him to take over the family business as his uncle was not in good health. As he returned home, they bought a herd that milked about 400 cows and brought about a third of the original herd to the new location, which is now known as Rancho Fuentesuelas. With about 500 cows, the production was already considerably higher at 30 kg/cow. In 2008, further expansion brought the herd to almost 1000 cows with production close to 34 kg. However, the limitation was the double-16 parallel, which ran for about 21 hours a day (3 milking). To solve that, Nacho had to work hard to convince his dad, a businessman with a finance and math background, to invest in building a 60-spot rotary parlour. That allowed the farm to reach the current 1300 cows that they milk three times a day, producing around 39 liters of milk with 3.55% fat and 3.25% protein.

## Quality is the keyword

Speaking about the management aspect, the milk price is mostly based on volume and quality, with little emphasis on components. Therefore, they keep a close eye on SCC and bacterial count. Although the solids are not high compared to Canada, their production

is very high for the region. The farm runs a system similar to that seen in California, where the barns have an open concept. In their case, the cows have access to sand-bedded free-stalls indoors but can go outside during the day as long as it is not the rainy season (July to October). The diet is made of ingredients similar to Canada, such as forages like corn silage, triticale haylage, wheat, oat, or barley straw, along with soybean meal, flaked corn, and molasses. Whenever prices are interesting, citrus pulp and cottonseed may be included as well. In general, the main difference from Canada is how much more concentrate they use. The diet is about 50% forage only.

Another interesting point is that the farm is located in a windy area with not as high temperatures, which helps prevent heat stress for the cows. During winter, it is not too cold, ranging from zero to about 25°C, while the summer gets to 35°C during the day, but the nights are significantly cooler. Because of that, they do not have fans and sprinklers. The reality in the area the farm is located is very different from other regions of the country. Nacho splits the dairy farming systems in 3 major localities: similar to the Central area, the North has large presence of Holsteins, but the farms normally have sprinklers, fans, and showers for the cows as it is hotter. In contrast, the South uses crossbreeds and pasture systems.

## A key partner to improve the herd

The Fuentesuelas herd has had a lot of success working with Semex. Before Nacho came to the farm, they would buy semen from 10



different reps, and there wasn't a clear plan. After taking a course offered by Semex on functional conformation, Nacho understood why it was important to build a strong foundation so that the cows could be more productive. Since then, they started registering and classifying their animals. Using that information along with picking better bulls has brought significant improvements to their milk production, conformation, and health. Nacho points out that in the first years, pretty much any bull they used would make a large difference right in the next generation because the genetics of the herd were so inferior. Bulls such as Leader, Outside, Lee, Rudolph, Storm, and Lheros made an important impact, being the foundation for future generations.

With time, the gap reduced and they had more focus towards certain goals – in 2013, after the herd had consistent conformation, they started adding more production to their choices. The genetic gain not only enabled them to produce more, but it also brought success in the show ring – something that wasn't initially an objective but ended up happening naturally. Nowadays they proudly speak of the many Excellent cows, Grand Champions, and Best Breeder banners they have been awarded, and



*Investing in better genetics and management has brought great return to the Fuentezuelas herd –previous cows and facilities (left picture) enabled a production below 25kg/day. Nowadays (right picture), they milk close to 40kg/cow/day in a sand-bedded free-stall.*

they have consistently been selling animals for extra income.

Today, creating the best mating is key for them. They use 100% genomic bulls, splitting the focus between conformation and milk. Still, positive health traits and limited stature are necessary too, along with teats that are longer than average. The farm wants cows that are efficient, moderate in size and, if possible, A2A2. For them, striving for long-lasting, productive, and healthy animals is the priority, and the quality of animals to bring to the shows ends up being a consequence. More recently, they have used Fate, HolySmokes, Porsche, Lambeau, Party, Oxygen, Einstein, Maestro, Electric, Pairing, among others. Even though the herd has never used genotyping extensively, some animals that were tested came back with very promising results, standing among the highest LPI and TPI in Mexico. When asked about consistency, Nacho points out that he sees some inconsistency among the groups of 2-year-olds, but on average, the gain the herd makes generation after generation outcomes that issue.

Regarding embryo transfer, they used it with disappointing results. However, 3 years ago they found success with fertilizing their oocytes with Gyr and selling the embryos to other herds, which proved to be a good source of extra revenue. Overall, genetics have had a transforming role at Rancho Fuentezuelas – from a herd where any decent index bull would make a large difference to one of the most productive herds in the country.

## Looking ahead: Challenges and Goals



A main challenge they face is labor costs and shortage. As the farm is located near a popular tourist area, many people prefer to work in the nearby wineries. Another challenge is around animal welfare and sustainability. The business has been working on that: they installed solar panels and reuse all the water and manure on the fields, even selling some manure to avocado farms nearby. On the welfare aspect, they plan to obtain an outstanding animal welfare certification. Nacho believes it is essential to educate people about how they work and care for their animals. By sharing their methods and showing their animals are well-cared for and healthy, they hope to improve the perception of the local industry and address concerns about



*Ftezuelas Beegees 9213 VG88, Grand Champion at the FonaHolstein 2022.*

sustainability and animal welfare.

Talking about goals, the herd is going to extend genomic testing on their heifers to enable even faster genetic gain. For them, they are at a point where it is not as easy to see large gains, so using all the tools is key. They also have plans to expand their operation to eventually milk 2,000 to 2,300 cows, which will require building new barns and purchasing more land. The objective is to make the farm more efficient and profitable for future generations. They keep their eyes on all products and technologies available that can help them improve.

Nacho has developed a very strong relationship with Canada, which he considers his second home. He has visited Canada numerous times and has close relationships with Canadian producers, which has been key for his own herd's development. Anyone who is visiting Mexico is more than welcome to stop by to tour the Rancho Fuentezuelas. The dedication of the Cervantes family to dairy farming and collaboration with different partners is a testament to how investing to improve your herd brings a very high return in the long run - and how Canadian genetics have such a positive impact around the world! 🇨🇦

# Coffee Conversations with a Century Farm Owner and a Three-Time Master Breeder!



*In early 2021, Maple-Ain made the decision to start gathering more information on the female genetics within their herd to increase reliability and make the most informed breeding decisions. A herd that has now been affiliated with Holstein Canada for 100 years, Maple Ain was ready to push their genetic female information gathering to the next level. This decision fit well at Maple-Ain as they are strong believers in a complete business strategy. Holstein Canada’s Jenna Hedden sat down with the owners, Hugh and Arlene Hunter, to discuss more about their business.*

## 1. When you woke up yesterday, what did your day look like from start to finish?

A typical day for the Hunter family is just like any other producer. We wake up and head straight to the barn where we chore together. We believe in having an excellent team surrounding us and as such, have a few team members that join in around the middle of chores to help with feeding, bedding and to let the cows out after morning milking! At Maple-Ain we believe that everything is a team effort. My dad enjoys taking care of the calves, and all of our children are very involved in the day-to-day of the farm helping us with every area of our business.

## 2. Hugh, what was your “kind of cow” from the past and now present, and how do you think that cow will change in the future?

The evolution of the dairy cow has been tremendous over my career in the dairy industry. When I think back to the kind of animal I enjoyed as a teenager, I often think of the show winners we bred. However, over time the idea of an extreme cow became less appealing to me. An animal that now succeeds well at Maple-Ain is an animal

displaying balance across all areas resulting in an extremely profitable animal for many lactations.

Hugh says it best “I now want a cow that has the highest return on investment. A cow that lasts long due to her functional conformation, a cow that milks more than her herd mates and a cow that keeps her maintenance costs down because she has excellent health traits.”

### A few cows that exemplify this for Maple-Ain are:

- Maple-Ain High Octane Rowen (EX90)
  - Pregnant with her 4th calf with 4 doses of semen used during her entire life

- Maple-Ain Monterey Ohyeah (EX90-3E)
- Maple-Ain Maintime Okeydokey (EX90-3E)
  - Pregnant with her 6th calf (using Sexed Semen following the directions of ‘Compass’)

## 3. With an industry so data driven and with so many numbers circulating, how do you make sense of all of it?

On a whole business approach, we make sense of all the information coming to us by filtering it through the experts that surround us. We work very closely with our nutritionist, our vet, our Holstein Canada Field Rep,

Registration Number	Animal Name	Lifetime Days in Milk	Lifetime Fat yield	Lifetime Kg of Fat/day
HOCANF13194555	MAPLE-AIN HighOctane Rowen	600	1028	<b>1.71</b>
HOCANF12608442	MAPLE-AIN MainTime Okeydokey	1243	2006	<b>1.61</b>
HOCANF12608434	MAPLE-AIN Monterey Ohyeah	1310	2086	<b>1.59</b>



our accountant, our banker and our crop specialist to help us filter the information. These relationships usually begin by us explaining our business in detail to them, and setting out our expectations so that these experts can bring us the best practices to improve our business in every area. Since dairy farming encompasses so many different specialties, it's impossible for one person to be the expert in everything. At Maple-Ain, we believe in working with the experts in their field to help us make the best decision in every area of our business.

#### 4. How have the tools you've adopted over the years helped in improving your herd?

The tools that we've been using at Maple-Ain predominantly over a long period of time has been registration, classification and milk recording. These tools have allowed us to track our progress over many years. Most of the traits we've seen improvement on are similar to the ones other producers have, however, the major ones for us are Mammary System, Milk and Components. I believe that as a breed, when we think back to what the cow could do when I was a teenager, compared to what she can do now - we should be proud!

With the more recent decision at Maple-Ain to start genomic testing, I think that the gain for us will be on efficiency. We have limited amount of space, especially in our heifer raising facilities. Our goal with genomic testing is simple; make the right number of heifers from the right cows and see those heifers excel.

#### 5. Walk us through the adoption of new technologies on farm. (Genomic Testing + Compass)

##### a. What made you decide to start using these technologies?

We predominantly started genomic testing as an inventory management tool. We currently don't have the heifer raising facilities or space to raise any more heifers than we need, with that we must be way more selective of the genetics we're using to create our next generation. Our opinion has always been that we don't want to look at a pen of heifers and decide after you've invested in them to take a loss on them. We want to decide before we raise them whether or not they will be an animal that will be profitable in our herd. The other situation we were finding ourselves in occasionally was that we were calving in 2yr-olds that were taking a stall of an older

cow that we could have easily milked for 6 more months, bringing us more profitability. Unsure of how that young 2-yr old would evolve, it was a financial risk giving her the stall of an old, sound, profitable cow.

##### b. Did you ever question yourself on whether Genomic Testing could actually have an impact on your herd?

**“Once we started genomic testing we never looked back”.**

Although Hugh admits that he was probably the last one to get on board at Maple-Ain, he is quick to attest that once they started and saw the accuracy of the information they were receiving back, they were sure they were able to make much more informed decisions.

##### c. What made you believe in the technology? Do you have a story?

Shortly after we started genomic testing every heifer, we had looked at Compass to see what it said for a group we'd just received results back on. When I looked at Compass there was a heifer that the program recommended as a “sell”. I wondered why so I dug a little deeper. When I looked at her genomics it was clear; her genetics were poor in comparison to her herd mates. The funnier thing about this was that I had also just sold her mother a few weeks prior because she also didn't fit the kind of animal I was trying to breed.

##### d. What is your main focus with Genomic Testing now?

Since we've gotten our inventory to a place we're currently comfortable with, our main goal with genomic testing is to make a breeding decision; sexed, conventional or beef, or to pick a sire that matches my females.

We also appreciate the parent correction that comes along with genomic testing. Since we're only breeding for a specific number of



heifers, we need to make sure the calves we register are truly who they are.

##### e. How will you track the impact this has on your herd?

The main way we'll be tracking the impact of genomic testing in our herd will be on the financial side of things. Our expenses on genetics should be lower and our rearing costs should also be lower. Since our heifer pens are less crowded now, our 2yr-olds should be able to perform better and be healthier and more productive. The combination of making better animals, and giving them more room in a better environment with less competition will ensure that our 2yr-olds are more profitable.

#### 6. What was the best advice you received as a young business owner?

**“Concentrate on what you're good at, and delegate to the experts to help fill in the gaps.”**





# DairyTrace Updates and Improvements - We asked, you answered, we listened!

DairyTrace offers multiple ways for producers to report traceability events. Some reporting methods require manual entry or third-party assistance, while others are reported automatically. For producers outside the province of Quebec\*, check out our Resources Page for a detailed Reporting Methods Reference guide on all available options: <https://dairytrace.ca/resources/library/>

In 2022, DairyTrace emailed out a survey about user experience for our reporting tools; the DairyTrace Portal and Mobile App. Thanks to all who participated and provided their feedback, your responses helped to guide the improvements to enhance your user experience.



IMPROVEMENTS TO THE DAIRYTRACE MOBILE APP:	IMPROVEMENTS TO OUR ONLINE PORTAL:
<ul style="list-style-type: none"> <li>✓ Increased user guidance</li> <li>✓ Easier to follow screens</li> <li>✓ Multiple choice options</li> <li>✓ Detailed error messages</li> <li>✓ Password reset availability</li> <li>✓ Improved calendar function</li> <li>✓ Confirmation message upon submission</li> <li>✓ Many more!</li> </ul>	<ul style="list-style-type: none"> <li>✓ Updated visual layout</li> <li>✓ Birth Certificate download</li> <li>✓ Display of individual herd management ID #</li> <li>✓ Multiple choice function tool</li> <li>✓ Display of transaction number</li> <li>✓ Enhanced public PID search for move-in events</li> </ul>



## Check your settings

Check your smart phone settings to ensure the newest version of the App is downloaded, OR download it for the first time on your Apple or Android device! User guides are available or call customer services to show you how to use it!

\*Quebec has pre-existing provincial regulations that require dairy farmers to use SimpliTRACE for all its DairyTrace & Traceability reporting

## DairyTrace Reporting & Breed Associations - Event Reporting Tips:

TAGGING EVENTS:	Holstein Canada	
	Animal Registration <sup>1</sup>	Traceability Reporting <sup>2</sup>
Tag Activation/Birth	✓	
Tag Replacement		
Cross Reference	✓	
Tag Reissued	Automatically reported by DairyTrace	

MOVEMENT EVENTS:	Animal Registration	Traceability Reporting
Move-In		✓
Move-Out		✓
Import		✓
Export		✓

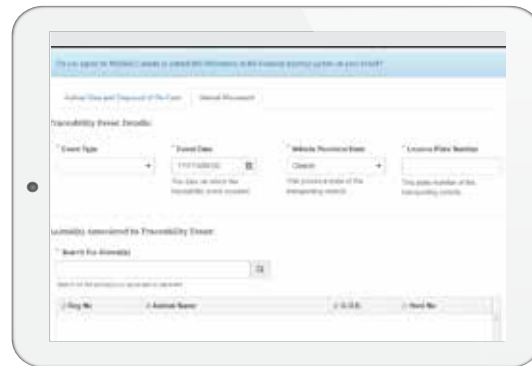
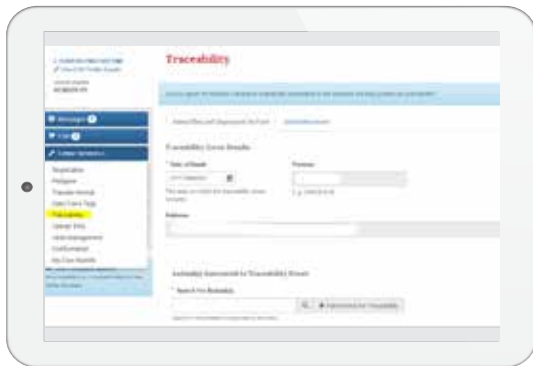
TAG RETIREMENT EVENTS:	Animal Registration	Traceability Reporting
On-Farm Disposal		✓

1. When you register an animal through your Breed Association, or its identification number changes and needs to be cross referenced\*, Holstein Canada will automatically transfer the associated traceability event(s) to DairyTrace\* on your behalf. Just remember, the birth must be registered before 45 days to comply with proAction® reporting requirements or before the animal leaves the farm of origin, whichever occurs first.
2. Holstein Canada offers a separate traceability tab to report movement events for registered animals through the Holstein Canada Web account\*\*. Make sure to also enter in the traceability information required to process the traceability movement event (ie. Premises, license plate etc.).



### Reporting Tip

If you rely on a third party for reporting your events, check your DairyTrace account to ensure everything is being reported correctly



CONTACT CUSTOMER SERVICES:		PHONE	EMAIL
Support Outside of Quebec	Traceability & Tag Orders	1-866-558-7223	info@dairytrace.ca tags@dairytrace.ca
Support Within Quebec	Traceability & Tag Orders	1-866-270 4319	sac@attestra.com

\*For Quebec, Tag activations and Cross Reference events are submitted to SimpliTRACE for the Holstein Breed only.

\*\*Quebec has pre-existing provincial regulations that require dairy farmers to use SimpliTRACE for all its DairyTrace & Traceability reporting. Holstein Canada will submit the reported traceability events to the correct location depending on whether you are in the province of Quebec or are located in a province outside of Quebec.

# Demystifying Dairy Farms Emissions and the Industry's Net Zero Goal PT. 2



Since the publication of the first part of this article, Dairy Farmers of Canada, along with other partner stakeholders, have published the Best Management Practices Guide to Mitigate Emissions on Dairy Farms. The guide touches on Best Management Practices that have an impact on emissions, serving to clarify the paths to reach net zero. You'll notice that several points touched on our first article corroborate with what is shown in the guide: the industry must adopt a holistic approach, tackling the issue from many fronts.

At the same time, dairy producers have a challenge ahead, there are economic and social opportunities for those who invest resources in reducing their emissions, while increasing their carbon sequestration. For the more entrepreneur minds, there's even opportunities to diversify their farm business and generate new revenue streams.

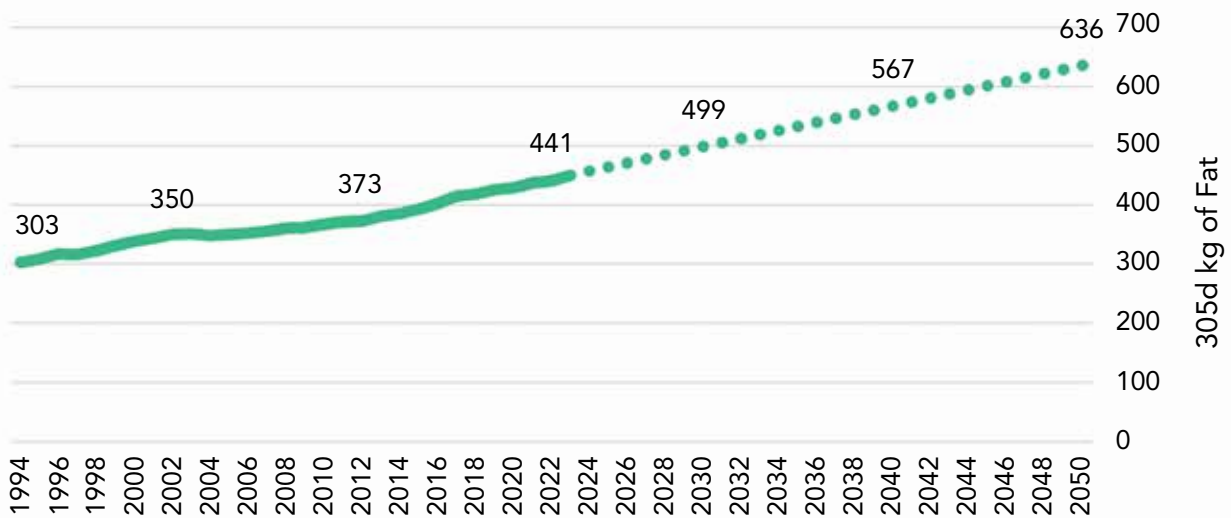
## The industry is already becoming more efficient!

Even if you are not doing anything specific towards reducing emissions, it is safe to say you have improved over the last few years. You have probably increased yields from your fields and gained production per cow. By doing that, you managed to reduce the carbon footprint of every glass of milk. In fact, as mentioned in the first article, over the last 20 years, Canada has cut about a quarter of the amount of emissions required to produce the same amount

of milk. As long as the industry keeps doing a good job in that aspect, increased production efficiency will be a major driver towards an industry with a lower environmental impact. The graph presents the evolution of the amount of fat produced per 305-day lactation and projects the production gains until 2050. The future values are projected considering the gains made in the last 10 years. If we keep the same pace, our cows will be producing around 500 kg of fat by 2030, 567 kg by 2040, and 636 kg by 2050. This translates into a 44% increase from the current levels (441 kg/305-day lactation).



## National average 305d Fat production - Past, present, and future



As positive as it is, as Milk demand increases, just improving production will not bring our industry to the net zero goal. A more energetic and broader role is required. Both reducing emissions and offsetting emissions by removing carbon from the atmosphere are necessary. This is what the guide covers very well, touching on different actions around various areas.

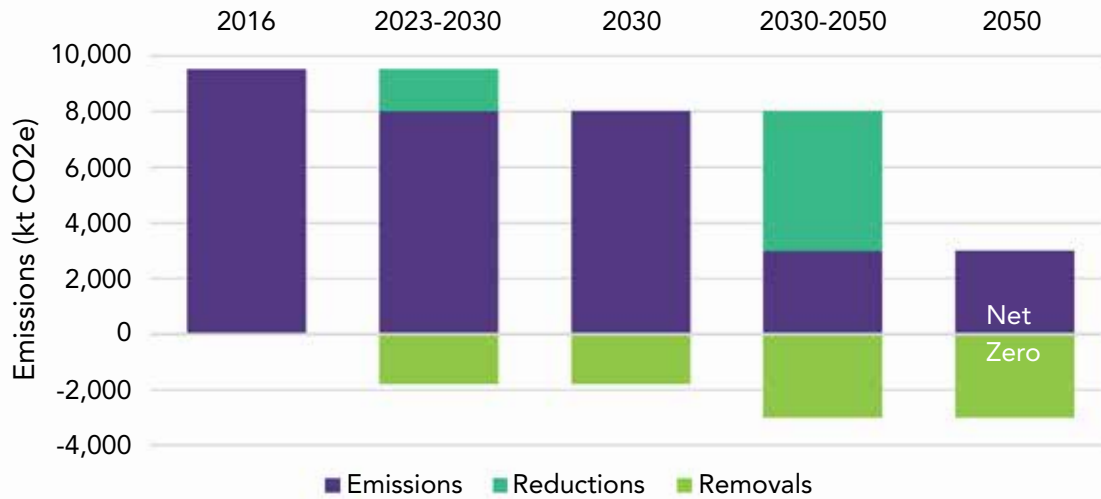
### The carbon removal aspect

Within the cow and barn aspect of the operation, the focus is mostly on reducing emissions generated by the cows, the manure they produce, and the feed produced for them. However, many techniques can be implemented to help with another key piece: removing carbon from the atmosphere. To this point, you probably remember those exciting biology classes talking about photosynthesis, where plants use carbon and release oxygen to generate energy. On the farm, the goal is to optimize carbon

sequestration by implementing practices for feed production and land management. You may even have implemented or know someone who has started using cover crops, reduced tillage, and/or rotating certain crops to boost soil nutrients and reduce diseases. These practices all contribute to improving carbon sequestration, which will completely offset the emissions by 2050. The graph shows the "path" to become net zero by then. Note the long way the industry still has to go.



## Emissions Trajectory until 2050



### The opportunities arising

As you have probably noticed, achieving net zero status means that the amount of gases removed is equal to the amount of gases produced at the farm. Among the practices to achieve this, some include the production of clean energy (solar, wind, biogas), which can supply the farm's needs and create the opportunity to sell any excess to a hydro company, generating a new revenue stream. Another option is the use of biodigesters; they have the potential to significantly reduce the emissions from manure, while producing heat and/or biogas and high-quality fertilizer. They require high investment and maintenance, but can be an interesting option for large farms, partnerships between farms, and even partnerships from outside the industry, as the biodigesters are capable of processing organic waste generated by humans. There are examples of very successful biodigester projects across the country.

### One step further and the carbon credits

One may question what happens if your farm removes more gases than it emits. You can make money out of it! The industry is far from this point, but it is something that will come up more and more as farms become more efficient. You have probably heard about carbon credits and the markets around them, which is something farms may tap into in the future. In simple terms, anyone (normally a company, but any business or individual can do it too) can buy a carbon credit to compensate for their emissions.

Translating to real life, Joe Doe Tractor Inc. produces tractors and generates a lot of emissions. However, they have regulations limiting the amount they can emit, or they simply want to become net zero for marketing purposes. The problem is they can't just sequester enough carbon (like the farms can) to offset their emissions. Joe Doe Tractor Inc. can then buy "the right" to generate emissions from someone who removes more than they generate - yes, a farmer! This is what carbon credit trading is; one carbon credit is equivalent to 1 metric tonne of carbon and has a market stipulated price. Nowadays, one carbon credit is worth \$65, and the price will rise \$15/year until 2030. That means the market will grow, and every reduction in emissions will be worth more. There are many examples of large corporations that own forests or have reforestation projects in different countries to help them offsetting their emissions as the future points towards more regulations around it.

### Take home messages

The initial buzz around the net zero goal is now a little more controlled. There is a big challenge ahead for the industry, but it is clear, Canadian dairy farmers are moving in the right direction. With more research, knowledge, and experience being gained at the farm level, we expect to see significant progress toward the objective. The recently published Best Management Practices guide provides a solid foundation and easily accessible information for producers. Meanwhile, there are clear opportunities to capitalize on the technologies and investments to reduce emissions, not only in financial terms but also in terms of community and social benefits.



# 2022 HOLSTEIN CANADA AWARDS



All results are available on the Holstein Canada website only



## **EXCEPTIONAL COWS AND FARMS**

Holstein Canada is pleased to announce the winners of the 2022 Electronic Awards for Daily Production Champion, Outstanding Production Champion and Herd of Distinction. Congratulations to all the herds, owners, and breeders who distinguished themselves in these categories. These herds and cows exemplify Canadian genetic excellence by demonstrating superior production, conformation, and most importantly - profitability. Below is a summary and highlights of each of the three awards.

## HERD OF DISTINCTION

The Herd of Distinction recognition calculation considers all cows that have completed a lactation in 2022. The lifetime production of each of these animals was recorded on the date of their respective end of lactation in 2022. The herd average was then calculated.

The Herd of Distinction Award ranks farms based on the cows' average lifetime production by grouping them according to herd size.

Only one herd has maintained first place in its group for five (5) consecutive years: Milky Lane (ON), in the 50-59 record category. In addition, Wilvoc Holsteins (in the 40-49 record group) and Estermann Farm Inc.

(130+ records) won the award in their respective groups for a 2nd year, and after four (4) years in the Top 5, Nieuwenhof & Associates comes in 1st in its group (90-129).

The Top 25 herds in the seven (7) categories have a lifetime milk production average of 37,058 kg per herd, which is 489 kg more than in 2021. The best herd in all categories has a respectable lifetime milk production average of 48,468 kg for 102 records compiled; this herd belongs to Nieuwenhof & Associates Inc. (QC). Milky Lane, a frequent winner in this category, comes next with a lifetime average of 47,474 kg and 50 compiled records.

Start by visiting:  
[holstein.ca](https://holstein.ca)  
on the menu, click on

**Awards-List**  
scroll to

**Holstein Canada Awards**  
then

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



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

Province	# of Herds 2021	# of Herds 2022	Milk Herd Avg. 2021	Increase/Decrease	Milk Herd Avg. 2022
British Columbia	7	10	36,917	1513	38,430
Nova Scotia/ Newfoundland	5	5	37,417	164	37,581
Quebec	92	94	36,394	729	37,123
Ontario	48	55	36,570	243	36,813
Manitoba	3	3	36,097	494	36,591
New Brunswick	2	2	34,653	1648	36,301
Alberta	7	5	36,544	-364	36,180
P.E.I.	2	1	35,383	166	35,549
Saskatchewan	1	0*	35,495	∅	∅



## OUTSTANDING PRODUCTION CHAMPIONS

Outstanding Production Champions are the most productive cows over their lifetime, based on age. For any lactation completed in 2022, and based on age at calving, we calculate the lifetime milk produced by each cow.

With age groups from 2 to 15 years, we list the first five (5) in each group. For 16-year-olds, we list 2 cows, and for 17- and 18-year-olds, only 1 cow. The list totals 74 animals.

With 2 herds known for their high production, namely Nieuwenhof and Associates Inc. and Estermann Farm Inc., the Huntingdon-Ormstown Holstein Club (QC) has the most cows on this list, with 11 animals. In 2nd place coming in with six (6) animals, we have the Rouville Holstein Club (QC) with four (4) different owners (Conrad Riendeau, Gilbert Tétreault, Ferme Royolait inc. and Ferme Janot). The Carleton-Russell (ON) Holstein Club, which includes Alexerin Dairy Inc. and Rosenhill Holsteins, and the Brant-Wentworth

Holstein Club (ON), which includes Joe Loewith & Sons Ltd., have five (5) cows each on the list. Finally, the Lévis-Bellechasse Holstein Club (QC), with two (2) different farms, and the Perth Holstein Club (ON) with four (4) different farms, and four (4) animals each. Check out the results to see if your Club has a cow or cows on this prestigious list!

The winners of each of the 17 age categories belong to different owners, except in two classes. View the list to find your animals.



### OUTSTANDING PRODUCTION CHAMPIONS

FARM NAME	AGE GROUP	MILK	FAT	LACTATION	HOUSING	MILKING FREQ.	PROV
GORELAND SICILY DARWIN	2	21,834	626	1	F	R	ON
S-S-HOLSTEIN DETOUR 4110	3	39,022	1,314	2	F	2	ON
RICRODREG KERRIGAN 308	4	57,484	2,119	3	F	R	ON
ALBADON HOTROD TONGY	5	74,830	2,432	3	F	3	ON
BEAUCOISE BRODIE PYOLI	6	92,265	3,044	5	F	R	QC
RAINHOLM SUPERSIRE 1375	7	108,949	4,185	6	F	3	QC
RAINHOLM SARGEANT 8060	8	123,272	4,914	6	F	3	QC
ROYOLAIT MARIJO LAUTHORITY	9	167,253	7,624	6	T	2	QC
RONELEE SNOWFLAKE-ET	10	146,958	4,978	6	F	3	BC
HUSO HAYDEN 59	11	164,504	6,283	7	F	3	BC
SUMMITHOLM MANIFOLD JAVIERA	12	169,630	6,483	10	F	2	ON
EASTEDGE ALTON SHERRY	13	187,818	6,926	10	F	2	ON
GERMEC AGILITEE SPIRTE	14	173,963	6,529	9	T	2	QC
MARK-A-VALLEY WILDMAN AIMEE	15	187,647	6,808	10	F	2	ON
HYDEN BLITZ PIZZA	16	214,674	7,383	10	T	2	ON
HARVEY OUTSIDE NAROLA	17	143,586	5,218	12	T	2	QC
JANOT TOPNOTCH CLEMENTINE	18	163,897	6,714	12	T	2	QC

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

## DAILY PRODUCTION CHAMPIONS

We have an exceptional leader this year, who was not on the list of the Top 1,000 cows in 2021. ROYOLAIT MARIJO LAUTHORITY completed a super lactation of 28,159 kg of milk in 305 days and 44,494 kg in 629 days, taking first place with 47.4 kg of milk per day of life. Marijo also has the highest average for kg of fat + kg of protein per day of life at 3.77. With this lactation, Marijo became our new Canadian Champion for fat and total BCA performance in the 7-year-old class.

Last year's winner returns in 2nd position with a magnificent 7th lactation and increases her lifetime performance by 1.6 kg for a total of 43.7 kg of milk per day of life. RAINHOLM SARGEANT 0690 is now in the Top 5 on the list for the 3rd consecutive year.

Under the Coopon prefix, MILKY WAVE INC., of Elmira, Ontario, joins a select group formed by the Rainholm, Summitholm, Expo and Sunnypoint herds holding over 20 cows in the Top 1,000.

The lifetime production of these 1,000 cows is close to 100,000 kg of milk: at 99,463 kg, their average marks an increase of 1,390 kg of milk compared to 2021.

If the top 100 cows were all in the same barn, 203.58 kg of quota would be needed to be able to sell their milk.

Several farms are listed for the first time. Are some of your cows included?



### DAILY PRODUCTION CHAMPIONS: Top 5 of 2021

#### AVG./DAY OF LIFE

Animal Name	Milk	Fat	Prot.	Age	Lacts	Farm Name	Prov
ROYOLAIT MARIJO LAUTHORITY VG-88	47.4	2.2	1.6	10	6	FERME ROYOLAIT INC.	QC
RAINHOLM SARGEANT 690 VG	43.7	1.4	1.2	9	7	ESTERMANN FARM INC.	QC
LARELEVE SUPERSIRE 597 GP-83	42.2	1.5	1.4	7	4	NIEUWENHOF & ASSOCIATES INC.	QC
LARELEVE KINGBOY 603 VG-87	40.6	1.5	1.4	7	4	NIEUWENHOF & ASSOCIATES INC.	QC
LARELEVE LEO 480 GP-81	40.3	1.6	1.3	9	5	NIEUWENHOF & ASSOCIATES INC.	QC



## Future Leaders in Dairy Development Program Review

TORONTO, ON | FEBRUARY 28-MARCH 2, 2023

Two members of Holstein Canada's Young Leader Advisory Committee were grateful participants of the Future Leaders in Dairy Development Program that took place in Toronto, ON from Feb 28 – March 2. Dairy organizations sponsored delegates from across the Country to attend the incredibly well-planned workshop. Cynthia Campbell (NS) and Audrey Morneau (QC) attended the 3-day conference and had the opportunity to learn from professionals in the industry about what it means to sit on a committee board and executive. Audrey and Cynthia were two of fifteen participants selected to attend.

Topics for the conference included: roles and responsibilities of Boards and Directors, governance challenges, understanding personality styles, how leadership roles affect family life, and how to create a successful team. During the week, Audrey and Cynthia heard from many esteemed speakers including: Nigel Bellchamber, owner of N.G. Bellchamber & Associates, Rob Goodwill of Gay-Lea Foods Co-op Limited, Paul Larmer, CEO of Semex, Pierre Lampron and Jacques Lefebvre, President and CEO of Dairy Farmers of Canada, the Honourable Rob Black, and many others.

With both women exposed to how Boards and Committees' function by sitting on Holstein Canada's Young Leader Advisory Committee, they were happy to further their knowledge of what makes a successful meeting, learn the proper protocols to follow during these meetings, how to engage committee members, and how to understand personalities and different ways of learning.

"This was an incredible three days of learning" states Cynthia Campbell,

"I am very thankful to have had the opportunity to listen to such prestigious industry professionals who took the time out of their busy schedules to educate us through their own experience about not only the challenges of being on a Board, but also about the opportunities and what it means to sit on a Board."

"I met several knowledgeable people from across the country and am very grateful for the friendships and industry relationships I created because of the program. I owe much gratitude to Holstein Canada for seeing how this program could benefit me personally and professionally, I thank them immensely for their sponsorship." Audrey Morneau adds, "This conference was something I never thought I would have the opportunity to experience. I am very grateful to Lactanet for sponsoring me to attend this event."

Because of the generous sponsorship, I created so many new friendships, I engaged in many dairy industry conversations, I laughed with new friends, I shook hands with people I admire and look up to and learned from some of the best leaders in the industry. I asked several questions and received answers that made me grow as a person, as a leader, as a young woman, as a municipal councilor, and as a farmer who just tries her best to make things better. This was an amazing conference and I left feeling inspired and more passionate about this industry." 🍁



# 2022 Young Leaders SCHOLARSHIP WINNERS

Every year, Holstein Canada awards six individuals with a scholarship of \$1,000 to contribute to their education. Six winners (two from Ontario, two from Quebec, one from the East, and one from the West) are selected by the Young Leaders Advisory Committee by the end of January each year. To be eligible to apply for the scholarship, the student must have completed at least one semester of university, college, or an equivalent program, and the program must have a relationship with agriculture. The Committee selects the winners based on their involvement in youth activities, scholastic records, and an essay.

Among this year's winners, two were present at the Montreal convention and received their award cheques in person. Congratulations to all the winners! The Holstein Canada membership is proud to support the next generation of the dairy industry!



**SARAH PRINS**  
Redeemer University  
Corbyville, ON



**SAMANTHA HILDBRAND**  
MacDonald College  
St. Albert, ON



**ROSALIE SMITH**  
ITAQ La Pocatière  
Sainte-Flavie, QC



**PASCALE CHEVRETTE**  
University of Montréal  
Saint-Félix-de-Valois, QC



**TIM PORTER**  
Dalhousie University  
Lower Onslow, NS



**DARRICK NICHOL**  
University of Lethbridge  
Coalhurst, AB

# Top Sires According to Average Final Score of 1<sup>st</sup> Lactation Daughters

Based on 1st Lactation Classifications December, January, February 2023

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

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

Sire	Daughters Classified	Avg Daus Score	Avg Dam Score
UNIX	363	82.28	82.59
DOC	117	82.15	81.97
ALLIGATOR	566	82.13	82.21
SIDEKICK	268	81.90	82.11
IMPRESSION	426	81.73	81.97
LIGHT MY FIRE	104	81.65	81.59
RANDALL	319	81.64	82.16
FUEL	134	81.64	81.48
KINGPIN	138	81.64	81.53
THOREAU	111	81.45	80.07

Sire	Daughters Classified	Avg Daus Score	Avg Dam Score
MASTER	49	83.37	83.71
CRUSHABULL	89	83.02	83.19
DELTA-LAMBDA	78	82.69	82.53
DIAMONDBACK	53	82.68	82.74
ALONGSIDE	43	82.07	81.84
HIGH OCTANE	84	81.95	82.29
ALTARABO	36	81.83	81.47
BRIDGESTONE	90	81.82	81.74
KNOX	86	81.81	81.76
UNSTOPABULL	98	81.81	82.54

NOTE: Daughters are included in this 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.

Top 10 Sires for 305d Fat Production with 50+ Daughters Classified in Three-Month Period (Dec. 2022 - Feb. 2023)

Top 10 Sires for Feet and Legs Score with 100+ Daughters Classified in Three-Month Period

Sire Name	Daughters Classified	Avg. Daughter Score	Avg. 305-Day Fat
FUEL	159	81.8	446.2
ALTAZAREK	86	80.1	438.5
MAESTRO	50	81.5	433.2
EINSTEIN	51	80.4	431.5
POSITIVE	276	81.0	431.2
KANSASCITY	54	80.7	424.3
PERK	55	79.5	423.0
KNOWHOW	84	81.8	422.6
ALTARUBAN	70	80.3	420.6
PHANTOM	80	81.2	415.9

Sire	Daughters Classified	Avg. Daughter Feet & Legs	Sire Proof for Feet & Legs
CRUSHABULL	116	82.66	12
ASHBY	103	82.33	17
DOC	181	82.02	6
DEMPSEY	124	81.92	8
DOORMAN	199	81.81	5
ALLIGATOR	807	81.74	12
DELTA-LAMBDA	137	81.62	12
UNIX	552	81.61	6
CHIEF	231	81.53	4
UNSTOPABULL	131	81.49	6

NOTE: Daughters are included in the statistics if they had their last milk test/lactation termination date beyond Dec. 1st, 2022.

NOTE: Daughters are included in the statistics if they had their last milk test/lactation termination date beyond Sep. 1st, 2022.

# Classification Schedule

Mid-round **MR**

## MAY

ON **MR** Oxford  
 QC Sherbrooke, Compton, Stanstead  
 AB **MR**

EARLY

ON Wellington  
 QC **MR** Rimouski, Matane, Arthabaska, Megantic, Matapedia, Bonaventure, Wolfe

MID

ON Niagara, Wentworth, Brant, Haldimand, Norfolk  
 QC **MR**

LATE

## JUNE

ON Nipissing & Algoma, Timiskaming-Cochrane, Thunder Bay, Dundas, Glengarry  
 QC Lotbinière, Nicolet, Yamaska, Drummond  
 QC **MR** Frontenac

EARLY

ON Stormont  
 QC Beauce  
 BC BC

MID

QC Dorchester, Levis, Quebec & Montmorency

LATE

## JULY

MB **MR** Steinbach, Grunthal, St-Claude, Brandon, Winnipeg  
 ON Rainy River  
 QC Levis, Dorchester, Beauce

EARLY & MID

PEI PEI Western, PEI Central  
 NB Moncton, Miramichi, Sussex, Fredericton, Carleton  
 NS East Nova, West Nova, Central  
 NL New Foundland

MID & LATE

### Top 15 Sires with the first 10 daughters Classified Daughters in a Six-Month Period

Sire	Daughters Classified (10+)	Average Daughter Score	Sire Proof for Conformation*
MOMENT	12	83.75	14
VICTOR	49	83.31	11
LEGEND	18	83.06	13
ANALYST-RED	23	83.04	8
LUXOR-RED	14	82.93	10
ALLEYOOP	27	82.93	13
UNIX SELECT	14	82.57	9
HIGHJUMP	25	82.52	7
LUSTER	18	82.50	8
SANGRIA-RED	12	82.42	9
MOOLIGAN	26	82.39	11
SOLUTION LON	11	82.09	1
FRAZZLED ROUX	11	82.00	1
AUSTAD	25	81.96	6
DARMOUTH	11	81.91	3

Note: Includes only bulls that had the first daughters (at least 10) classified between June and November 2022. Some may have a small numbers of daughters classified in a small number of herds.

\*Bulls may have a genomic or proven status for Conformation

### Top Sires According to Trait Section Average Score of 1st Lactation Daughters

Based on 1st Lactation Classifications Dec. 2022, Jan., and Feb. 2023

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

Sire	Daughters Classified	Average Daughter Rump Score	Sire Proof for Rump
CHIEF	231	83.78	9
RENOWN	111	83.14	11
IMPRESSION	642	83.11	10
RANDALL	401	83.09	11
BRIDGESTONE	106	82.92	7
UNIX	552	82.84	6
LAUTRUST	512	82.74	8
RUBELS RED	128	82.68	9
KINGPIN	210	82.65	9
FIRECRACKER	107	82.63	7

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

# If you want cows like these....

## The Magic of Miranda P • 7 EX Daughters of Miranda-P



Calbrett Kingboy Miranda P\*RC (EX-93) becomes the 1st Cow in the breed to be a double winner in Holstein International contests - Global Cow & Polled Cow of the Year. You can add Miranda P's influence to your herd through her sons and grandsons below or contact us for embryos from Miranda P herself!

*Share your success with Miranda's descendants on her new Facebook page @calbrett.kingboy.miranda.p*



**MAX PP \*RC VG-89 2yr**  
Luster x Miranda p  
# 1 PTAT PP Bull +3.26

**ILLUSTRATOR P \*RC EX-93**  
Luster x Mudslide EX-92  
Excitement is Building!

**MUDSLINGER PP VG-85 1yr**  
A2P2 x VG-86 2yr Mirand PP  
#1 Conformation PP A2 Bull (Tied)

**PICADOR PP**  
Picasso x VG-86 2yr Zipper  
#1 Udder PP Bull +11 MS

**IMPACT P \*RC**  
Lambda x Miranda P  
Only Polled/Red Carrier Lambda Son

## Then you need to use bulls like these.

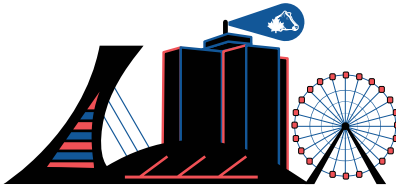
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On behalf of our committee, and the Holstein Québec Branch, we thank our sponsors and attendees for making this year's convention a legendary experience for all!



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