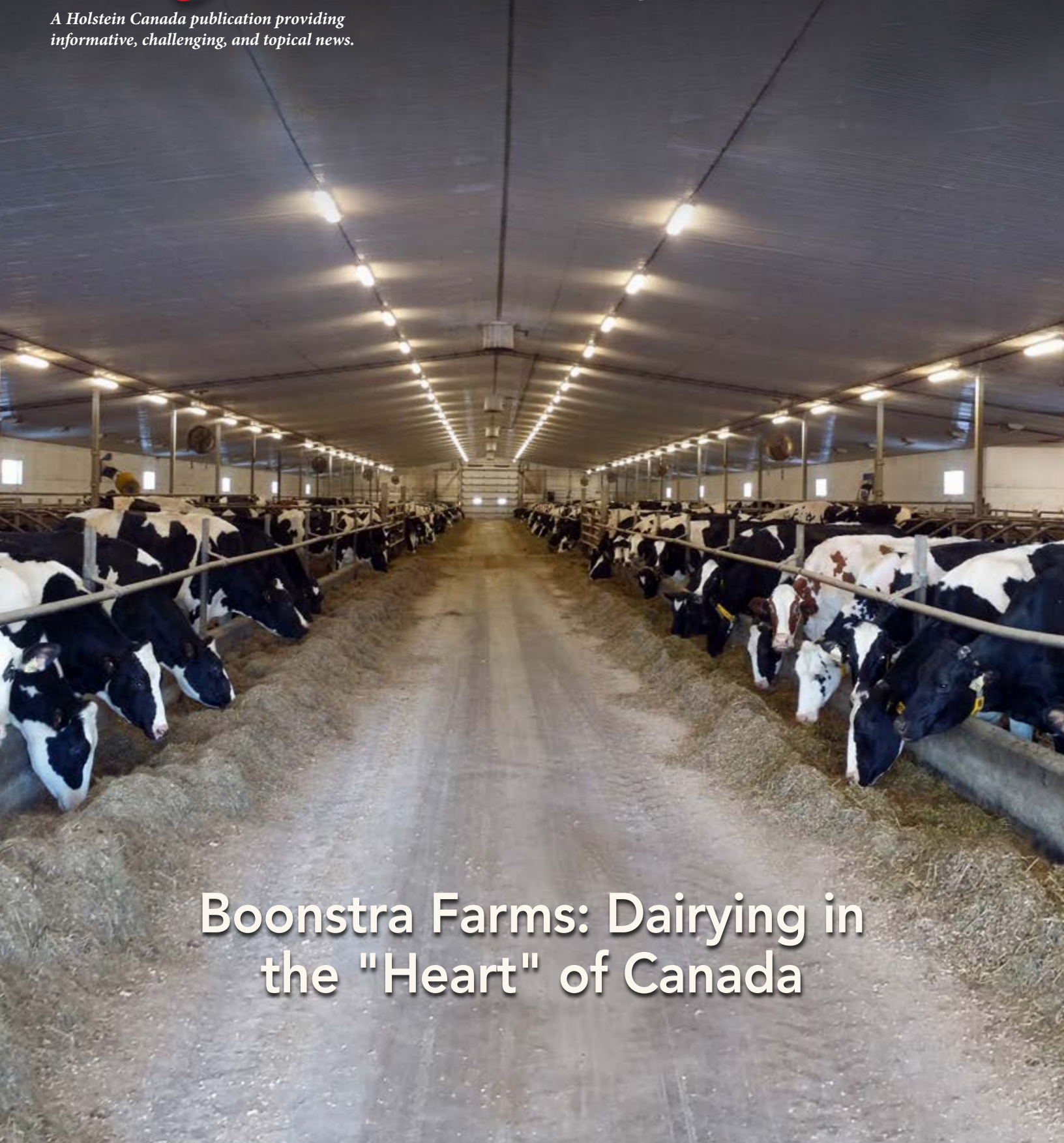


# *info* Holstein

March/April 2015 issue no. 132

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



**Boonstra Farms: Dairying in  
the "Heart" of Canada**

# Catch the tide

to the 2015 National Holstein Convention  
in New Brunswick April 8 to 11, 2015

Registration: NOW OPEN

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



Convention starts at the **Delta Beausejour in Moncton, NB** (April 8), and ends at the **Delta Fredericton in Fredericton, NB** (April 9-11).

To book your hotel, in Moncton, please call Delta Reservations: 1-888-890-3222.  
Quote "Holstein Canada" for special room rates.

*In Fredericton call the Best Western Plus: 506-455-8448*

**If you're driving to Convention, we'll soon post a list on our website of farms that you can tour en route.**

## Explore Our Farms

Jump on the buses in Moncton for Farm or Sightseeing Tours around the region. Buses will end in Fredericton in time for the Sale.

### *The Wave Tour*

The "Wave Tour" will take you on a journey to the Sussex area, better known as the "Dairytown" of New Brunswick.

**Visit:**

[Walkerville Farm](#)  
[Lonsview Farm](#)  
[Pascobac Holsteins Inc.](#)  
[Samorah Farm](#)

### *The High Tide Tour*

The "High Tide Tour" will explore the area surrounding Moncton a.k.a. the "Hub of the Maritimes".

**Visit:**

[Shadowave Holsteins](#)  
[Mullin Dairy Farm](#)  
[Dejong van der Heide Farm](#)  
[Home Creek Farm](#)  
[Clarke Farm](#)

### *The Mighty River Tour*

The "Mighty River Tour" will bring you along the Saint John River, which flows through the heart of our Capital City: Fredericton.

**Visit:**

[Schuttens Holsteins](#)  
[Lawrence's Dairy Farm](#)  
[Combination Holsteins](#)  
[Dunphy's Holsteins](#)

**Don't forget the AGM & Master Breeders Gala on April 11th!**

For more information, visit [EVENTS.HOLSTEIN.CA](http://EVENTS.HOLSTEIN.CA)

Find Holstein2015 on [f](#) [t](#) [#CATCHTHETIDE](#)



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**Design by** Blueprint Agencies Inc.  
10 Scott Ave., Paris, ON 519.442.1242

**Printed in Canada by** BECK'S PRINTING  
75 Empey St., Brantford, ON



We travel to Manitoba to meet the Boonstra family of Boonstra Farms. Find out more about them and what it is like farming in the "heart" of Canada on PAGE 10.

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Award Winners**

by Holstein Canada President,  
Mario Perreault, Saint-Esprit, Québec



## Team Canada

### DEAR HOLSTEIN CANADA MEMBERS,

I cannot believe the time has come for me to write my last editorial as President of this great Association. Let me take this opportunity to wish you all the best in 2015 – both personally and on your farm.

We are currently working on strategic planning with our industry partners, in order for Canada to remain the world leader in dairy genetics. Partnership has always been our strength.

As you have read in my editorials this year, I like to make comparisons with hockey and teamwork; it is as if we are preparing our team to represent our country at the Olympic Games. We gather the best players from many different teams, but who will unite their strengths to win the gold medal. In fact, in January our junior hockey players showed that this is quite possible!

Back to dairy genetics – with strong competition for global market shares and new tools we have developed such as genomics, we must review our strategies. As we all know – the world is getting smaller.

Therefore, in partnership with our industry partners (CDN, DFC, Milk Recording Agencies, A.I., and the other breeds), we are preparing our team for the Olympic Games to win our gold medal.

Together, we are reviewing what should be improved so Canadian genetics may always remain the most profitable for you, our dear members, and for our clients around the world.

### SOME OF THE TOPICS DISCUSSED ARE:

- A new economic index.
- A renewed LPI – Holstein Canada is proposing the following weighting: 40% Production, 40% Durability, 20% Health Traits.
- A joint communication plan for the industry to enable a clear and unified message.

In closing, I am truly proud of the leadership and the decisions taken by your Board of Directors, as well as of our team of employees, so that Holstein Canada may continue to offer services of the highest quality possible at an affordable price, to contribute to the profitability of your herd and your farm.

Thank you for your support – I look forward to seeing you again – we are all producers and passionate about our beautiful breed! 🇨🇦







# Building from our Foundation

by Holstein Canada Chief Executive Officer, Ann Louise Carson, agr.

**I AM SO VERY FORTUNATE** to have the opportunity to travel rural roads across Canada. It always warms my heart to see dairy barns, many very recently constructed. This is a clear sign Holstein breeders believe in the future of our great industry. These shiny new buildings tell me you have a plan – inside and outside your barn, new or not so new – to rise to the challenges and rewards the future will bring. By the way, a very special thanks to members who proudly display the Holstein Canada logo on your barn!

YOUR Association is just like you. In 2013 and 2014, we had a two-year Strategic Plan which we considered the foundation of our “barn”. We accomplished “almost” all we wanted to do in the ambitious list of 13 projects, and now they are considered day-to-day routine. With the cement poured and strong, it is time to put up the walls!

YOUR Board of Directors has adopted a new Strategic Plan (see page 6) entitled “**Adapting to today’s and tomorrow’s realities**”. We all know staying put means lagging behind and that is certainly not what our members are doing!

Like the three pillars of Supply Management – the unique system in which Canadian dairy producers can connect their **Profit and Passion**, “3” is a reoccurring number in our new road map:

- 3 Year Plan
- 3 Pillars: **On-Farm Reality, Technology Reality and Industry/Market Reality**
- 3 Projects per pillar

We will reach these goals with:

1. A Governance Structure close to its grassroots, seeking feedback and direction
2. Close links with our Branches and Clubs
3. A highly-trained, professional and accountable Team who can relate to members in an economic, tech-savvy, timely, value-added manner - always respectful of members' realities.

Our Strategic Plan is of course closely linked to the **Canadian Breed Strategy** launched in 2014, which outlines how we, as an Industry, can be where we need to be in 2020. We look forward to working with our various Partners on all of our projects.

We will be in touch over this three-year period to give you updates on the projects. Meanwhile, we hope each member will find something to identify with in our Plan.

I look forward to meeting many of you as I continue my travels in rural Canada, admiring your facilities and more importantly, those great cows in them! 🇨🇦

# 2015 – 2017

# Strategic Plan

Adapting to today's and tomorrow's realities

1 ON-FARM REALITY	2 TECHNOLOGY REALITY	3 INDUSTRY/ MARKET REALITY
<b>1A. Value-added services</b> To emphasize profitability of core services/tools and to develop processes which increase their on-farm profitability and usage	<b>2A. Multi Breed Herdbook</b> To deliver integrated software which facilitates timely and efficient on-farm processes and information access	<b>3A. Partner Collaboration</b> To work closely with all Industry Partners (genetic and DFC) to facilitate efficient on-farm and administrative services
<b>1B. Communication/Extension</b> To be proactive in communicating and promoting existing and newly developed tools and services	<b>2B. Classification</b> To develop and globally market a state of the art classification software	<b>3B. International Promotion</b> To actively support the success of Canadian genetics and services on the global market
<b>1C. Young Leaders</b> To engage the next generation, offering programs to meet their specific needs	<b>2C. Data Access</b> To discover, facilitate exchange and use of data from (1) on-farm software/ data (2) other businesses or partners (i.e., sale barns, ET, vets) in order to enhance current services and add value for future services	<b>3C. Shows &amp; Judging</b> To develop and promote a standard program for the successful promotion of Canadian cattle on the domestic & global markets

## Can't make it to the AGM? Join us Online!

**HOLSTEIN CANADA** is pleased to again offer a live stream feed of the 2015 AGM for those members across Canada unable to attend in-person. Members interested in viewing the live stream will be able to gain access through a direct link on **Holstein.ca** that will be made available on Saturday, **April 11, 2015**, the day of the AGM. There will be no registration or fee required, and the feed will be available in both English and French. **PLEASE NOTE THAT THE LIVE STREAM WILL ONLY BE AVAILABLE FOR THE AGM, AND WILL NOT FEATURE THE KEYNOTE SPEAKER'S PRESENTATION.**



## 2002 vs 2014

### No. of Red & Whites Registered in Canada



### Number of VG 1st Lactation



### Number of VG 2nd + Lactation



### Number of EX



### Number of Multiple EX



### The Highest Scored R&W Animal in Canada



### Number of Superior Lactation Awards



### Average BCA (milk)



# INSPI red

As the **Canadian Red and White Holstein Club** officially closed its doors at the end of 2014, we thought it would be neat to take a look at just how far the Red and White Holsteins have come since the beginning of the club in 2002. The Red and Whites have shown tremendous growth in the past 12 years, so congratulations to our Red and White breeders and kudos to the club for their hard work in promoting the Canadian Red and Whites!

We would like to build on the great work started by the club by continuing to promote Red & White Holsteins. If you have a R&W breeder you would like us to profile, or just a great story idea, we would love to hear from you!

contact

**Jennifer Kyle at**  
[jkyle@holstein.ca](mailto:jkyle@holstein.ca)

We recognize there are also several Canadian-bred R&W animals who have gone on to be tremendous cows and great ambassadors of Canadian Holsteins outside of Canada! However, for the purposes of this article, the numbers used are based on Holstein Canada's database, and include only Canadian registration, milk and classification records.





It has become an annual tradition that Holstein Canada kicks off each new year by announcing the new crop of Master Breeder recipients. This year is no exception. Holstein Canada is pleased to announce the 21 Master Breeders who will be honoured at the 2015 National Holstein Convention in Fredericton, NB this coming April.



# Master Breeder

Awarding Breeding Excellence!



#### PHOTOS:

1. The McGriskin family of Riskinbrook in Ontario.
2. The Caron family of Karona in Quebec.
3. The Penners of Benner in Manitoba.



# Congratulations to all of the Winners!

52%

ARE  
FIRST-TIME  
RECIPIENTS

11

ARE FIRST-TIME RECIPIENTS OF A  
MASTER BREEDER SHIELD

8

ARE 2ND TIME  
RECIPIENTS

2

ARE 3RD TIME  
RECIPIENTS



## WHERE THIS YEAR'S WINNERS COME FROM

British Columbia.....	1
Manitoba.....	1
Ontario.....	12
Quebec.....	7

### ALBADON

Albadon Farms Ltd.  
Josh Ireland  
Teeswater, ON

### BENNER

Benner Holsteins Ltd.  
Don, Tim & Scott Penner  
Steinbach, MB

### DERIC

Ferme Lavigne Inc.  
Jean-Pierre, Alain, Shana,  
Rachel, Adèle, Vercin,  
Flavien & Isakiel Lavigne  
Ste. Anne de Prescott, ON

### DESNETTE

Desnette Holstein  
Sandra Verville, Carl Laurie &  
Marianne Desrochers  
Wawick, QC

### DROLIE

Drolet & Fils  
Henriette Ghielen, Pierre, Pierre-  
Luc, Samuel & Geneviève Drolet  
St. Raymond, QC

### GLENWIN

Patti Alsop  
Singhampton, ON

### GOULDHAVEN

Gouldhaven Farms  
Barry Gould  
Foresters Falls, ON

### HEIWA

Heiwa Farm  
Walter & Heidi Von Ah  
St. Albert, ON

### KARONA

Pierre Caron  
Louise Marcoux, Pierre, Odrey,  
Marie-Michelle & Pierre-Oliver  
Caron  
Plessisville, QC

### LILBRI

Lilbri Holsteins  
Lillian Drummond  
Almonte, ON

### MASKITA

Ferme Maskita  
Sébastien Roy  
St. Hyacinthe, QC

### MILIBRO

Ferme Milibro Inc.  
Daniel Brochu & Isabelle Dubois  
Tingwick, QC

### NARWOOD

Don & Diane Catt  
St. Thomas, ON

### RICSTAR

Ferme Gourin-Ricstar  
Eric Bréniel, Elise Sawyer  
& William Sawyer-Bréniel  
St. Hyacinthe, QC

### RISKINBROOK

Joe McGriskin & Family  
Norwood, ON

### SIGNATURE

Signature Holsteins  
Michael & Thea Farlinger  
Morrisburg, ON

### SILVERRIDGE

Silverridge Farms Ltd.  
Charlie & Dan Dykxhoorn  
Springfield, ON

### SUNTOR

Suntor Holsteins  
Fred, Ruth, Kevin, Amanda  
& Sheila Sundborg  
Ormstown, QC

### TELFORD

Telford Farms  
James & Julie Telford  
Abbotsford, BC

### WALNUTLAWN

Walnutlawn Farms Limited  
Burnell, Darlene, Adam &  
Bethany Zehr  
Tavistock, ON

### WHITNELL

Whitnell Holsteins  
Howard & Ineke Augustine  
Wainfleet, ON

The 2014 Master Breeders will be honoured at the prestigious Master Breeder Banquet on Saturday, April 11, 2015. Watch for the full profile of each Master Breeder in the May/June edition of InfoHolstein.

**BROTHERS** Brian and Rob  
Boonstra operate Boonstra  
Farms with their families.





# Boonstra Farms:

## Dairying in the "Heart" of Canada

For this edition of InfoHolstein, we travel to the middle of Canada – the “heart of Canada” – Manitoba! A beautiful province, Manitoba offers lots of geographical diversity and some of Canada’s most fertile farmland. And, contrary to what many might think, Manitoba winters are no more difficult to farm in than anywhere else in Canada! The biggest challenge is actually excess moisture – but with concrete and good ventilation in the barns, our Manitoba members will agree, Manitoba is a great place to dairy farm!

**LOCATED A HALF HOUR NORTHWEST** of Winnipeg, near the town of Marquette is Boonstra Holsteins operated by brothers Brian and Rob Boonstra along with their wives Jackie and Tammy. The third generation to farm here in Canada, the Boonstras milk 550 purebred, registered Holsteins in a freestall with a 28-cow rotary parlour, and farm 6,000 acres – 1,500 of which is used for feed crops and the remaining 4,500 for grain and oilseed crops. Brian and Rob’s grandparents immigrated to Canada from the Netherlands in 1930 with the intention to move to the United States. However, during the long wait for their visas, they had found a farm in Manitoba and decided to stay in Canada by the time the US visas came through. Eventually, their father Bert and their uncle took over the farm from their grandfather, and in 1992 when their uncle was ready to retire, Brian and Rob stepped in and

assumed responsibility for the operation. It was then that they began working with registered cattle.

Today Brian and Rob operate the farm with the assistance of a number of employees, including their full-time herdsman, Mike Smith. Brian’s wife Jackie looks after the farm books, and though he is retired, their father is still around the farm as well. The brothers have seven children between them, all of whom are in school or university and take an active interest in the farm, helping out when they can. Outside of the day-to-day operations of the farm, both Brian and Rob are active in their community, volunteering at school and with the community club. In addition, Brian coaches hockey and is on the District Milk Committee, while Rob serves on the Board of the local Milk Transport Co-op.

CONTINUED ON PAGE 12.



FROM LEFT: Tammy, Garrit, Chelsea, Chantal and Rob Boonstra.



BACK: Brian Boonstra. MIDDLE (L-R): Bert, Janice, Madeline, Jackie, Emily and Jonathan Boonstra. FRONT: Thomas Boonstra.

When Brian and Rob took over the farm from their dad and uncle, they decided to upgrade the herd to purebred status. The herd was primarily Holstein grades, and while they were approached about crossbreeding and other breeds, they chose to stay with Holsteins. They liked that there was a much wider selection of bulls and bloodlines to choose from, allowing them to build a consistent and uniform herd, and they haven't looked back. As Brian says, "why wreck a good thing?"

The Boonstras breed for the best cattle possible, and are not afraid to spend money to use the better bulls – bulls with high type and high fat. Feet and legs, udder attachments and rump slope are three traits that have always been and will continue to be important. While they still have a soft spot for a tall, dairy cow, over the past five to ten years they have shifted their focus from breeding for stature and dairyness, to putting more emphasis on chest width and health traits as well. A wide, deep healthy cow with a clean, flat bone makes a great commercial cow in their herd.

The brothers have also embraced genomics, and although they don't currently test their own animals, they do use genomics heavily when selecting bulls for their matings. "With genomics the field has really narrowed," says Brian. "There really are no bad bulls out there anymore. 70% of the bulls used in the herd are high-genomic sires, and we choose those bulls as if we were choosing proven bulls. We look for the traits we like – in particular, bulls with high type and high fat."

Their membership with Holstein Canada, and their participation in registration and conformation assessment are a very important component of their operation, and it is conformation assessment that they feel provides the most return for them. And, while they have enjoyed watching the change reflected in the classification scores as they've built their herd up and followed their breeding goals, ultimately they believe conformation assessment is an invaluable part of the whole system. "The industry is only as strong as the sum of its parts," says Brian. "To have the most accurate and reliable information available to all producers, everyone needs to follow the system – registration, classification and milk recording."

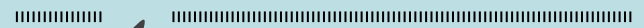
The Boonstras would love to see their farm carry on with the next

generation, and with seven young people making up the next generation, chances are this will be a reality someday. Brian and Rob continue to make decisions for the farm with both the current and future generations in mind. "The more prepared we are, the better off we will be should the opportunity arise for the kids to step in," comments Brian. At the moment there are no plans in the works yet. All of the kids help out on the farm and all are interested, but as Brian says, "They are all busy just being kids right now!"

No matter what the future holds for the Boonstra's farm, they feel the industry as a whole will continue to thrive here in Canada. "Looking to the future, we think the industry will probably look similar to how it does right now," says Brian. "There may be bigger farms with more robots, but big picture? The industry probably won't change as much as we [the industry] think it might. The end goal for any future dairy farmer will be the same as it was in 1930, 1970 and today – to continue to breed profitable cattle that produce high volumes of top quality Canadian milk!" – and, to connect their passion for Holsteins with their farm's bottom line! 🇨🇦



**PREFIX:** *Boonstra*  
**LOCATION:** MARQUETTE, MB  
**# OF COWS:** 550  
**OPERATION TYPE:** FREESTALL  
**HERD CLASS:** 6 EX – 133 VG – 331 GP – 160 G – 4 F  
**ACREAGE:** 6,000



*Advice* **TO YOUNG PRODUCERS:**

It's never easy to start farming – that's just how it is. You just have to make it work by doing things efficiently. And, then when there is an opportunity, make sure you take it – if not, it's gone.







**Dairy Farmers  
of Canada**  
dairyfarmers.ca

## proAction<sup>®</sup> well underway

**IN SUMMER 2013**, Dairy Farmers of Canada (DFC) announced that the proAction initiative was approved by delegates from each province with a 10-year timeline. Since then, many steps were completed and milestones achieved. It is no secret that today's consumers want to know where their food comes and how it is produced. While a vast majority of dairy farmers already adopt sustainable practices on their farm, the proAction initiative will bring consistency by certifying that national standards are met on all farms for all six modules: milk quality, food safety (Canadian quality milk program), animal care, livestock traceability, biosecurity, and environment.

In 2014, an Advisory Committee as well as four technical committees were established to elaborate the program material for animal care, biosecurity, traceability and environment. As proAction is designed by farmers for farmers, each committee is led by a DFC Board member and composed of farmers, experts in the field (veterinarians, researchers, etc.), and staff from various producer groups.

Over the last few months, technical committees were very active developing assessment programs. Requirements proposed by committees will be submitted to the scrutiny of the delegates at the July 2015 Annual General meeting. In January 2015, a 3-month pilot project involving 100 farms of all sizes across Canada completed the testing phase of the assessment program for the animal care module. Holstein Canada, through its classifiers, graciously accepted to be part of the pilot project.

As expected in the agricultural circles, the assessment program is based on the requirements of the Code of Practice for the Care and Handling of Dairy Cattle. After adequate training, the selected farms had to implement the draft program on their farms which included writing standard operating procedures. They then proceeded with animal assessments and mock validations. The draft animal care assessment program covered five main areas: housing, feed and water, animal health and biosecurity, handling and shipping animals



as well as staff training and communication. Throughout the process, farmers were also encouraged to involve their veterinarians. At the end, validators visited the farms to assess the program and gathered constructive feedback to be taken into consideration in the final program, to be submitted to delegate approval. National deployment is scheduled to start this fall, with an introduction and training phase to the animal care module. Before this however, DFC will make sure that the feedback from farmers and stakeholders participating to the pilot project will be shared with dairy farmers via a webinar. Likewise, it is intended to hold webinars to discuss with dairy farmers all modules and program elements.

Telling the real story behind dairy farming with consumers and partners such as processors and retailers is of utmost importance. For instance, while the dairy industry knows that providing good care to cows comes naturally, it is unknown to most of our customers that in recent years, Canadian dairy farmers have spent over \$50 million a year on products like mattresses, brushes and ventilation technology to improve the comfort of cows in barns. Completing the animal care module – and all other modules from proAction – will allow DFC to start engaging with our customers and provide them with the assurance that Canadian dairy farmers are indeed leaders in sustainable farming.

It has already started! If you haven't had a chance to visit the new web site and watch one of the six on-the-farm videos featuring how Canadian dairy families produce high quality milk, visit [canadianmilk.ca](http://canadianmilk.ca). This web site was launched in the spring of 2014 - as we have proof that all farms meet the milk quality standards in place.

Updates on proAction will continue to be provided through articles and face to face meetings at the provincial level. You can also consult the brochure available at [dairyfarmers.ca/proAction](http://dairyfarmers.ca/proAction) or contact Dairy Farmers of Canada at 613 236-9997. 🇨🇦

# Meet the 2014 Education Awa



Holstein Canada's commitment to young dairy leaders across the country remains evident in the Education awards given annually. The \$1,000-Education Awards fall under pillar three of 'Awards and Recognition' in the Association's Young Leader program, and are awarded to up to six exemplary Young Leaders from across the country each year.

The Young Leader Committee consisting of Kenton Lindenbach (Western Canada); Stephanie Murphy (Ontario); Melissa Marcoux (Québec); and Nick Brown (Eastern Canada) helped in selecting four

worthy recipients from a fantastic crop of 2014 applicants. Candidates were evaluated on their farm and work involvement; youth program involvement; career choice; and scholastic achievements.



**MAGGY DESROCHER**  
Victoriaville, QC

**Education:** Université Laval  
– Bachelor in Agricultural  
Economics; ITA St-Hyacinthe  
(2014)

**Youth Program Involvement:**  
Warwick CJR Board as both  
a Director and President, TD  
Canadian 4-H Dairy Classic,

Classique de Jeunes ruraux Québécois (provincial youth show),  
College Judging Team

**Work Experience:** Ferme Michette (family farm), Ferme du Vieux  
Saule, Ferme Fortale, Ferme Kamlake, Ferme Ballerine, Ferme  
Duhaurocher

**Farm Involvement:** Milking cows, looking after calves and  
heifers, clipping, taking care of herd records and registrations,  
managing calf health and preparing for shows

**Career Choice:** Maggy would like to work as a farm  
management consultant after graduation and an international  
work placement before ultimately operating a farm of her own.



**LAURENCE BOULET**  
St-François, QC

**Education:** ITA La Pocatière

**Youth Program Involvement:**  
Bellechasse-Montmagny CJR  
member since she was little and  
President for the past four years,  
board member of local relève  
agricole (young farmers club),  
Vice-President of Expo-Poc,

Camp Counsellor at Singing Brook Farm, involved in volleyball  
and ball hockey at school.

**Work Experience:** Ferme Boulet (Family Farm), Boulet  
Auctions, Westcoast Holsteins, Holstein Québec, Expo  
Provincial

**Farm Involvement:** Looking after calves, preparing for shows,  
assisting with fieldwork and herd health, helping with all day-to-  
day chores.

**Career Choice:** Following her ITA La Pocatière, Laurence would  
like to pursue a degree in Animal Science at Laval. She knows  
her eventual career will be in agriculture and possibly genetics,  
but she is not 100% sure yet.



# rd Winners

Maggy Desrocher  
Laurence Boulet  
Dennis Catt  
Deanna Ringelberg



**DENNIS CATT**  
St. Thomas, ON  
**Education:** University of Guelph – Bachelor of Science in Agriculture  
**Youth Program Involvement:** 4-H Member (8 years); 4-H Provincial Leadership Camp; 4-H Go For the Gold; 4-H Youth Leader; Football, Volleyball and Rugby Team Captain; Basketball

and Badminton Teams; School Band Member; Club 7 Member and Secretary; EESSA member and volunteer; St. Paul's United Church's Faith Family; University of Guelph Ambassador, Tour guide and Academic Agriculture Cluster Leader.  
**Work Experience:** Narwood Dairy Farm (family farm), Spring Water Packers, Gan-R-Vest  
**Farm Involvement:** Milking cows, breeding cows, cleaning the barn, managing manure, assisting with planting, haying and other fieldwork, helping with day-to-day chores.  
**Career Choice:** Ultimately Dennis plans to return home and take over the family farm. However, prior to that, he would like to work as a Holstein Canada Classifier to see the country, score cows and gain industry connections and experience.



**DEANNA RINGELBERG**  
Troy, ON  
**Education:** University of Guelph – Bachelor of Commerce in Food and Agriculture  
**Youth Program Involvement:** 4-H Member (9 years), Junior Director on Hamilton-Wentworth 4-H Association,

TD Canadian 4-H Dairy Classic, Inter-County Canadian Young Speakers for Agriculture, Junior Associate on Rockton Fair Board, Reach Forth Soccer, Vacation Bible School  
**Work Experience:** Fennema Holsteins (Family Farm), Huntsdale Holsteins, Second Nature Designs Limited.  
**Farm Involvement:** Helping with everyday chores such as bedding and feeding animals, fixing broken equipment, milking, cleaning and observing cattle for illness.  
**Career Choice:** Deanna is working towards a career at a financial institution working in the agricultural businesses sector.

The goal of the Education awards is to select and award well-rounded individuals in the Canadian dairy industry that have made a commitment to their industry, career, community and school. Winners selected to receive the awards excel in all of these areas, and every year are exceptional candidates amongst strong groups of applicants. For more information on the Holstein Canada Education Awards, visit [holstein.ca](http://holstein.ca). 🇨🇦

# 10,000

## Canadian Dairy Network's 10,000 Cow Project

**THE CANADIAN DAIRY INDUSTRY** has a long standing history of collaboratively collecting and widely distributing quality, unbiased, and novel data which has included everything from pedigree data to health records and everything in between. Data collection is essential for the calculation of genetic evaluations, the recalibration of genomic predictions and for research to better meet the needs of the industry for the future.

For more than a decade, the DairyGen Council of the Canadian Dairy Network has been responsible for allocating industry funds towards genetic research in dairy cattle. This past spring, a 5-year project jointly funded by industry under the Dairy Cluster II was launched that aims to genotype 10,000 lactating cows over the next 18 months. Approximately 120 herds in Canada have been

selected to participate in the project. Herds were selected based on the consistency and quality of data being recorded, including hoof health, disease or illness and treatment, milk recording, and classification. The project involves GenoTesting (on the standard 50K panel) milk cows in these herds in order to make inferences and calculate predictions for new and novel traits (i.e., milk quality, hoof health and feed efficiency). In addition, several other investigations using the phenotypes and genotypes will be conducted in related studies during the same five years.

In addition to the research being investigated, these additional 10,000 cows will be added to the North American genomic database for Holstein, will have parentage verified and can therefore benefit the breed in the long term. 🇨🇦

## Increased requirements for Superior Production awards

**HOLSTEIN CANADA** recognizes outstanding animals and herds who outperform their contemporaries for conformation, production and longevity. Our members are constantly striving for improvement therefore our Awards Committee often recommends "raising the bar" as needed to ensure that the Association is identifying exceptional Holstein performance in these areas. Keeping in line with the recent changes to requirements for the Master Breeder and Star Brood Awards, the Holstein Canada Board of Directors increased the requirement for composite fat and protein BCA deviation from herd contemporaries for the Superior Production award (effective January 1, 2015). The Superior Production Award recognizes high production in a single lactation.

In order for an animal to qualify, she must complete a lactation record with a composite BCA (fat + protein) that is 160 points above the composite (fat + protein) of the national breed average for that year and a composite deviation within the herd (fat + protein) that is +40 points above herd average (previously +30 points).

# Continually raising the bar when evaluating conformation

**ENSURING THAT HIGH SCORING** females are special and meet exceptional standards is a benchmark that the Holstein Canada classification team continually strives to uphold. It is what guarantees integrity and robustness of the Canadian Conformation Assessment program and requires continually “raising the bar” on standards for evaluation as the breed progresses. Without increased standards, the national herd would eventually run out of room for improvement. Keeping the national herd average at 78 points for Final Score and using the full spread of possible final scores (60 to 89 for first lactation) is a focus of ongoing classifier training and annual Classification Advisory review.

With that in mind, following a recommendation from the Classification Advisory in December, the Holstein Canada Board of Directors implemented a new policy to require a mandatory revisit (with 2 classifiers) when scoring a second lactation animal 89 points. This regulation will require any second lactation 89 point candidate to be revisited and evaluated by two classifiers – the original classifier and an additional classifier. **Mandatory revisits are unannounced. Though a classifier can elect to revisit any animal for any score, there are set protocols for certain lactations and scores to conduct mandatory revisits.**

The following is a list of **MANDATORY** revisit protocols for evaluations of high scoring candidates:

## FIRST LACTATION (MAX SCORE 89 PT)

88 pt - revisit with 2 classifiers

89 pt - revisit with 3 classifiers (including a national coordinator)

## SECOND LACTATION (MAX SCORE 89 PT)

89 pt - Revisit with 2 Classifiers

## THIRD LACTATION (MAX SCORE 95 PT)

94 pt - revisit

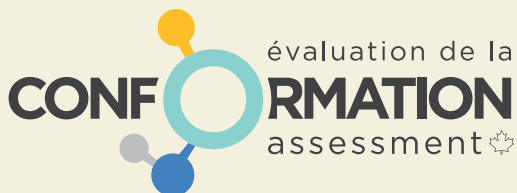
95 pt - revisit with 2 classifiers

## FOURTH+ LACTATION (MAX SCORE 97 PT)

95 pt - revisit with 2 classifiers

96 pt - revisit with 2 classifiers

97 pt - revisit by 3 classifiers (including a National Coordinator)



## Holstein Canada staff are a generous bunch!

**AT HOLSTEIN CANADA** head office in Brantford – for a small donation – every Friday staff can participate in “dress-down” day. For a \$1 donation to the charity of the month and/or a \$1 donation to the Children’s Christmas party, staff can dress-down in jeans!

Some charities that benefit from staff generosity are: United Way, OSPCA, Canadian Cancer Society, Heart & Stroke and the Salvation Army to name a few.

At the recent Staff Appreciation night, the annual Board-organized live auction raised \$1,735 for the S.H.A.R.E. Agriculture Foundation. The original goal was to raise \$700 to purchase one cow, but that was easily surpassed as Board members provided an entertaining live auction with great items!

**S.H.A.R.E.** Agriculture Foundation is a Canadian not-for-profit charity, which stands for **SENDING HELP AND RESOURCES EVERYWHERE.**

S.H.A.R.E. is based on the principle of a “hand-up” rather than a “hand-out”. The focus is on sustainable projects that increase a community’s capacity to care for themselves.

S.H.A.R.E. provides funding, guidance and expertise to agriculturally-based communities in third world developing countries. Founded in 1976 by a small group of dairy farmers in the Region of Peel, Ontario, S.H.A.R.E. has also been able to help in times of natural disasters sending funds to Jamaica, El Salvador, Haiti and Honduras for immediate emergency relief supplies, for homes and to reestablish agriculture projects. For more information on this great agriculture-based organization, visit [www.shareagfoundation.org](http://www.shareagfoundation.org).



# Top Classifying Herds

# 2014

The following are the top classifying herds across the country based on first lactation classifications only in 2014. Herds are grouped according to the number of females registered in 2014 (the same herd groupings under Master

Breeder requirements). In order to make a meaningful comparison, Holstein Canada defined the top 10 in each herd group according to the average Final Score of first lactation animals scored (minimum of 5) in 2014.

## Herd size based on the number of registrations per year.

5-9 REGISTRATIONS	CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
	BELFONTAINE	5	85.00	PQ
CHARLYN	5	84.60	ON	
TUYTEL	17	84.53	BC	
LAITDOREY	7	84.43	PQ	
PAUL-LOR	8	84.13	ON	
SUNREST	10	83.90	ON	
DELICE	8	83.88	PQ	
EXCELLENCE	7	83.86	PQ	
SELEXIE	25	83.60	PQ	
TRENTWARD	8	83.50	ON	

25-29 REGISTRATIONS	CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
	LOOKOUT	16	86.19	PQ
BONNIE BRAE	12	85.67	ON	
ROTALY	16	85.56	PQ	
CRACKHOLM	27	85.52	PQ	
HODGLYNN	14	84.86	ON	
WILLDINA	12	84.75	ON	
CRAIGCREST	28	84.61	ON	
TRENT VALLEY	15	84.47	ON	
RUBIS	6	84.33	PQ	
KIRKLEA	19	84.32	ON	

10-14 REGISTRATIONS	CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
	MARTHAVEN	11	85.55	ON
DAMESTAR	9	84.89	PQ	
CEDARPATCH	10	84.80	ON	
DUCHESNE	9	84.56	PQ	
GREENLARK	14	84.50	ON	
VALLEY DELL	6	84.33	PE	
STONEDEN	7	84.29	ON	
KILLCROFT	9	84.22	ON	
KENTVILLE	12	84.08	ON	
LISON	9	83.89	PQ	

30-39 REGISTRATIONS	CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
	JOLIBOIS	16	86.13	PQ
HOLTBYHOLME	10	85.50	ON	
KARONA	15	85.40	PQ	
ROCKMONT	20	85.15	ON	
RUTI	9	85.11	ON	
CLAREMOUNT	11	85.09	ON	
BROWNLANDS	16	85.06	ON	
EARINCLIFFE	11	84.82	ON	
IDEE	16	84.75	PE	
FARISVIEW	17	84.71	ON	

15-19 REGISTRATIONS	CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
	AROLINE	7	85.29	PQ
RALSTON	10	85.10	PQ	
DURHAM	5	85.00	PQ	
HAVENVALLEY	15	84.47	ON	
DAPPLEHOLM	6	84.33	ON	
UNIQUE	16	84.19	ON	
COBEQUID	25	84.12	NS	
BRANDSHAVEN	5	84.00	ON	
ELMCROFT	16	84.00	ON	
VAUDAL	14	84.00	PQ	

40-59 REGISTRATIONS	CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
	CALI	13	85.77	ON
CALBRETT	9	85.22	ON	
GLENNHOLME	26	84.73	ON	
ROBELLA	19	84.58	SK	
RONBETH	15	84.47	ON	
DULET	24	84.42	PQ	
MICHERET	34	84.35	PQ	
DESNETTE	23	84.26	PQ	
LOA-DE-MEDE	24	84.17	ON	
RAYPIEN	18	84.17	PQ	

20-24 REGISTRATIONS	CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
	GARAY	15	85.47	PQ
PHOENIX	13	85.08	ON	
MILLBROOKE	22	84.82	ON	
VALE-O-SKENE	14	84.57	ON	
BERNALTA	8	84.38	AB	
HILLMARK	14	84.36	ON	
MIRABEL	14	84.29	PQ	
KAWARTHA	19	84.26	ON	
WEEKSDALE	22	84.23	PE	
GRILLSDALE	12	84.17	ON	

60+ REGISTRATIONS	CLIENT	1ST LACT ANIMALS CLASS.	AVG FINAL SCORE	PROV.
	BREEZE HILL	18	85.56	ON
QUALITY	26	85.50	ON	
MYSTIQUE	27	85.07	PQ	
BLONDIN	70	85.00	PQ	
TOLAMIKA	55	84.78	BC	
BOSDALE	81	84.78	ON	
HOLZER	35	84.74	ON	
KINGSWAY	34	84.74	ON	
EASTSIDE	32	84.72	PE	
DONNANVIEW	23	84.65	ON	

# Field Service Schedule

## MARCH 2-4

New Brunswick farm visits

## MARCH 5-7

Atlantic Farm Mechanization Show

## MARCH 16-20

Newfoundland farm visits

## MARCH 23-27

Alberta farm visits

## MARCH 30-APR 2

Manitoba farm visits

## APRIL 6-7

Nova Scotia farm visits

## APRIL 13-17

British Columbia farm visits

## APRIL 20-24

Saskatchewan farm visits

## APRIL 27-MAY 1

Manitoba Dairy Sense and farm visits

**NEED FIELD SERVICE IN ONTARIO OR QUÉBEC?** Field service in Ontario and Québec is provided by the provincial Branch reps. Contact the Ontario Holstein Branch or Holstein Québec for details.

### REMINDER

It is the client's responsibility to report any and all calf abnormalities to Holstein Canada. A role of the breed association is to accurately assess the frequency and degree of any negative gene that may exist in the Canadian population. In order to fulfill this function, the Association requires Holstein breeders to report calf abnormalities promptly. A simple-to-complete electronic form to report abnormalities can be found on the Holstein Canada website at: [www.holstein.ca/Public/en/Services/Forms](http://www.holstein.ca/Public/en/Services/Forms). For more information or for those without access to the web, please call **Customer Service at 1-855-756-8300 ext. 600**.

## TOP SIRES ACCORDING TO AVERAGE FINAL SCORE OF 1ST LACTATION DAUGHTERS

Based on 1st Lactation Classifications from November/December 2014

### 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
DEMPSEY	427	81.77	81.65	BRADNICK	31	83.00	82.10
BRAXTON	163	81.71	82.08	GOLD CHIP	46	82.78	82.96
WINDHAMMER	109	81.71	82.34	SEAVER	73	81.84	80.95
WINDBROOK	671	81.54	81.56	ALTAEXTREME	30	81.67	80.87
LAUTHORITY	414	81.27	81.91	DUDE	73	81.51	81.36
REGINALD	112	81.06	80.30	AFTERSHOCK	50	81.38	81.14
FEVER	782	81.03	81.27	HERO	99	81.27	80.55
STANLEYCUP	270	80.66	81.10	SUDAN	66	81.20	81.64
LAVANGUARD	255	80.60	80.71	KILOBYTE	58	80.74	80.12
STEADY	392	80.20	80.21	WILDTHING	45	80.56	80.60

**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**

### MARCH

ON Northumberland, Durham, Victoria  
 ON **MR** Middlesex, Essex, Kent, Elgin, Lambton  
 QC Champlain, Portneuf, Lac Saint-Jean, Lapointe, Dubuc, Charlevoix, Chicoutimi  
 QC **MR** Kamouraska

EARLY

ON Peterborough, Lennox & Addington  
 QC Lotbinière, Nicolet, Yamaska  
 QC Roberval, Vaudreuil & Soulanges  
 PE, NB, NS, NL

MID

ON Frontenac, Hastings, Prince Edward, Waterloo  
 QC Huntingdon, Châteauguay, Beauharnois, Laprairie & Napierville, Iberville, Brome

LATE

### APRIL

ON **MR** Oxford  
 QC Saint-Jean, Shefford, Richmond  
 QC **MR** Rivière Du Loup, Témiscouata, Rimouski, Matapédia, Matane, Bonaventure

EARLY

ON Wellington  
 QC Missisquoi, Sherbrooke, Compton, Stanstead  
 QC **MR** Arthabaska, Mégantic, Wolfe  
 Saskatchewan

MID

ON Thunder Bay, Northern Ontario  
 QC **MR** Lotbinière, Nicolet, Yamaska

LATE

### MAY

ON Dundas, Stormont, Glengarry, Niagara, Wentworth, Haldimand & Norfolk  
 ON **MR** Perth  
 QC Frontenac, Beauce  
 QC **MR** Drummond

EARLY

# NEW! Auto-Naming Feature added to Online E-Registration

**HOLSTEIN CANADA** always appreciates feedback from our members on how we can improve our online services. As a result of your feedback, an "auto-name" feature has been added to our Online Service e-registration application.

If animals are named using their herd management number on your farm, you can now select the auto name feature and the management

number will pre-populate the name field. This will save you time when completing your registrations online.

If you have any ideas or suggestions that will help us to improve our online services, let us know. Email us at [CustomerService@holstein.ca](mailto:CustomerService@holstein.ca) or call us at 1-855-756-8300 ext. 600.



Holstein Canada

BAJEMA 93  
B&W  
B/Né(e): 2014

MOSNANG A  
HO CAN M 114  
B&W

BAJEMA AN  
HO CAN F 110  
B&W

**e-Registration**  
**Calf Information**  
Word: Holstein  
E2E OR / BRD: 12156666  
Herd Management No.: 93  
Other:   
Animal Photo: BAJEMA  
 Auto Name using Herd Management No.  
93  
Sex: Female  
Date of Birth: 2014/09/27

If you are naming your animal using the herd management number; simply select auto-naming feature to pre-populate the animal's name. Once registered, the Certificate of Registry will display your prefix followed by the management number as the animal's name.

## On Dairy COMP 305

"For Dairy COMP 305 users registering their calves electronically, program enhancements have been made to make the process easier," says Jeromy Ten Hag, Manager, Herd Management Software at CanWest DHI. "The full registered name of the calf can be automatically added to each calf's record, which will save you time in preparing the data needed to get the calves registered and will minimize the chance of typing errors."

**TO UPDATE YOUR PROGRAM, CALL THE DAIRY COMP SUPPORT TEAM AT 1-800-549-4373 FOR DETAILS.**

**info Holstein**

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Published six times annually  
Subscription: \$18 outside Canada

Publications Mail  
Agreement 40008691