

# *info* **Holstein**

May/June 2015 issue no. 133

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

## "The Canadian Kind" of Strength





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## Merci!

Merci à nos commanditaires 2015 qui ont contribué au succès du Congrès!

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Our Covergirl for this issue is Aleah Betta Delta Cappa - a September 2014 Chap granddaughter of Aleah Lee Kitten EX-90-2E-CAN 8\*. This photo, taken at Aleah Farms in Beaverton, ON, was the winning submission of the first-ever #HolsteinPassion social media photo contest and was submitted by Lisa Macleod ([www.facebook.com/lisasphotography2014](http://www.facebook.com/lisasphotography2014)). Thank you to everyone who submitted photos; we received a lot of great photos! Stay tuned for future contests as we aim to showcase YOUR #HolsteinPassion in InfoHolstein and other Holstein Canada publications.

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**LOCATION:** Lindsay, Ontario

**PREFIX:** SALEM

**FAMILY:** John and his wife, Karen, have three sons: Chris, Scott and Brent. Chris is a carpenter and is married to Melinda. Together they have three children: Jake, Mason and Sadie. Scott works for Halliburton Oil Company. And Brent is in the Nursing program at the University of Ottawa.

## Meet Your New President: **JOHN BUCKLEY**

**TELL US A LITTLE ABOUT YOUR FARM:** We dispersed in 2011. Prior to that though, we milked 50 cows at the farm from 1975 to 2011. I took over the farm from my dad officially in 1978. Today, our place is a CFIA designated facility for quarantine of live dairy animals for export. We also raise a small group of show heifers for merchandising and produce some cash crops.

**WHAT MADE YOU WANT TO BECOME A HOLSTEIN CANADA MEMBER?** My interest started as a kid. My dad, who was one of my greatest mentors, had what I would refer to as “Old McDonald’s Farm” – he did not have purebred cattle. One year, I decided I would like to show a calf at Lindsay fair, and that started the ball rolling. He switched to purebreds shortly after, began shipping cream and eventually began shipping milk. That’s when my interest was really sparked, and I saw the value of purebred, registered cattle. I credit the 4-H program with keeping me interested, helping me build relationships and teaching me the value of competition. I was also very fortunate to spend a number of years working for and with many great Holstein people who were great mentors, and fed my passion for showing and always choosing a better animal. For me, once I was hooked, a Holstein Canada membership was a given.

**WHAT MOTIVATED YOU TO BECOME A HOLSTEIN CANADA DIRECTOR?** I had been a Director with Lindsay Fair for many years, including a couple of terms as President. At the time, Holstein Canada’s board was a step I had not yet taken. I have had so many great teachers and mentors over the years, and I wanted to give back to an organization that had been so good to me.

**WHAT IS YOUR VISION FOR HOLSTEIN CANADA?** I would like to see Holstein Canada really look after the everyday programs and services for the membership. We need to make sure the Association stays current, ensuring we are providing our members

with the most relevant and value-added services and programming. As a member-owned organization, it is also very important to me that we maintain the grassroots connection with our members, as this is the best way to learn what they want and need.

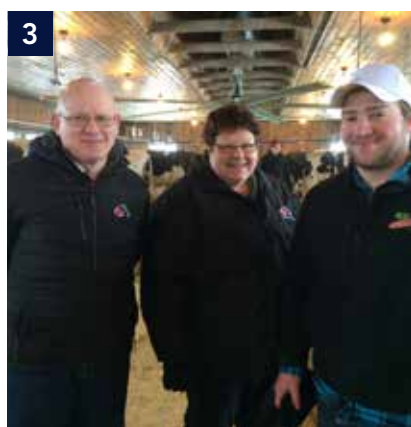
**WHAT IS THE ONE THING YOU ARE LOOKING FORWARD TO THE MOST DURING YOUR YEAR AS PRESIDENT?** Travelling across the country and meeting with members in their own element. I look forward to gaining a better understanding of the way of life in each province, and in a way, “walking a mile in their shoes.”

**WHAT DO YOU FEEL IS THE MOST VALUABLE HOLSTEIN CANADA SERVICE?** Honestly, the most valuable service is simply the connection to Holstein Canada that comes from membership. I like to think of Holstein Canada as *Superstore*, or any other big supermarket. It is a one-stop-shop that brings everything together to help members be as profitable as possible, while also feeding their passion for Holstein cattle.

**WHAT ADVICE WOULD YOU OFFER TO A YOUNG HOLSTEIN ENTHUSIAST THAT WANTS TO GET INVOLVED WITH A HOLSTEIN BOARD WHETHER NATIONALLY, PROVINCIALLY OR LOCALLY?** I would tell them to have an open mind – they can’t join a board with an agenda simply to try and change what they don’t like personally. An open mind is important and they need to want to give their time for the betterment of the association as a whole. Additionally, while it is a great experience and you get to see a lot of great cows and farms, and meet a lot of wonderful people, it is very important to like people – there can be tough questions to field and conversations to have. A genuine love of people and being social makes a tough day or meeting a little easier to take! 🐄



# WE WERE THERE



**1** Holstein Canada was proud to be a part of the inaugural Dairy Edge competition put on by EastGen. The competition is a management focused competition for dairy youth across Ontario. Pictured here are the Eastern Ontario competitors along with several industry sponsors and presenters, including Holstein's own Laura Donkers, Extension & Education Specialist.

**2** National Classification Coordinator, Carolin Turner gave several well-attended live conformation assessment demonstrations at Canadian Dairy Xpo (CDX) throughout the two-day tradeshow held in Stratford, Ontario in February.

**3** During the Ontario AGM, several Holstein Canada team members took part in the East-Central District Car tour. Holstein Canada Finance Manager, Mark Cummings, and Herdbook & Genotyping Services Manager, Linda Markle, are seen here visiting with Trevor Klein Gibbnick at RADOMERE.

**4** President Mario Perreault, Director Harry Van der Linden and Ann Louise had an inspiring visit with the dynamic young breeders at Lellavan Farms in Nova Scotia during their tour of Atlantic Canada. Pictured left to right: Director Harry, Casey McLellan, Luke McLellan, President Mario and Nova Scotia/Newfoundland Branch President David Simmons.

**5** Holstein Canada was present at the Ayrshire Canada AGM in Québec attended by Ann Louise, President Mario and Manager of Strategic Communications, Linda Ness. Ann Louise is pictured here with Ayrshire Canada General Manager Michel Boudreault.

**6** Classifier Carolin Turner attended Western Canadian Dairy Seminar in Red Deer, Alberta along with Director Orville Schmidt and Alberta Branch secretary Heidi Voegeli-Bleiker. Orville is seen here visiting with some of the many visitors that stopped by the Holstein Canada booth.





## "THE CANADIAN KIND" OF STRENGTH

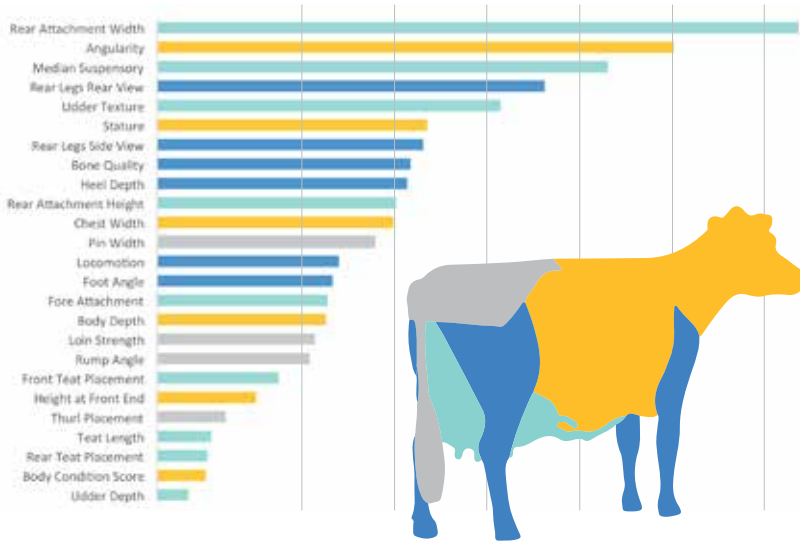
The world-commanding **STRENGTH** of Canadian Holsteins is the part of conformation that stimulates the most debate amongst producers. "What do we sacrifice when cows are too wide, too narrow, too tall or too deep?" are questions that arise, and then there's Angularity – a trait that is truly Canadian, yet often misrepresented internationally.

As production environments evolve and more detailed performance data becomes available, the **Holstein Canada Conformation Assessment Program** is updated consistently as a management tool for the prediction of profitability and longevity goals of producers. Recent Canadian DHI data comparing real cow profitability to Conformation showed that strength traits (Angularity, Chest Width and Body Depth) were linked to how profitable a cow would become in her lifetime.

<b>Dairy Strength</b>  (20% of Final Score)	Stature (12%)	short 1 2 3 4 5 6 7 8 9 tall	40 Wry Face <sub>LS</sub>	44 Weak Back <sub>LS</sub>	
	Height at Front End (3%)	low 1 2 3 4 5 6 7 8 9 high	41 Malformed Jaw <sub>LS</sub>	45 Not Well Sprung <sub>LS</sub>	
	Chest Width (23%)	narrow 1 2 3 4 5 6 7 8 9 wide	42 Shallow Fore Rib <sub>LS</sub>	46 Lacks Balance <sub>LS</sub>	
	Body Depth (17%)	shallow 1 2 3 4 5 6 7 8 9 deep	43 Weak Crops <sub>LS</sub>		
	Angularity (26%)	non-angular 1 2 3 4 5 6 7 8 9 angular			
	Body Condition Score (5%)	low 1 2 3 4 5 6 7 8 9 high			
	Udder Texture (5%)	fleshy 1 2 3 4 5 6 7 8 9 soft			
	Loin Strength (7%)	weak 1 2 3 4 5 6 7 8 9 strong			

■ = IDEAL CODES

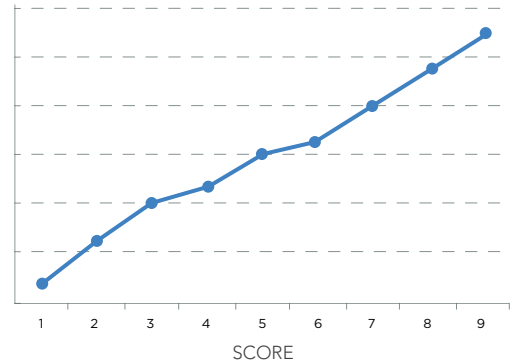
# STRENGTH OF RELATIONSHIP TO PROFITABILITY BY TRAIT



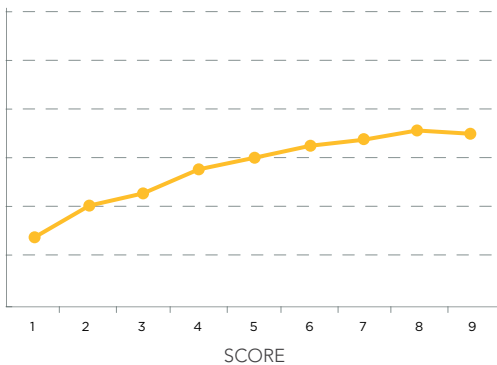
Analysis was performed by comparing cows that were the least profitable until 4th calving (bottom 20%) to those that were extremely profitable (top 20%). Classification traits scored in first lactation, (listed in the figure by level of significance) describe which physical attributes predict how profitable cows would become up to 4th calving.

## Angularity

Elsewhere in the world, **Angularity** is defined in many ways, but in Canada **ideal Angularity exemplifies the extreme openness, spring and angle of the dairy rib**. Animals rated supreme for **Angularity** are not narrow framed, nor dairy weak, nor under-conditioned. The ideal linear code is 9, favouring animals that have a rib structure with ample spacing and extreme spring, allowing for maximized thoracic volume and width in the body for organ function and forage consumption. These characteristics combined with a dramatic sweep to the rear rib balance the cow and tie her dairy strong frame to her functional legs and mammary system. Of all **Dairy Strength** traits, **Angularity** exhibits the strongest relationship with profitability; profitability increases with linear score (see figure). This should not be surprising given the strong 35% genetic correlation between **Angularity** and milk production.



INCREASING PROFITABILITY BY LINEAR SCORE FOR ANGULARITY



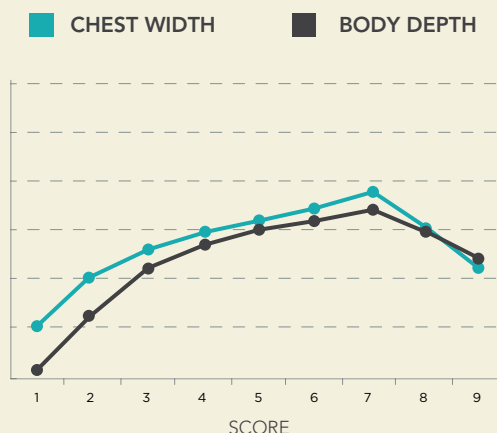
INCREASING PROFITABILITY BY LINEAR SCORE FOR STATURE

## Stature

Extremely tall cows can be unwieldy and impractical in most barns, stalls and parlours. As such, **cows with linear code 6, 7 or 8 for Stature are deemed "sufficiently tall" and receive all possible points from within Stature's 12% weighting when calculating Dairy Strength**. Animals that score 9 for Stature have points deducted from overall Dairy Strength for the impediment to functionality. **Stature** is an extremely heritable trait that results from selection for other important traits like Rear Attachment Height. In Canada, cows are penalized for being too tall and therefore not functional.

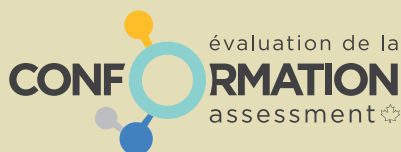
# Chest Width & Body Depth

Cows that code 7 (ideal) for Chest Width and Body Depth are optimally wide and deep. This is not a random choice. Profitability is also optimized at linear code 7 for both traits, and subsequently the point contribution at this code is maximized in the overall evaluation of Dairy Strength. Deeper and wider cows (code 8 and 9) are less profitable, as are extremely narrow chested and shallow cows (codes 4 or lower). It is important to have ample body size and capacity for proper organ function. A larger cow will eat more, but she also has the capacity to consume and produce more milk on a lower cost forage diet. This is why many dairy producers who have the facilities will balance separate rations for their smaller first lactation cows separately from the larger mature cows. Yes, it is true, extremely wide and deep animals have compromised health and fertility, and will reach a point where they are no longer efficient in terms of production. Genetic correlations show that extreme body depth compromises profitability and fertility more so than extreme chest width. These important economic factors are reflected in the contribution of these traits to Dairy Strength. Young fresh first lactation cows are penalized more for having extreme body depth than those later in first lactation, as cows will continue to develop and deepen as they mature.



INCREASING PROFITABILITY BY LINEAR SCORE FOR BODY DEPTH & CHEST WIDTH

“The Canadian Kind”, dairy strong Holsteins we strive for in Canada are a balance of extreme Angularity with sufficient width of Chest and depth of Body to maximize production (and profitability) and minimize health and reproductive issues. Their functionally-sloped Rump and solid set of Feet & Legs are anchored to their strong dairy frame with a wide and robust loin. 🐄



The 'Value of Conformation Assessment' document is available on the Holstein Canada website and from your classifier or through email at [classification@holstein.ca](mailto:classification@holstein.ca).

## Fee Change for US Genomic Values of Males

As a service to its clients, Holstein Canada can obtain and continually update US genomic values for clients specifying a want for American values in addition to the Canadian values for a genomic sample. When updated Canadian and US genomic

values become available, they are automatically updated and provided in PDF and Excel file formats within the client's web account. This provides clients ongoing access to the most recent evaluations for all of their animals.

Recently the fee for US values decreased significantly from \$250 to \$225 per male being tested. The fee for female US genomic values continues to be \$15.





# to join updated LPI as a national genetic selection index

THE CANADIAN DAIRY NETWORK (CDN) will be launching a second national genetic selection index beginning at the time of the genetic evaluation release in August 2015.

This new profit-based index, named **Pro\$** (pronounced PRO Dollars), has been developed by CDN over the past year following an industry request to explore the possibility of developing a second index targeting dairy producers who generate essentially all of their farm revenue by milk sales.

Holstein Canada fully supports the introduction of **Pro\$** in August 2015 for the breed to be published alongside the longstanding LPI.

This new and innovative profit index was developed by CDN staff with support from the Genetic Evaluation Board (GEB) and industry partners. "The use of existing cow profitability calculations – offered by CanWest DHI and Valacta to their customers – as the underlying

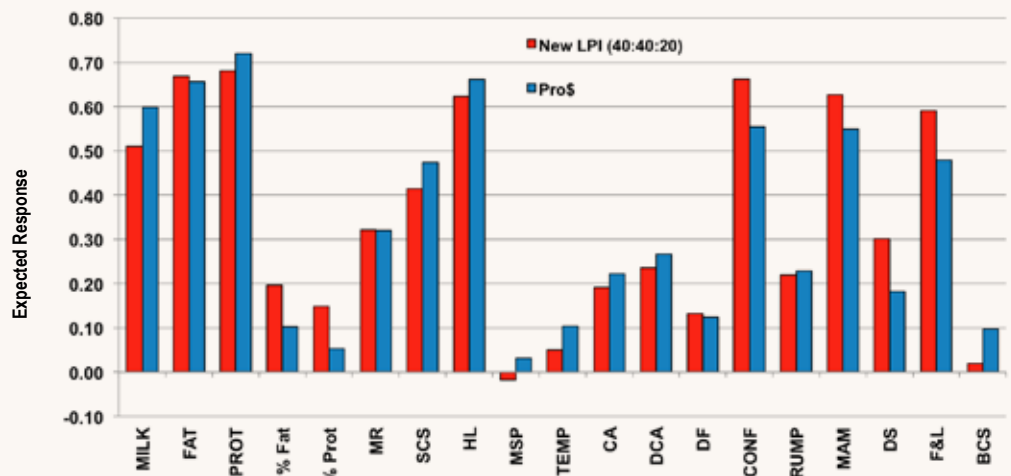
data for carrying out the scientific analysis to develop the **Pro\$** formula makes the resulting genetic ratings of sires and cows very applicable and understandable in concrete dollar terms," stated CDN Chairman Gary Bowers. "The new **Pro\$** serves to complement the strength of the LPI nationally and internationally, while recognizing lifetime profit can be defined differently from farm to farm, depending on sources of revenue and associated expenses."

To minimize any possible confusion between the two national genetic indexes, the CDN Board of Directors also approved a slight name change for LPI, becoming Lifetime Performance Index. While the research has clearly shown that LPI is strongly correlated to lifetime profit, the new profit index optimizes the association between a sire's **Pro\$** and the average accumulated profit of daughters to six years of age. In addition, the CDN Board of Directors approved the new LPI formula for Holsteins with relative weights on the Production, Durability and Health & Fertility components of 40%, 40% and 20% respectively, effective as of August 2015. For specific traits included in the LPI, the Mastitis Resistance index introduced in August 2014 will now be included within the Health & Fertility component and replace Somatic Cell Score, Udder Depth and Milking Speed, which served as indicator traits associated with udder health.

Stay tuned for more information on **Pro\$** in the coming months. 🐄

## How do they compare?

MR	Mastitis Resistance
HL	Herd Life
MSP	Milking Speed
TEMP	Milking Temperament
CA	Calving Ability
DCA	Daughter Calving Ability
DF	Daughter Fertility





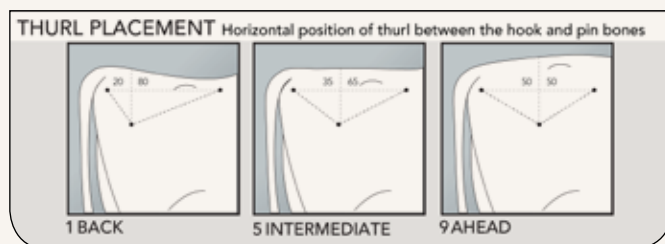
## Updates to Conformation Assessment in Holsteins

**CONFORMATION ASSESSMENT** is a comprehensive evaluation of the physical structures of a dairy animal that are related to profitability. It is an important herd management tool helping producers improve the functional conformation of their herds which in turn increases production and longevity. Keeping in line with Holstein breed goals, the objective is to select cows that can perform at high levels for a longer time with greater ease.

As our understanding grows with respect to how conformation affects important economic parameters on dairy farms, it is crucial for the assessment program to evolve at the same rate. Holstein Canada's Board of Directors recently approved updates to the Conformation Assessment program, especially in terms of generating a more accurate evaluation of **Feet & Leg** structure. The following changes will take effect as of June 1<sup>st</sup>, 2015.

Thurl Placement will be added to the evaluation of **Feet & Legs** with a 9% weighting. As a result, an equal amount of emphasis will be removed from Foot Angle. Feet traits are the most difficult to assess in sub-optimal environments – the most challenging trait being Foot Angle. In addition, this trait can be manually modified by hoof trimming. Adding Thurl Placement into the **Feet & Legs** evaluation will enhance functionality and become a more accurate description of the impediment to mobility when the Thurls are too far back.

<b>Feet &amp; Legs</b> (28% of final score)	Foot Angle (9%)	low	1	2	3	4	5	6	7	8	9	steep
	Heel Depth (22%)	shallow	1	2	3	4	5	6	7	8	9	steep
	Bone Quality (12%)	coarse	1	2	3	4	5	6	7	8	9	fat
	Rear Legs-Side View (17%)	straight	1	2	3	4	5	6	7	8	9	curved
	Rear Legs-Rear View (31%)	hooked-in	1	2	3	4	5	6	7	8	9	straight
	Locomotion (research)	non-mobile	1	2	3	4	5	6	7	8	9	mobile
	<b>Thurl Placement (9%)</b> <b>NEW!</b>											



1. Also within the evaluation of the **Feet & Legs**, animals coded as a 9 for Foot Angle will now have an increased discrimination to show the severe impediment to functionality. Ideal Foot Angle is code 7.
2. In order to more effectively describe mammary systems with weak fore udders, the discrimination will increase for animals coded as 1 through 3 for Fore Attachment.
3. Given the mounting evidence that deeper bodied Holsteins are less profitable and less efficient at converting feed, the discrimination was increased for a code 8 for Body Depth. Whereas a code 6 was given more advantage. These changes correctly reflect the scientific fact that it is better for heifers to have less body depth in first lactation. 🇨🇦

# RAISING THE BAR:

## Changes to Star Brood & Master Breeder BCA Points

**HOLSTEIN CANADA** recognizes Holstein clients and their cows for their successes. Producers who work with Holsteins desire a complete package – high production and outstanding conformation with high-proficiency in reproduction, health and longevity.

Beginning in 2015, the Holstein Canada Board approved changes to the requirements for production points contributing to the Star Brood and Master Breeder awards as it relates to deviations from National BCA for Fat and Protein.

Animals will now be required to have a deviation from national BCA (fat + protein) 20 points higher than previously required for

each point category. To clarify, +100 goes to +120, +130 goes to +150 and +160 goes to +180. These new requirements will start to affect the **2015 Master Breeder** awards and Star Brood cows with any progeny completing lactations as of **January 1, 2015**.

Holstein Canada is consistently raising the bar to identify animals that out-perform their national herd mates, in this case for protein and fat production. On the production side, there are three ways an animal can contribute points to her dam or to her breeder: (1) Composite BCA (fat + protein) deviations from herd mates; (2) Composite BCA deviations from National Standards; and (3) total lifetime milk production (kg). 🐄

STAR BROOD AND MASTER BREEDER POINTS TABLE

	Production				Classification		Longevity			
	Composite Deviation (fat + protein)	or	Composite BCA (**) (fat + protein)	or	Lifetime Production	Points	Type	Points	Total	Points
1 Lact.	[(+40)	or	(+120)]	or	60,000 kg	1	83-84	1	7	1
2 Lacts.	[(+40)	or	(+120)]	or	70,000 kg	2	85-86	2	8+	2
2 Lacts.	[(+60)	or	(+150)]	or	80,000 kg	3	87-89	3		
3 Lacts.	[(+60)	or	(+150)]	or	90,000 kg	4	EX	4		
3 Lacts.	[(+80)	or	(+180)]	or	100,000 kg	5	EX-2E	5		
4 Lacts.	[(+80)	or	(+180)]	or	120,000 kg+	6	EX-3E+	6		

**NEW!**



## Join us in Argentina in 2016!

IN THE FALL OF 2012, Canada had the honour of hosting the World Holstein Conference (WHC) and showing our dynamic industry to Holstein enthusiasts from 39 countries. It was a magical time!

The WHC is held every four years. In 2016, Argentina will play host to this grand event at the end of March (their summer!). We would love to have a strong Canadian delegation. Details are preliminary, however we know they will include farm tours, a show, a conference day and, of course, some great social events to showcase Argentinian culture. Tango anyone?

If you would like be kept informed about the event, please send an email to [Imccarthy@holstein.ca](mailto:Imccarthy@holstein.ca) and we will be glad to share information as more details become available. 🐄







**MASTITIS  
RESISTANCE**

# The Big 8

## Health Events We Want to Know About!

A national system for collecting health events has been in place since 2007. Since that time, around 40% of Canadian dairy herds enrolled on milk recording have been voluntarily recording eight diseases of interest. Let's keep the momentum going - please continue to consistently record and report your herd health data.

## THE BIG 8 WE WANT TO KNOW ABOUT

8

**Clinical Mastitis  
Lameness  
Ketosis  
Displaced Abomasum  
Milk Fever  
Metritis  
Cystic Ovarian Disease  
Retained Placenta**

## WHERE TO RECORD

- 1. In your DHI Herd Event Log Book**
- 2. In Dairy Comp or Lact-T Software**
- 3. With your veterinarian (for those participating in the DSA@HR program)**

Besides affecting herd profitability, these key diseases also show promise for genetic improvement. In fact, the accumulation of on-farm recorded mastitis events has already allowed CDN geneticists to calculate genetic evaluations for Mastitis Resistance. This novel trait has been accessible to producers since August 2014, making Canada one of the few countries worldwide with genetic selection for clinical mastitis available instead of only somatic cell score, which is a measure of sub-clinical mastitis.

Although 40% of herds on milk recording are reporting some or all of the eight identified diseases, there is substantial room for improvement. Many herds are not consistently recording each of the eight diseases of interest, and others are not providing recorded data to the milk recording service provider. Increased on-farm recording and reporting will allow CDN to continually improve the accuracy of Mastitis Resistance, as well as develop new health traits, such as resistance to metabolic diseases and fertility disorders.

The best data requires accurate and complete recording. Work with your veterinarian to better understand each disease and to ensure you're providing good information. A PDF of disease definitions can also be found on CDN's website in the Articles section entitled, "Canadian National Health Project: Dairy Cattle Health Definitions." Consider hanging this sheet up as a reminder to those recording your herd's health events.



# THE ANNUAL JOINT BRANCH MEETING: Maintaining a Grassroots Connection

**HOLSTEIN CANADA** is a very strong breed association thanks in large part to the hard work and dedication by the nine provincial Branches (NS/NL are joint) across Canada. The Branches are the eyes and ears in the field, and play a big role in helping with member recruitment and retention.

Members breed and milk great cows across the country. However, what makes Canada so unique is that each area has its own flavour, its own approach to success. The same holds true about the operation of each Branch. Holstein Canada flourishes because of this fact.

Keeping information going both ways is a priority for all involved. Holstein Canada communicates with Branches regularly and vice versa. However, as this is a “people” business, once a year there is a more formal meeting with representatives from each Branch gathering at head office for two days of networking and meetings. This cross-Canada group, together with Holstein Canada Board members and the Management Team, always seems to have a packed agenda. Highlights include presentations on latest

developments at Holstein Canada, meeting staff while touring “THEIR” office and some great networking.

More importantly, Branch representatives share their successes, challenges and ideas during the meeting sessions with each other and with Holstein Canada – who does the same with Branches. There is incredible energy when Holstein breeders from across Canada put their heads together!

A great example of this idea sharing is the *DairySen\$e* program. Versions of the well-received Ontario program have now been established in Manitoba for Western Canadian participants as a result of the Branch update session at the Joint Branch Meeting. Another example of an idea spreading is the Ontario Breeders Cup now being very successfully carried out in BC and in Nova Scotia.

Maintaining a grassroots connection with our membership is an important part of keeping our Association vibrant and strong. The Joint Branch Meeting is another great way of bringing more member voices to the table for many important topics and discussions. 🐄



**BACK ROW:** Jason French (ON), Karen Versloot (NB), Gilles Coté (National Director-QC), Darcy Heapy (MB), David Simmons (Nfld), Luke McLellan (NS), Harold Sweetnam (MB), Bob Reck (AB), Mitch Schultz (SK), Ian Fraser (ON), Tymen Vanzessan (SK), Hank Hazeleger (ON), Brian Hamming (BC), John Buckley (National Director-ON) and Ron Boerchers (National Director MB/SK).

**FRONT ROW:** Denis Tremblay (QC), Rolland Dubois (QC), Mariette Gagnon (QC), Lorraine Allen (NB), Tyler Robbie Howard (PEI), Dale Bienert (AB), Kevin Antonsen (BC), Harry Van der Linden (National Director-Atlantic Canada), President Mario Perreault.

# Young Leader: Meet the New Programs Coordinator Kelly Velthuis



Kelly Velthuis is the newest member of the Strategic Communications team at Holstein Canada and joins the team in the role of Bilingual Programs Coordinator. Kelly hails from Metcalfe, Ontario where she grew up on her family's farm Riverdown Holsteins, an 80-cow Master Breeder herd. She was an active 4-H member and has recently completed her studies in Business Marketing at Algonquin College. As the new Programs Coordinator, one of Kelly's main responsibilities will be the Young Leader program. We thought it would be fun to ask her a few questions and get to know her a little better!

**1. As the new Programs Coordinator, a large portion of your job will be coordinating the Young Leader Program. What do you think is the most significant challenge facing the next generation of dairy producers and leaders?** The biggest challenge facing both the current and future generations of producers has to be financing. Whether producers are looking to expand their current operation or make room for their children, there is a tremendous economic investment involved. The current generation has to be willing to help the next in order for the operation to continue. The challenges the future generation faces are going to be huge but we cannot start worrying about any of that without first making sure the future generation is able to continue to grow and prosper.

**2. The annual Cow of the Year competition will be another responsibility. Who is your favourite past Cow of the Year winner?** My favourite Cow of the Year is *Gillette Blitz 2nd Wind*. She is a great type cow, having done very well at shows. She has put many bulls into AI, such as *Windbrook* and *Stanleycup*, whose daughters are arguably our best young cows at home right now. Ferme Gillette is also a neighbour so I am fortunate to see first-hand how well she breeds. To me, she is a great cow that has bred very well. She is the perfect mix of style and functionality; any breeder would be proud to have her genetics in their barn.

**3. What are you most looking forward to in your new role at Holstein Canada?** I am excited to take all the knowledge and skills I have acquired through programs such as 4-H and the judging programs, and put them to good use. I am also excited to meet and talk to other young members of the industry to hear their ideas and opinions on where they would like to see the industry go. Together, I hope we can steer the dairy industry in a direction that is progressive but still remains true to our values.

**4. What excites you most about a career in the dairy industry?** What most excites me is the passion everyone has for the industry and their cows. It can be a challenging industry to be in at times, but that just makes everyone work that much harder. No matter who you meet you can always find common ground. Though you may not always agree on certain subjects, whether it is your favourite Cow of the Year or what bulls are the best to be using, you can never walk away angry because you can understand and respect the passion the other person has.

**5. At home on the farm, what was your favourite job and why?** My job growing up on the farm was feeding the calves. Like me, they are the future of both the farm and the dairy industry, and I enjoy making sure they get off to the best start possible. It also feels great when you see them do well in the show ring. I get a real sense of accomplishment as I was the one feeding and taking care of them from day one; I get to see my hard work pay off. 🐄



# Serving YOU Better: Holstein Canada Upgrades Phone System

**HOLSTEIN CANADA CLIENTS** who call into the head office in Brantford, ON may now notice a difference in how the phone system prompts them in being served by Holstein Canada staff. Effective April 2015, an upgraded phone system has been implemented at Holstein Canada, which has many key advantages to serve clients. When calling into the head office, clients are still prompted by an auto-attendant. The upgrade enhancements will allow for future growth to increase the level of customer service offered to our clients. The system allows for multiple search options so be sure to listen to the prompts before making your final selection! When calling Holstein Canada, the new answering process will sound like the following:

- Clients will be able to switch from English to French by hitting 8 any time throughout the call
- For a department listing, press 5 instead of 1
- For a company directory, press 9 instead of 3
- For National Livestock Identification, press 3 instead of 4
- For office hours and location, press 6 instead of 5
- For Customer Service, press 4 instead of 6

**PLEASE NOTE:** If clients have any problems, press 0 at any time to reach the Holstein Canada receptionist during business hours.

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

Based on 1st Lactation Classifications from January/February 2015

**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
SID	268	82.08	82.46	GOLD CHIP	47	83.02	83.26
DEMPSEY	419	81.85	81.61	BRADNICK	50	82.04	82.60
BRAXTON	172	81.71	81.84	GUTHRIE	60	81.80	80.78
HERO	107	81.69	81.72	G W ATWOOD	47	81.72	82.45
WINDHAMMER	228	81.51	81.90	SEAVER	81	81.59	80.99
WINDBROOK	708	81.27	81.30	ARTES	66	81.15	82.26
FEVER	1051	81.02	81.08	SANCHEZ	93	80.98	81.34
LAUTHORITY	490	80.98	81.34	SUDAN	92	80.98	81.57
STANLEYCUP	667	80.85	80.98	COACH	38	80.87	80.45
REGINALD	135	80.84	80.42	CONTRAST	43	80.81	80.74

**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**

### MAY

ON Dundas, Stormont, Glengarry, Niagara  
 ON **MR** Perth  
 QC Frontenac, Beauce  
 QC **MR** Nicolet, Yamaska, Drummond

EARLY

ON Wentworth, Haldimand & Norfolk, Prescott, Russell

MID

QC **MR** Bagot, Saint-Hyacinthe  
 QC Dorchester, Lévis, Québec, Montmorency

LATE

### JUNE

ON Brant, Carleton  
 ON **MR** Leeds, Grenville, Lanark, Renfrew, Grey, Huron, Bruce  
 QC Bellechasse, Montmagny  
 QC **MR** Abitibi, Témiscamingue, Richelieu, Verchères, Rouville, Labelle, Papineau, Gatineau, Argenteuil, Pontiac  
 BC **MR**

EARLY

ON **MR** Halton, York, Peel  
 QC **MR** Deux Montagnes, Terrebonne  
 AB South/Central

MID

ON **MR** Simcoe, Dufferin, Ontario  
 QC L'Islet, Kamouraska  
 AB Northern  
 MB

LATE

### JULY

ON Lambton, Middlesex, Essex & Kent, Elgin  
 QC **MR** L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice, Champlain, Lavolette, Portneuf

EARLY

Animal identification is the foundation of the traceability system.

# Identification for Dairy Cattle

Are your dairy animals dual tagged with approved dairy tags from NLID or ATQ (in Québec)?



**DUAL TAGGING** is the standard for dairy cattle traceability and herdbook registration. This means one official tag pair in each ear at all times. Tagging young calves at birth provides an efficient way to permanently identify the animal with a unique number. This unique number will serve for national health purposes, animal tracking, on-farm management, milk quality programs, genetic improvement programs, all industry related services and herdbook registration.

## THERE ARE SEVERAL BENEFITS OF DUAL TAGGING (RFID AND VISUAL TAG) WITH MATCHING UNIQUE NUMBERS:

- Enhances visual recognition of animal for herd management
- Harmonizes herd management ID systems for dairy in Canada
- Ensures a back-up in case of tag loss and one number for the life of the animal

Permanent animal identification is essential to maintain records and is the basis of livestock traceability systems, as the same

number will follow the animal through its life, from the farm of origin to the abattoir.

The unique identification number allows stakeholders to quickly identify an animal and easily report its movement to the national traceability database.

## LIVESTOCK TRACEABILITY SYSTEMS ARE BASED ON THREE BASIC ELEMENTS. THE "PILLARS" OF TRACEABILITY:

- Animal identification
- Premises identification
- Animal movement reporting

## TO ORDER SETS OF TAGS

Quebec farmers should contact ATQ at 1 866 270-4319 or visit their website: [www.atq.qc.ca/index.php/en](http://www.atq.qc.ca/index.php/en)

Elsewhere in Canada, farmers should contact NLID at 1 877 771-6543 or by email at [nlidorder@holstein.ca](mailto:nlidorder@holstein.ca) 🇨🇦



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Return undeliverable Canadian addresses to:

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**P.O. BOX 610, BRANTFORD, ON N3T 5R4**

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

Toll Free: 1-855-756-8300

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