

info Holstein

September/October 2015 issue no. 135

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



Final Score: How does it add up?

Who will be in the spotlight?

NOMINATIONS CLOSE OCTOBER 2ND, 2015



NOMINATIONS FOR THE 2015 COW OF THE YEAR ARE NOW OPEN! IS SHE STANDING IN YOUR BARN?

Holstein Canada members are welcome to submit nominations for animals they feel deserving to be nominated for the Cow of the Year title with the permission of that animal's owner. For official competition rules and selection criteria visit holstein.ca.

Nomination forms can be found on Holstein Canada's website. Nomination forms can be submitted via:



An email to kvelthuis@holstein.ca or



Fax at 519-756-5878

COMING SOON!

Introducing the limited edition Cow of the Year trading cards! Take part in our social media Trivia Game and earn virtual cards to trade in for the real deal. All 20 past winners are included. Stay tuned for details and collect your set today!

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ABOVE: The Courville family of Roqlane Holsteins has been registering their herd since 2000 and classifying since 2005. Find out more about how this family is living the change for success on page 8.

ON THE COVER: Glenvista Cabriolet Jade owned by Mullin Dairy Farm of Steeves Mountain, N.B.

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President John and Director Doug Peart with the Brubacher family of Bruvieu Holsteins, hosts of the Waterloo County Holstein Club's 100th Anniversary celebration.



President John, the Quebec-based Directors and the GM and President of Holstein Québec with the Fleury family, hosts of the 2015 Holstein Québec Picnic.



President John presents well-known US Holstein man and Eastern Townships native, Bob Miller of Mil-R-Mor Farm with a can of real Canadian maple syrup straight from the Eastern Townships of Quebec. The syrup was part of a thank you gift following a nice visit at Mil-R-Mor en route to the Holstein USA convention



Directors Doug Peart and Gerald Schipper and President John present Waterloo Holstein Club President Mike Bechtel with a certificate recognizing the club's 100th anniversary.

We're Listening!

By Holstein Canada President, John Buckley, Lindsay, Ont.

IT IS QUITE AN HONOUR to represent you, our Holstein Canada members from coast-to-coast. Just as those who have come before us have done, I treat this privilege with the respect it commands, as do my 11 colleagues on your Board of Directors.

Each President brings his/her own personality to the position. When I was asked about my hopes and dreams for my presidential year, I was quick to respond with *"Connecting with members – seeing your passion first hand!"*

Now almost half way into my term, I have had the great pleasure of being in barns and at activities in three provinces. My fellow Board colleagues and I also had the unique opportunity to meet extremely dynamic Young Leaders from the four western provinces at the legendary *Western Canadian Classic*. All of the youth

participants and parents have our sincere admiration! We came away from that great activity more motivated than ever about our next generation!

Whether at the always popular Twilight Meetings in Ontario; the ever famous Quebec Picnic or *Expo Printemps*; or while touring great farms in Alberta, I have loved every discussion I have had with members. Heartfelt handshakes, positive comments, suggestions on things Holstein Canada can do better - this is what we are all about. Keep the comments coming - we are listening!

Thank you for taking the time to give me feedback. I look forward to completing my Canadian tour in the next seven months and meeting more dedicated members.

See you soon! 🇨🇦

John Buckley

TECHNOLOGY: Where would we be without it?

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

THINKING ABOUT YOUR CALF FEEDER, TMR mixer, milking system, heat detection system, DHI data or mating program, chances are some, if not all, of these aspects of your herd management are “computerized”. And, when you are having “one of those days” when something breaks down, you reach for your cell phone to “text” your supplier... often using capitals and exclamation points to ensure the urgency of the situation is understood! While waiting for “repair guy” to show up, perhaps using his GPS if he is new to the area, you peruse social media for the latest industry news and photos and updates of neighbours far and wide.

In the business of dairying in Canada, where would we be without technology? Holstein Canada is simply following your lead and, trust me, that is no simple task as you have set the bar quite high.

Later this fall, we will be implementing the first steps of our new and MUCH improved Herdbook software. In the same way you go to your barn every morning, the Herdbook is the system we use all day, every day to enter your registrations, carry out transfers, and do everything else with data from your farm right through to the invoicing stage. We have designed our “new barn” to be more efficient, allowing us more options in how we do business with you, such as allowing you to set your own document preferences through an enhanced web portal. While that does mean “on-line”, those preferences can also be set the traditional way by calling customer service as we want to serve all members!

As in every software implementation, each version (following in weeks and months to come) will have more to offer. As the roll-out date gets closer for “Herdbook1”, we will keep you up-to-date with more details on social media and our website, the new ways to communicate in this high tech era!

Thanks for your support as we move into our “new barn” – we are very excited! 🐄



Retraction: Automatic email notifications

In the January/ February 2015 issue of InfoHolstein a premature promise was made to members requesting genomic results. With the introduction of weekly releases, Holstein Canada was hoping to have automatic email notifications to alert producers when they have new genomic results available. At the same time, producers would receive email notifications for new Herd Trend Reports (updated online three times per year). In addition to this notification, we had also requested that producers update their email addresses.

While the email notifications will still happen, unfortunately this service will not be available in the immediate future. At this time we are unable to provide a timeline of when producers may expect to see these notifications. This delay is due to the surplus of program development needed to complete the Herdbook project.



No December 2015 Issue of the Who's Who

The *Who's Who* booklet is an alphabetical listing of Canadian and Foreign bulls with a Canadian Proof that is published in conjunction with the Official Genetic Releases. Unfortunately, the December 2015 issue of the *Who's Who* will not be published. Subscribers will receive a credit on their accounts.

A Registrar's Review

IT IS TRULY AN HONOUR to be the Registrar for Holstein Canada – a role I cherish, and the trust and responsibility that come with this position are not things I take lightly. I would like to take a moment to share some observations and some notes from herd visits and meetings with our members over the past 18 months.

During each visit, there is always something new or different to witness. At one location, I recall watching a computer specialist drive up the laneway to the farm...quite the odd sight when you are used to seeing veterinarians, A.I. techs, milk trucks and tractors. The computer specialists were contracted to back-up the electronic farm records on a weekly basis. On another farm, I was introduced to new herd management software that I had yet to see in my 40 years of farm experience. Yet another farm operator showed me a re-invention of an old classic form for semen inventory. Everywhere throughout my travels, I see evidence of dairy producers finding creative ways to make things work for them.

Likewise, I have seen their passion in how they care for their animals, their farm operation and their livelihood. A lot of our members have varied opinions and ideas about the industry, and I love to hear these different viewpoints. I will admit that I am just as passionate as the next person, so sharing ideas with others is also a great part of the experience. When I am at provincial shows organizing Show Ethics, or at an industry partner conference, I am always happy and willing to engage with our members and talk passionately about dairy farming.

In a lot of barns, I have seen some excellent cows, breeding philosophies and management practices. It is a pleasure to learn from my on-farm visits, inspections or audits. These visits provide an opportunity for open and candid dialogue with dairy producers regarding our industry and Herdbook matters. On-farm visits/audits are conducted periodically to aid dairy producers in record-keeping to support the integrity of the Herdbook. 🇨🇦

SOME COMMON FINDINGS AND ADVICE FROM THE REGISTRAR

- Use the full registration numbers of the animal in your records: A lot of producers use herd numbers when recording recipient dam information for embryo transfers. This is a potential area for error as herd numbers can duplicate over time and/or when you receive new animals into your herd. The full registration number is unique and will eliminate this potential error.
- Keep all your records for 15 years: This length of time is mandated by our By-Laws, and it also includes semen inventory that you have purchased and/or stored in your tanks. If you need to verify a parentage conflict case, having complete records of the semen in your tanks goes a long way in eliminating potential sires from the list. Also, note the date you use the last straw of semen from a specific bull. This is yet another little detail that will help solve those parentage conflict cases.
- Tag, tag, tag and keep tagging: Please continue to dual tag your animals at birth. To support the integrity of the Herdbook, we ask this of all dairy producers as stated in our by-laws. As well, we ask this in full support of ProAction and traceability that will be fully implemented within the next year, 2016.



SAY CHEESE!

AT **HOLSTEIN CANADA**, we are always in search of great photos from across Canada for use in InfoHolstein, on our website and social media, and for a variety of other marketing, service and promotional materials. Additionally, we are often called on to provide photos to other industry organizations for a variety of promotional efforts. As a result, we sometimes feel like we are using the same photos over and over again!

With that in mind, Holstein Canada will be running a series of photo contests both on social media AND in InfoHolstein over the coming editions to help build up our database of useable photos. A new theme will be released in each issue of InfoHolstein and promoted on our social media channels, and entrants will then have until the next issue of InfoHolstein to send in their favourite photos that fit into that theme.

The top three in each category will receive prizes and be featured in a future edition of InfoHolstein.

THE SPECIFICS:

- Photos should be high-res digital images (300 dpi is preferred)
- There is no limit to the number of entries per person
- Any visible animals **MUST** be properly tagged to be considered

Entries are to be emailed to socialmedia@holstein.ca and should include the names of any people and animals, as well as the prefix when possible. **If you do not have access to email, but wish to participate, call Jennifer at 1-855-756-8300 ext. 234 to make alternate arrangements.*

THEME #1: HOLSTEIN CANADA SERVICES AT WORK

Show us how you use Holstein Canada's services on your farm. Fire up your camera (or smart phone!) and send us your best photos of things such as tagging and registering calves, genotesting and classifier and/ or field service visits. We don't discriminate against colour, so send us those All-Breed photos as well!

DEADLINE

OCTOBER 31, 2015

ON SOCIAL MEDIA? SHARE YOUR ENTRY WITH THE WORLD! EMAIL YOUR ENTRY TO US AND THEN SHARE IT ON SOCIAL MEDIA USING **#FRAMETHEHERD**

FOLLOW US ON SOCIAL MEDIA & JOIN THE CONVERSATION



FACEBOOK:
[FACEBOOK.COM/HOLSTEINCANADA](https://www.facebook.com/holsteincanada)



FLICKR:
[FLICKR.COM/PHOTOS/HOLSTEINCANADA/](https://www.flickr.com/photos/holsteincanada/)



TWITTER:
[@HOLSTEINCANADA](https://twitter.com/holsteincanada)



LINKED IN:
SEARCH "HOLSTEIN CANADA"



INSTAGRAM:
[HOLSTEIN_CANADA](https://www.instagram.com/holstein_canada)



YOUTUBE:
[YOUTUBE.COM/USER/HOLSTEINCANADAVIDEO](https://www.youtube.com/user/holsteincanadavideo)

You don't have to be on social media to follow the conversation! Simply click the links at the top of the Holstein Canada website to link directly to the channels!



Roclane Holsteins:

LIVING THE CHANGE FOR SUCCESS

By Kelly Velthuis, Bilingual Programs Coordinator

Located 50 km south east of Ottawa, in Ontario's Stormont County, is Roclane Holsteins – a third generation family farm operated by Roger and Margaret Courville and their children, Ryan and Courtney. The Courvilles milk 40 cows in a tie-stall facility and farm 320 acres of land near the small town of St-Albert. Longtime Holstein Canada members, Roger was born and raised on his family's farm and operated the Courville family's herd with his brother under the Swaland prefix. When the brothers split, Roger remained on the family's farm, but took on the current herd prefix of Roclane. Margaret also grew up on a dairy farm, however, her parents eventually sold the cows in favour of cash cropping. Margaret worked for the government until the birth of their

second child after which she quit her day job and joined Roger full-time on the farm. Their son Ryan is an apprentice diesel and agricultural technician at Maxville Farm Machinery, while Courtney is in grade 12 at Ecole Secondaire Catholique Casselman and works on the farm, helping with milking and other barn chores. Since 2005, the Courvilles have made great strides with their herd by implementing a number of management changes, and enrolling in breed improvement programs such as milk recording and classification. We chatted with Margaret about her family's operation, their cows and how far their herd has come in the last 10 years.



"One of the things we are most proud of is how fast and how far we have come on the classification charts we receive with our Holstein Canada Herd Trend reports. It is very satisfying to look at where we started in 2005 and where we are now, 10 years later."

- Margaret Courville



Roger, Margaret, Ryan and Courtney Courville pose with Roclance Blitz Christy VG-87-5YR-CAN 2*. At 11 years old, Christy has nearly 100,000 kg M lifetime and is the family's favourite cow, herd matriarch and star of the farm sign.

Q&A

Kelly Velthuis (KV): What Holstein Canada services or programs do you use and what are the most valuable to your farm and why?

Margaret Courville (MC):

After returning to the farm in 2000, I really encouraged Roger to start registering all animals. Prior to that, some calves were registered but not all. Once all animals were registered, I took the next step and pushed Roger to classify. In 2005, we went back on DHI milk recording and began to classify. Today, we also genomic test the majority of our calves. We aim to use it [genomics] as a tool to help with culling decisions on the farm. As we calve out heifers at a younger age, our numbers have increased. We don't have room for all of the extra animals, so genotesting offers us a way to eliminate those with the least potential without waiting to calve them out.

KV: What are your breeding goals for your herd and operation?

MC – Our goal is to breed cows that

have a balance of type and production. As I like to say, you have to milk cows twice a day, why not milk pretty ones? That is also why we began classifying. We have noticed that cows scoring high Good Plus and Very Good are lasting longer and have fewer health problems than those scored lower.

KV: What is your breeding philosophy? What types of bulls are you using and why? Who makes the breeding decisions?

MC – We use anything and everything! We buy semen from several different A.I. studs, and we buy both young, genomic sires as well as proven ones. As mentioned, our aim is to breed for a nice balance between type and production. In 1986, Roger began to artificially inseminate his own herd. In the early days, he focused more on milk production, then switched gears and focused on type. Now we aim for a mix of the two. Most of the time, Roger chooses the bulls to be used, but when it comes to flushing cows, we decide on the bulls together.

KV: Is there a particular cow that has significantly impacted your herd?

MC – *Roclane Blitz Christy*. We are currently milking four generations of her

family with the fifth set to calve soon. *Christy* will be the first cow in our herd to reach 100,000 kg of milk. One of her daughters became our first homebred excellent, while another became a superior production award winner. Our daughter, Courtney, has shown one of her progeny as a 4-H calf and did very well, winning her class. Last year, we took a string to our county show for the first time, and five of those animals were *Christy's* family members. *Christy* and her numerous descendants have given us many "firsts", so when it came time to have a farm sign made, we knew she would be the one featured on it!

KV: Which management practice have you implemented that you feel has had the greatest positive impact on your herd and operation?

MC – The most recent change we have made has been in how we raise and take care of our calves. We are now breeding our heifers at 14 months. Back in the day, many people didn't take care of the young calves and didn't breed heifers until 17-18 months old. We used to just give them the leftovers – old feed and hay. Once our children joined 4-H, it gave us a big boost. We have learned a lot in the past couple of years about how



In 2014, the Courvilles exhibited at the Stormont County Fair for the first time - their string was 100% homebred and included three members from the Roclane Blitz Christy family.

important the first six months are for calves. We have noticed a significant difference; our heifers are healthier and much more well-grown even though we are calving them out younger.

KV: Is there anything you would like to change about your current operation? What other goals do you have for the future?

MC – Well, if we had all the money in the world, we would build a new robot barn! In all seriousness though, robots are the way of the future and provide the most comfort to the cows. Robots would also allow for more flexibility, making it easier for us go to the kids' sports games or activities. However, this future dream depends on whether either of our children wishes to return to the farm. Currently, neither of them is planning to come home. In terms of other changes, we used to let the cows out on pasture, but it caused too much stress for both the animals and the people. We would love to see the cows back on pasture again.

KV: What are you most proud of with respect to your herd and operation?

MC – Specifically, in 2012, we were the Top Producer in Stormont County. We are very proud of that award and it hangs in the milk house to remind us of the honour and to give us something to continually strive for. We were also proud to have hosted the Stormont County Twilight Meeting, which usually sees around 300 people in attendance. More generally speaking, we are always proud of our classification results. We have seen a consistent rise in scores since starting to register and classify. The use of these services has made us pay more attention to who is who! Cows are no longer just a number; they have names and we can identify how different families are doing, and how they are impacting the herd. 🇩🇪

Roclane Fast Facts

Member since: 1994
Register since: 2000
Classify since: 2005
Herd Size: 40 cows
Facility Type: Tie-stall

Herd Average: 10,357 kg M 371 kg 3.6% F 320 kg 3.1% P (234-225-227)
Herd Classification: 2ME, 1EX, 20VG, 20GP
Farm Size & Crops: 320 Acres, grow corn, soybeans, hay and barley
Other Involvement: Members of St-Albert Cheese Cooperative

Roger and the family's herd favourite matriarch, Roclane Blitz Christy.



Five generations of the Roclane Blitz Christy family - today the Courvilles have 21 members of this family in the barn.





INFOHOLSTEIN: Survey Approved

IN ITS 22-YEAR EXISTENCE, InfoHolstein has gone through many transformations to adapt to the needs of members, and has evolved into the InfoHolstein we have today. Earlier this summer, in effort to keep InfoHolstein relevant, we decided to ask members for their thoughts on InfoHolstein – something that had not been done since its beginnings in 1993.

The survey was sent out both electronically and by mail to every Holstein Canada member and InfoHolstein subscriber – roughly 10,000 – in the first part of June. It was designed to help us determine how happy the membership is with the current publication, and to help guide the direction InfoHolstein takes in the future.

First and foremost, we would like to thank all of those who took the time to complete the survey. The measure of a successful survey is between 10-20% response rate, and we have easily surpassed the 20% mark! Interestingly, even with the option of completing the survey electronically, the VAST majority of surveys were returned by mail! We appreciate that you took a few moments out of your very busy day to send us your feedback. Based on the number of paper

copies returned with coffee and food marks, we can also tell you that the survey was a popular meal and coffee break activity! Whether it was positive reinforcement, constructive criticism or a bit of both, we value all of the responses we received. While we are happy to report that overall the membership is happy with InfoHolstein, there is always room for improvement, and to that end, we will be continually striving to make InfoHolstein even better.


We received a lot of great perspective, as well as suggestions on content, story ideas, etc. Throughout the coming issues of InfoHolstein, keep your eyes peeled for some of these "Survey Approved" items. InfoHolstein is a publication that is written for YOU, our members. Regardless of your herd size, breeding philosophy, management style, or what Holstein Canada services you use, it is our goal to ensure there is something of interest to you or relevant to your operation in each issue.


We always appreciate suggestions and feedback, so let us know how you think we are doing! Please forward any comments and/or suggestions to jkyle@holstein.ca. 🇨🇦

INTERESTING SURVEY STATS


94% 
OF RESPONDENTS WERE
HOLSTEIN CANADA MEMBERS

66% 
OF RESPONDENTS HAVE BEEN READING
INFOHOLSTEIN FOR 10+ YEARS


66% 
OF RESPONDENTS SHARE THEIR
COPY WITH 1-3 OTHER PEOPLE

TOP SIRE AND
CLASSIFICATION
SCHEDULE ARE THE
2 MOST POPULAR
FEATURES 

88% 
FEEL SIX ISSUES PER
YEAR ARE JUST RIGHT

75% 
OF RESPONDENTS
WERE MALE

vs 25% 
OF RESPONDENTS
WERE FEMALE

24% 
OF RESPONDENTS WOULD LIKE TO RECEIVE
INFOHOLSTEIN ELECTRONICALLY (EITHER EXCLUSIVELY
OR IN ADDITION TO THEIR PAPER COPY)

What would you do with \$1,000?



young
LEADER
PROGRAM 


IT IS "BACK-TO-SCHOOL" TIME, and at Holstein Canada, that means the release of the 2015 Education Award applications! For over 60 years, Holstein Canada has recognized up to six honourable young students from across Canada each year. These students have outstanding achievements, and are awarded a \$1,000 scholarship to assist with their post-secondary studies. Students with backgrounds in agriculture, pursuing higher education have remarkable stories to tell. Holstein Canada would like to hear yours! Apply now and tell us what sets you apart for a chance to win one of the six \$1,000 education awards.

THE DETAILS:

- Must be a regular or junior member of Holstein Canada, or a son/daughter of a member.
- Must have completed at least one year of university/college (or Cégep in Québec)
- Must be returning to school within the calendar year
- Application forms can be found as a fillable PDF on the Holstein website in the Young Leader section.
- Must submit a completed application form, resume, reference list and an official, original transcript (faxed and photocopied submissions will not be accepted).

Applications should be sent to Kelly Velthuis at kvelthuis@holstein.ca; or mailed to Holstein Canada to the attention of Kelly Velthuis, Bilingual Programs Coordinator.

The Education Awards are dispersed throughout Canada with one being awarded in both Atlantic and Western Canada, while two are awarded in each Ontario and Quebec respectively. While many are students enrolled in agriculture-related programs, students in any field of study are invited to apply.

Winners are chosen by the Young Leader Advisory Committee who selects the six successful applicants based on farm involvement, work experience, youth program involvement, career choice and scholastic record. 

DEADLINE: NOVEMBER 27TH, 2015



2014 Education Award winners Maggy Desrochers (Que.), Laurence Boulet (Que.) and Dennis Catt (Ont.) with Past-President Mario Perreault and former Young Leader Board Advisor, Harry Van der Linden. Absent: winner Deanna Ringelberg (Ont.)

FINAL SCORE – How does it add up?

Classification is first and foremost a herd management tool – to be used in conjunction with milk and reproductive performance recording and health monitoring. To get the most value, producers use classification to identify strengths and weaknesses in each animal and across the herd to make selection, culling and mating decisions. Classification is an affordable early indication of which milking cows will cause you fewer problems - and therefore make you more money - in the long term.

In a past article, we explained that not all 83-pt first lactation animals look the same. As well, today's 83-pt animal looks differently than she did 10 or even five years ago. This is a result of constantly raising the bar;

1. We expect more from our cows with regards to longevity, production and therefore, profitability.
2. We strengthen relationships between our assessments and economically important traits as we continue to record and analyze data on traditional and novel traits.

Holstein Canada's **Conformation Assessment Program** provides an overall Final Score that is a combination of four major traits - Rump, Mammary, Dairy Strength and Feet & Legs. Major traits result from combining 24 linear descriptive traits that are functionally related and weighted according to their predictability of profit and longevity. **But HOW do these traits get combined?**

RECORDING TOOLS

For the past 27 years, classifiers have been using handheld electronic devices to capture, collect and transfer classification data – prior to that, paper was the method for recording. Over time, objectivity, accuracy and consistency in assessments have improved as we introduce more and more automation. In the late 80s the first electronic device was a simple data capture and transfer tool. Since the early 90s, classifiers use a handheld computer that can also import Herd Book (i.e. birthdates) and Milk Performance (i.e. lactation and calving date) data and **adjust raw measured data** for the age at calving, stage of lactation and udder fullness of

the animal being evaluated. As well, the computer has an automated calculation process that combines linear traits into major traits and then into a Final Score - based on **breed goals** and trait combinations that **maximize the improvement of functionality and profitability.**

In 2016, more than 10 years after the launch of the All-Breed Service, the software and hardware for this world-class program will undergo a significant rewrite.

LINEAR SCORES

Of the 24 linear descriptive traits (i.e. Pin Width) in each animal's assessment, seven are directly measured which equals **maximized objectivity.** All seven measurements

are adjusted (up or down) depending on the animal's **age at calving** and **month of lactation.** In addition, the Mammary System traits are adjusted to the udder being empty, partially or totally full of milk. **These adjustments ensure that scores are comparable between animals – regardless of what age they calved (young or old), whether they are extremely fresh or late in lactation, or whether they were scored right after milking or just before.**

TO PUT THINGS INTO PERSPECTIVE (IN FIRST LACTATION HOLSTEINS)

- Rear Attachment Height can be adjusted by 2 cm if the animal is **scored full of milk**
- Rear Attachment Width can be modified over 7 cm in heifers **scored very fresh**
- Stature can be altered by 16 cm if the animal **calved very young** and is scored very fresh

In other words there is no advantage to scoring your cows full of milk or any disadvantage to scoring them just milked



Measuring Pin Width.

Holstein Breed Goals

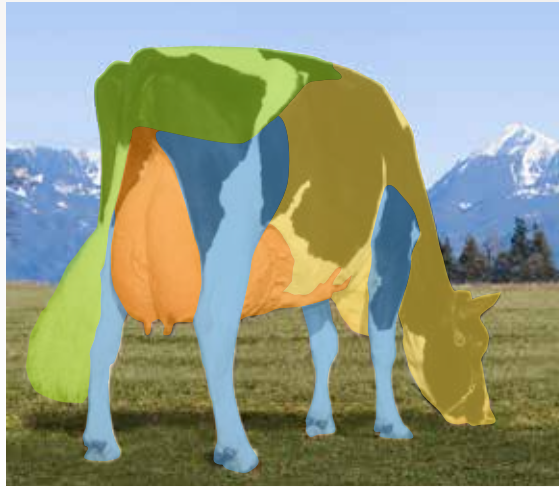
Final Score is a combination of 4 major traits weighted by their ability to identify cows that can produce, reproduce, and last long in herds.

42% on Mammary System

28% on Feet and Legs

20% on Dairy Strength

10% on Rump



National Classification Coordinators Bruno Jubinville and Carolin Turner, supervise the team of classifiers and help recommend changes to the program in collaboration with the Classification Advisory Committee.

out. Additionally, the calculation accounts for animals that calve very early in life and are scored very fresh. Once adjusted, the measurements are categorized into a linear code from 1 to 9. We regularly update these standards as udders get higher and tighter and cows get too tall. All other linear traits, such as Udder Texture, are directly coded on classification day – based on a standard and **harmonized set of reference points**.

MAJOR TRAITS

Although by definition, reference points are chosen to describe each linear trait from one extreme (code 1) to the other (code 9) – **Ideal (or desirable) codes** are driven by breed goals. For instance, for Angularity, code 1 (*tight ribs with no angle or spring*) are least desirable and code 9 (*extremely open ribs that are well sprung and angle from the chine to the rear udder*) are most desirable. Code 7 is ideal for both Body Depth and Chest Width – *intermediate deep and wide* – because extremely wide chest and deep-bodied heifers do not convert their feed efficiently enough into milk and have higher maintenance costs. Conversely, extremely narrow chested and shallow bodied heifers (code 1) do not have sufficient thoracic capacity to ingest

enough feed or have adequate space for the heart and lungs to function properly. Points are assigned to each linear code for each linear trait – the further away from the desirable (ideal) code, the lower the points for the trait.

Major traits are calculated by combining the points for each trait using **breed specific weights**. The amount of emphasis placed on each trait depends on breed goals (*which traits require more improvement versus another*) and the strength of their relationship with functionality, longevity and overall profitability.

There are **29 defective characteristics** that are identified in dairy cattle (i.e. Crampy). By definition, these defects can be genetically transmittable, are undesirable (impede functionality) and occur in less than 5% of the population. When present, these characteristics lower the points for Major traits.

FINAL SCORE

Knowing which of 24 linear traits are desirable and which are undesirable is **99% of the information** producers need to make improvements in their cows and subsequently their whole herd. Combining

these traits into groups/categories or an overall score simply helps us describe and compare animals more easily and ranks them as a package from **least to most desirable in the breed**.

WHAT'S THE POINT?

Having an unbiased and detailed description of your cow's strength and weaknesses enables producers to make informed management decisions early in an animal's life. Gains in profitability are experienced by producers with consistent commitment to assessing conformation over generations of breeding; profiting from continual improvements in functionality and productivity.

After maximizing the use of this data on farm, it also flows into genetic mating packages and is permanently captured in a centralized data exchange system for the industry. From there the data can be used to verify genomic predictions for bull proofs and be combined with other economically important information to conduct research and value-added benchmarking. The Conformation Assessment program is continually evolving to meet the changing needs of producers and industry, to increase efficiency and to drive breed improvement.

Questions: classification@holstein.ca 🐄

Pro\$

Genetic Selection for Profit



Pro\$ is a selection tool that maximizes genetic response for daughter lifetime profitability.



Pro\$ is based on sound science and takes current economic values into account for the calculation of expenses, income and overall daughter profitability.

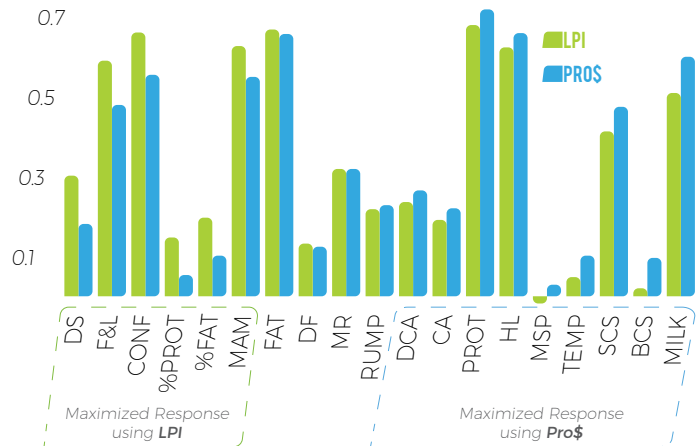


The information used to calculate the traits that make up Pro\$ comes directly from Canadian dairy farms, the backbone being DHI cow profitability data.



Pro\$ was developed using regression analysis - a method that considers genetic relationships among traits to determine the contribution that sire evaluations for each trait have in terms of predicting the average lifetime profit of their daughters in an objective way.

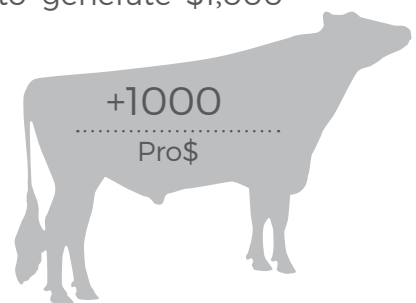
SELECTION RESPONSE FOR LPI & PRO\$



Compared to LPI, using Pro\$ as a primary selection tool will maximize production, longevity and other functional traits. If the main goal of an operation is milk sales, using Pro\$ as a primary selection index will lead to a highly profitable herd.

INTERPRETATION OF PRO\$...

Daughters of a bull with a Pro\$ of 1000 can be expected to generate \$1,000 more profit to six years of age than daughters of bull with a Pro\$ = 0 (an average bull).



Selection for Pro\$ will lead to a herd of cows that excels for production, is long-lasting and has a level of functional conformation that supports these two characteristics.

The Milkle-Down Effect: Canadian Dairy As A Driving Force Of The Economy



Dairy Farmers
of Canada
dairyfarmers.ca

IN JULY, the Trans-Pacific Partnership (TPP) negotiations have unfolded at a quickening pace. Despite the fact it is common practice for all countries to take some action to protect sensitive sectors within their economy, pressure exerted mostly by the United States, Japan and New Zealand to alter the supply management system which prevails in Canada has mounted significantly recently. At the time of writing, the TPP meeting, which had not yet occurred, was scheduled for the end of July, with indications that a deal could be struck on that occasion. It is in this light that Dairy Farmers of Canada (DFC) encourage all stakeholders to mount an effort aiming to press the government to spare no energy in defending supply management.

THE CANADIAN SUPPLY MANAGEMENT SYSTEM: TOGETHER, WE ARE STRONGER

Canada's supply management system allows for Canadian dairy farmers to negotiate farm prices collectively, and adjust milk production to meet consumer demand. Supply management spares dairy farmers from economic storms that are prevalent in markets worldwide, while creating an environment that is conducive to crafting the high quality product that Canadian families have grown accustomed to. In short, it is a vital part of what makes Canada's dairy sector one of the strongest, most vibrant in the world. A reliable beacon of stability, the dairy sector sustains 215,000 jobs, raises over \$3.6 billion in tax revenue, as well as produces some of the safest, highest quality milk on the planet year after year. The misinformation and rhetoric concerning supply management that is clouding the public debate has made it imperative for DFC to ensure Canadians are made aware of the value of our country's dairy sector and how it benefits local communities from coast to coast, both economically and socially. And that is precisely the intention which lies behind the Milkle-Down Effect campaign.

THE MILKLE-DOWN EFFECT CAMPAIGN: SPREADING THE WEALTH

The Milkle-Down Effect campaign was designed to activate and secure widespread tangible support for the dairy sector and supply management. It highlights specific, local effects of the dairy industry, such as community involvement of farmers in local sports, or contributions to the local tax base that fund infrastructure like arenas or the purchase of farm equipment from local businesses, all without government subsidies. These local effects combine to create a significant economic impact. In 2013, Canadian dairy farms infused \$5.9 billion into the economy, with an additional \$4.9 billion in economic activity generated by dairy processors.



Launched in May, the campaign was supported by various communication tools including a news release and a blog. Showcasing economic success stories in the dairy sector through videos and infographics, the milkledown.ca website is updated with the latest developments on a regular basis, while a social media component features farmers demonstrating the Milkle-Down Effect in action in their communities. During the summer, announcer-read radio ads and traffic/weather spots ran on select news and talk radio stations across the country. Videos from the campaign were aired on select television stations and print ads were published in targeted newspapers across the country. The campaign remained nimble as we adjusted tactics that raised the bar or increased pressure as the need was felt.

STAND WITH DAIRY FARMERS!

This situation can no longer be ignored. The Canadian dairy sector is facing serious challenges that have the potential to impact not only the livelihood of all dairy farmers, but the strength of our national economy as well as the high quality dairy products Canadian consumers are accustomed to.

CANADA WON'T WIN IF FARMERS LOSE!

We have the power to stand up for Canadian dairy farmers by supporting supply management. Canadian farmers, Canadian products, a Canadian system. Will you stand with us? 🇨🇦



Looking for gifts? Visit us at the Royal!



2015 Royal, Booth #6006

HOLSTEINGEAR.CA

2016 National Holstein Convention ALBERTA . Calgary & Banff . April 20-23, 2016



Wednesday, April 20, 2016

Farm Tours - Departing from Edmonton & Calgary
National Convention Sale, Calgary Stampede Park

Thursday, April 21, 2016

Agrium Western Events Centre Calgary Stampede Park
National Holstein Show / Alternate Tour - Calgary
Buses Departing to Rimrock Hotel in Banff

Friday, April 22, 2016

Banff Experience - Activity Tours
MountView Barn Dance

Saturday, April 23, 2016

Rimrock Hotel in Banff
Annual General Meeting
Master Breeder Gala



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<http://events.holstein.ca/>

Field Service Schedule

Our Field Service Business Partners are now out in the field. Barb Christie will be providing Field Service for Atlantic Canada, while Brian Nelson will provide Field Service to the Western provinces. Need a Field Service visit? Check out the following to see when Barb or Brian will be in your area.



ATLANTIC CANADA (BARB)

September 8 – 11 – N.S.
 September 13 – 18 – P.E.I.
 September 21 – 22 – N.B.
 September 30 – October 9 – N.B.
 October 17 – 23 – N.S.
 October 26 – 30 – N.L.

WESTERN CANADA (BRIAN)

September 8 – 18 – Man.
 September 21 – 30 – B.C.
 October 1 – 9 – Alta.
 October 19 – 30 – Sask. & Man.

To set up a field service visit, please email fieldservice@holstein.ca

Field Service in Ontario and Quebec will continue to be provided by the Ontario Holstein Branch and Holstein Québec respectively. Producers in Ontario and Quebec should continue to contact the provincial branch to arrange a visit. 🇨🇦

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

Based on 1st Lactation Classifications from May/June 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	204	82.25	82.33	G W ATWOOD	50	82.80	83.30
MERIDIAN	112	81.62	81.59	DAMION	37	82.70	81.76
DEMPSEY	302	81.43	81.31	NUMERO UNO	53	82.62	83.00
WINDHAMMER	250	81.43	82.10	BRADNICK	52	82.02	82.46
WINDBROOK	807	81.36	81.55	HERO	64	81.88	81.47
SANCHEZ	146	81.09	81.06	AFTERSHOCK	72	81.86	81.78
REGINALD	111	80.99	80.61	DUDE	58	81.76	81.91
SHADOW	120	80.99	81.02	SEAVER	60	80.75	80.92
FEVER	845	80.99	81.19	BOSSMAN	37	80.62	80.03
LAUTHORITY	405	80.84	81.26	INFRAROUGE	52	80.62	79.75

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

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

SEPTEMBER

ON **MR** Dundas, Prescott, Brant, Haldimand & Norfolk, Niagara, Wentworth
 QC Wolfe, Lotbinière, Nicolet
 QC **MR** Sherbrooke, Stanstead

EARLY

QC Drummond
 BC Lower & Central Fraser Valley, Richmond, Delta, Upper Fraser Valley, Okanagan, Vancouver Island

MID

ON Leeds, Grenville, Renfrew, Lanark, Huron
 QC Pontiac, Yamaska

LATE

OCTOBER

QC Grey, Bruce, Halton, York
 QC Saint-Hyacinthe, Bagot, Rouville, Richelieu, Verchères, Abitibi, Témiscamingue, Terrebonne, Deux-Montagnes, Labelle, Joliette
 QC **MR** Frontenac, Beauce, Lévis, Québec, Montmorency, Dorchester, Bellechasse

EARLY

ON Dufferin
 ON **MR** Carleton, Russell
 QC Papineau & Gatineau, Argenteuil, Montcalm, Berthier

MID

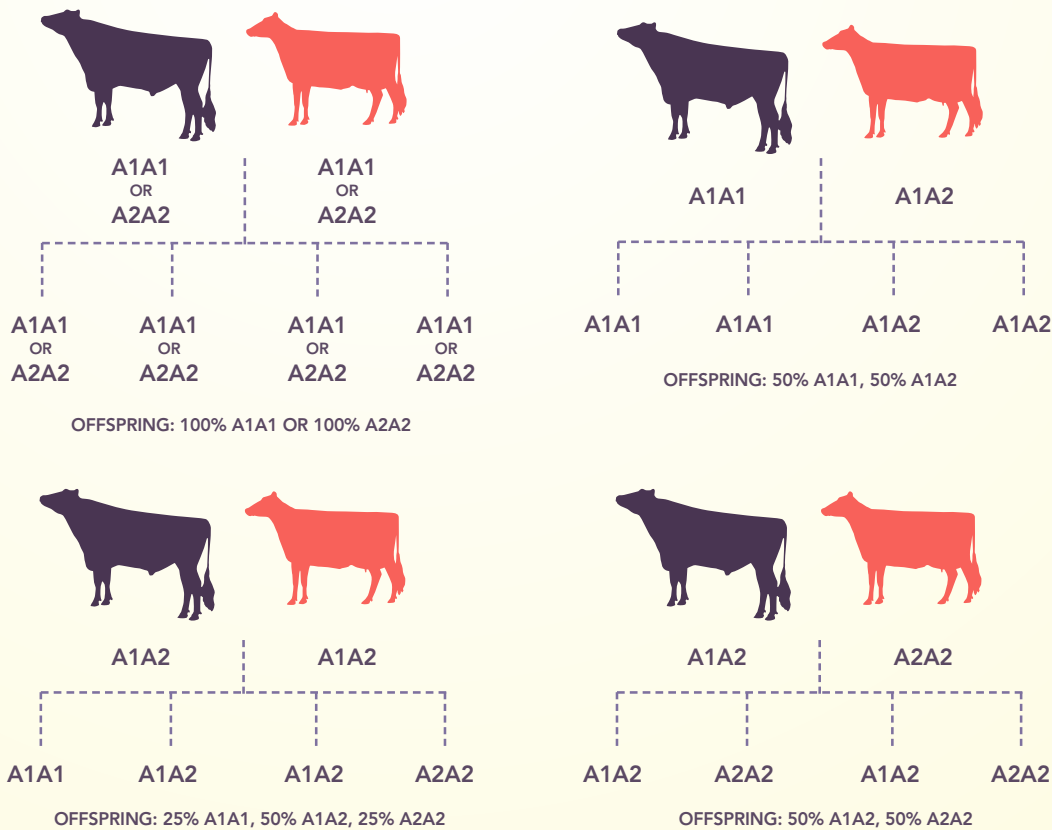
ON Peel, Simcoe, Ontario
 QC L'Assomption, Saint-Maurice, Maskinongé

LATE

Beta Casein A2 Genotyping

A2 MILK AND A2 PROTEIN is an emerging trend topic that is creating discussion among consumers and producers. Studies have linked possible health benefits to A2 milk consumption. Cow's milk contains Beta Casein proteins, which comes in several forms depending on a cow's genetic make-up. Included in these are two types of beta caseins – A1 and A2. A2 milk is derived and sourced exclusively from cows which naturally produce A2 protein milk. To get A2 milk, you need to have A2 producing cows and this can be determined through genetic testing. Test results can assist you with your breeding program for production of A2 homozygous animals. See the distribution chart below for the probability of genetic combinations

PROBABILITY OF GENETIC A1/A2 BETA-CASEIN COMBINATIONS



Beta Casein A2 testing is now available through Holstein Canada. If you would like to test your animals, please complete the Genotyping Request Form and submit your TSU, nasal swab or hair sample to Holstein Canada. The cost for testing is \$15 per animal. Allow 4 to 6 weeks for your results – they will be sent directly to you with the invoice.

For more information on Beta Casein A2 testing, please contact our customer service team at 855-756-8300 ext. 410 (420 for French). 🇨🇦



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