

info Holstein

November/December 2015 issue no. 136

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



NEW!
CLASSIFICATION
POSTER INSIDE



2016 National Holstein Convention Congrès National Holstein 2016

Alberta • Calgary & Banff, April 20 - 23, 2016

It is with great pleasure that we welcome
you to Alberta and all that is Just Majestic!

<http://events.holstein.ca>

 @Holstein2016  @Holstein2016

Tuesday, April 19, 2016

Arrive Renaissance Edmonton Airport Hotel
Arrive Calgary Delta Airport Hotel

Wednesday, April 20, 2016 - Farm Tours

Departing Renaissance Edmonton Airport Hotel

Tour 1: Anthony Henday Tour: Scotford Colony/Rietveld Dairies/Roselane Holsteins/Detimdale Holsteins 7:00 AM
Tour 2: David Thompson Tour: Chubanna Holsteins/Lucky Hill Dairy/Lac La Nonne Dairy/Wendon Holsteins 7:00 AM
Tour 4: John Palliser Tour: Mars Dairy/Altappel Holsteins/RockyMountain Holsteins 7:00 AM

Departing Calgary Delta Airport Hotel

Tour 3: Chief Crowfoot Tour: Houwelling Farms/Deerfield Colony/Ridgeview Dairy 6:30 AM
Tour 5: William Cornelius Van Horne Tour: Ten Brummelhuys Dairy/Huyzer Dairy/Lone Pine Jerseys/Three Hills Colony 7:00 AM

Agrium Western Events Centre - Calgary Stampede Park

Western Welcome BBQ 5:00 PM
National Holstein Sale 7:00 PM

Thursday, April 21, 2016 - Agrium Western Events Centre - Calgary Stampede Park

Pre-Show Breakfast 7:00 AM
National Holstein Show, 8:00 AM (Trade Show - Concourse Level)
Awards Dinner 4:00 PM
Tour 6: Sam Livingstone Alternate Tour - Calgary 10:00 AM

Friday, April 22, 2016 - Banff

Banff Experience - explore Banff
Tour 7: Tom Wilson Alternate Tour - Banff to Lake Louise via Johnson Canyon 10:00 AM
MountView Barn Dance 6:00 PM

Saturday, April 23, 2016 - Banff

Breakfast - 7:00 AM
Annual General Meeting
Master Breeder Gala
Master Breeders Post Gala Reception

Sunday, April 24, 2016 - Banff

Buses Departing Banff Rimrock Resort to Calgary International Airport, Note: There are no buses returning to Edmonton, all return flights should be scheduled from the Calgary International Airport.

* Schedule times are subject to change

Editor Jennifer Kyle

Chief Executive Officer Ann Louise Carson

President John Buckley, ON
705-324-4017
jkbuckley@live.com

**Vice-President
& Board Chairman** Robert Chabot, QC
418-596-2230
rchabot@genibeq.com

2nd Vice-President Orville O. Schmidt, AB
780-986-5746
southrisegen@yahoo.ca

Board of Directors Ben Cuthbert, BC
250-246-6517
b.cuthbert@telus.net

Ron Boerchers, SK & MB
204-447-2047
rainyridge@mymts.net

Gerald Schipper, ON
519-765-4614
skipwell@amtelcom.net

Doug Peart, ON
905-768-5163
peartome@live.com

Nancy Beerwort, ON
613-330-0348
cherrycrest@sympatico.ca

Elyse Gendron, QC
450-265-3147
e.gendron@xittel.ca

Angus MacKinnon, QC
819-570-3891
ang.jen3891@gmail.com

Gilles Côté, QC
418-343-2597
lacnor@hotmail.ca

Harry Van der Linden, ATL. CAN
902-863-3063
linden@ant.eastlink.ca



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



ABOVE: Be sure to flip to the centre for your new Classification Poster!
ON THE COVER: Marissa Vroegh of East Noel, NS visits with her family's Sunnypoint herd. (Photo by Nina Linton)

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

CLASSIFICATION: Always a great conversation!

I CAN'T SAY THIS ENOUGH – I love hearing comments and suggestions from members. This is how we grow to meet your ever changing needs. The most frequent comments I hear are about Classification, and the hard-working team who delivers this service to you. This makes sense since our Classification program is one of the main reasons Canadian genetics are so respected around the world. You share with me that you don't always agree with classifiers, however, respect the fact they see 250,000+ cows per year and bring you an unbiased view.

I am constantly amazed (in a good way!) with how **passionate** many of our members are about Classification results, and how closely many of you follow results on animals across the country. The international following is also very active. Social media has taken Classification results to new height, and this contributes to Canada maintaining its leadership position.

Your comments also confirm there is a wide range of reasons to classify – herd management being by far the most important one. Solid, functional cows last longer and yield a higher economic return. The *Value of Conformation Assessment*¹ study released last year, with DHI data, had some great facts to support this statement.

I loved hearing a comment this summer from a 700-cow herd owner who shared, *"it is our report card, and when we earn great results nothing is more motivating to the team."* Another 400-cow herd operator on the other end of the country told me, *"if I am going to be in the barn at 4:30 a.m., I want to look at good cows and Classification helps me do this."* It was equally exciting for me to hear recently from a new Classification client who was so excited to realize he had an 83-point cow in his herd. *"I looked at her differently after that when she came through the parlour,"* he added! I still remember the excitement years ago in my own family when we had our first (and only!) homebred EX cow – a true testament to breeding and management.

Does our program set the bar high? Absolutely. And based on your feedback, this is the way it should stay! We support our dedicated Classification team with continuous training, coaching and feedback to maintain high standards of consistency, objectivity and service. Whether they have been with us for two years or 20+ years, our Classifiers take their jobs very seriously and are aware of the impact their work has on your herd management. They also love sharing their passion and their expertise with your family



members, local 4-H club, Holstein Club and whoever wants to learn more about why we do what we do!

The Classification Advisory Committee, comprised of producers and Industry representatives, makes recommendations regarding Classification program changes to the Board of Directors – another body composed of producers from across the country. As in all Holstein Canada decisions, decisions are made by producers for producers. Please keep your comments coming – they "feed" discussion at both the service and program levels.

We appreciate you **choose** to classify – and in times of tighter margins, we understand choices can be revisited. This is why we take nothing for granted and strive to have our Classification program be a management tool first and foremost. If there are side benefits for you on other levels, such as a source of motivation, this is a win-win.

To say "thanks" for classifying, we have enclosed a new Classification poster in this issue of *InfoHolstein*. Whether it ends up in your office or on the bedroom wall of a next generation classifier, we hope you enjoy it! 🇨🇦

1 This document can be viewed at holstein.ca>services>classification



#FrameTheHerd Photo Contest **THEME #2**

WE HAVE HAD SOME GREAT PHOTOS come in for Theme #1 of the #FrameTheherd Photo contest! Thank you to everyone for their submissions and keep your eyes peeled for some of the Theme #1 winners in the next issue of Info!

NOW...ON TO THEME #2!

THEME #2: CHORE TIME – show us what chore time looks like on your farm. Fire up your cameras and smart phones and send us your best photos of Holstein enthusiasts hard at work! Bonus points if you can get a Holstein Canada logo in the photos somehow (hats, jackets, etc.!) We also don't discriminate against colour, so send us those all-breed photos!

THE DETAILS:

- Photos should be high-res digital images (300 dpi is preferred)
- There is no limit to the number of entries per person
- Any 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.*

On social media? Share your entry with the world! Email your entry to us and then share it on social media using **#FrameTheHerd**

Deadline: December 31, 2015

New Herdbook System Update

AT HOLSTEIN CANADA we are on target to complete the programming of the New Herdbook System this fall, followed by some final extensive testing. When a decision is made as to the launch date of the new Herdbook software, we will continue to communicate plans through social media, our website and email – our more immediate communication channels. There will be a roll-over from the old system to the new system requiring some services to be suspended during that time. The services that will be on hold are:

REGULAR SERVICES:

- Registration, transfers, NLID Tag orders, genotyping, mail and print services
- Synchronizing classifications to Head Office

ON-LINE SERVICES:

- Registration, transfer of ownership, NLID Tag orders
- Reports: genomic, herd trend

SERVICES NOT IMPACTED THROUGH THE ROLL-OVER AND WILL CONTINUE TO BE OFFERED AS USUAL ARE:

- Classification service including printouts on-farm (web availability will be delayed until after the New Herdbook implementation)
- Website and Social Media
- Animal Information Sheet "AIS" and Top Classifying cow lists will be available (database in Read-Only)
- Herdbook web services: AssistExpo

We expect the roll-over to span a 10-day period starting on a Friday to reduce the impact to normal working hours. During that time, we plan to have staff available to answer your questions and assist in bringing the new system on-line. This is a planned outage of service that is necessary due to the scope of this project.

We thank you in advance for your patience throughout the roll-over and look forward to better-serving you with the new system in place!



1

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**WE WERE
 THERE**

1. Our National Directors, along with P.E.I. Holstein Branch reps and P.E.I. Ag. Minister, were proud to congratulate Wayne Dickieson for receiving the CDN Industry Distinction Award during the recent CDN Forum held in Charlottetown, P.E.I.



2

2. On a tour of Chubanna Holsteins, Director Gerald Schipper and CEO Ann Louise posed for a photo with a group of WCC participants.



4

3. The Board participated in a herd management activity with the WCC participants at Chubanna. Directors Ben Cuthbert and Nancy Beerwort are seen here with their group as they work on interpreting the reports.



3

4. As a part of the farm tour day during their summer Board meetings, the Directors stopped for a tour of the Westcoast Holsteins Alberta farm. Herdsman Sébastien Côté toured the group through the large facility.



5

5. Ann Louise, Director Ron Boerchers and Western Field Service Rep. Brian Nelson spent some time touring Saskatchewan. Ann Louise and Ron are seen here with Morgan Hobin, Herdsperson for the University of Saskatchewan dairy facility.

The **2015**
Royal **PREVIEW**



MICHAEL HEATH



GUS SCHWARTZBECK



THIERRY JATON

DATE	TIME	EVENT/VENUE	JUDGE(S)
Sunday, Nov. 8	6 p.m.	CANADIAN 4-H DAIRY CLASSIC	Thierry Jaton, Que. (Showmanship)
Monday, Nov. 9	8 a.m.	Ricoh Coliseum	John Werry, Ont. (Showmanship) Molly Sloan, USA (Conformation)
Thursday, Nov. 12	8 a.m.	NATIONAL RED & WHITE HOLSTEIN SHOW	Thierry Jaton, Que.
	1 p.m.	NATIONAL BLACK & WHITE HOLSTEIN SHOW	
	5 p.m.	HOLSTEIN SALE OF STARS	
		Scotiabank Ring of Excellence	Michael Heath, USA Gus Schwartzbeck, USA
Friday, Nov. 13	7:30 a.m.	NATIONAL BLACK & WHITE HOLSTEIN SHOW	Michael Heath, USA
		(Starting with Senior Calves)	Gus Schwartzbeck, USA
		Ricoh Coliseum	
Saturday, Nov. 14	2 p.m.	QUALITY SEEDS SUPREME CHAMPION	
		Scotiabank Ring of Excellence	

Can't join us in-person this year? Tune in to the livestream online! The link will be made available on the Holstein Canada website on show day.

A REGISTRAR'S REVIEW: Keeping Track of your Semen Inventory

By Pascal Lemire, Holstein Canada Registrar



THE GENOMIC RESULT says the sire indicated on your calf's registration does not qualify, but another sire does. To verify, you look through your records and trace back to the possible mix-up. Knowing the sire and having evidence with thorough semen inventory records provides the highest degree of assurance that the record entry is properly corrected. It is important to know what particular sire (semen) was available and introduced into your herd, around the correlating insemination date.

This leads me to the following suggestions for consideration by all dairy producers: Please introduce a semen inventory system into your farm records if you do not already have one in place.

A SEMEN INVENTORY SYSTEM SHOULD INCLUDE THE FOLLOWING:

- Ability to track which dose is used on which date and on which cow
- A sequential record of all inseminations, artificial or natural, performed in the herd
- A method to flag or note when the last dose of semen is used
- A durable recording system that can be kept and available for fifteen (15) years

SOME SUGGESTED OPTIONS FOR AN INVENTORY SYSTEM WOULD BE:

- To keep invoices from the A.I. company and track the usage on the back.
- To keep track of usage through your on-farm management software if it has the capability. This may require some research into your program's features.
- To add another sheet to your record books – some A.I. companies have a tracking sheet available for this purpose.

WHILE THE BENEFITS OF AN EFFECTIVE SEMEN INVENTORY SYSTEM ARE GREAT FOR THE INTEGRITY OF THE HERDBOOK, THE BENEFITS ARE EVEN GREATER FOR YOUR DAIRY OPERATION. THE SYSTEM WILL:

- Save you frustration and time when researching possible mix-ups.
- Help ensure the correct parentage of your calves.
- Help keep your breeding strategy on track.
- Help you be aware of the quantities of semen remaining in your tank
- Help eliminate the hassle of old bull semen remaining in the tank without reason, by continuing to remind you it is still there.

In addition to issues with semen inventories, I have observed many mix-ups occurring when a producer or technician prepares several inseminations at the same time. After preparing the semen straws in the barn office or workstation and then heading out to where the open cows are to be serviced, the semen straws all look alike. If you are using multiple bulls, it only takes a brief moment of distraction to forget which straw is to be used for which cow. It is important to use some kind of identification on the straws to ensure the right cow gets the right semen, and avoid those costly mix-ups.

Mix-ups and errors happen on the farm. With all of the distractions, demands of your time and fast pace of work, it is easy to understand and see how they can happen. Keeping track of semen is just another tool to help our dairy producers avoid those mix-ups that impact the Herdbook, and most importantly, your time and bottom line! 🐄



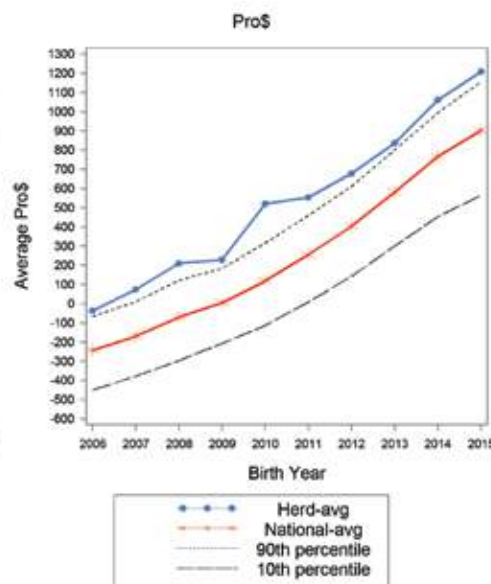
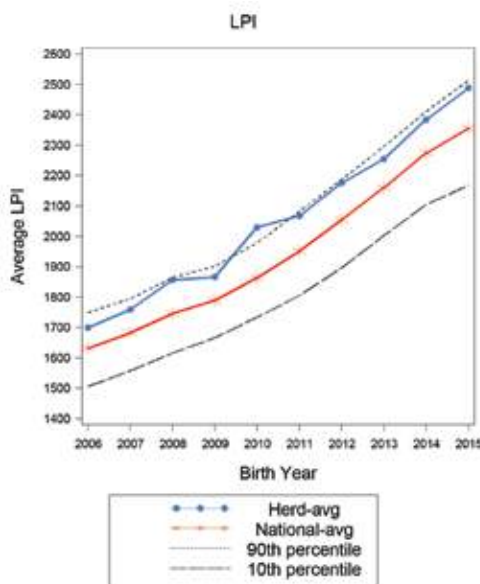
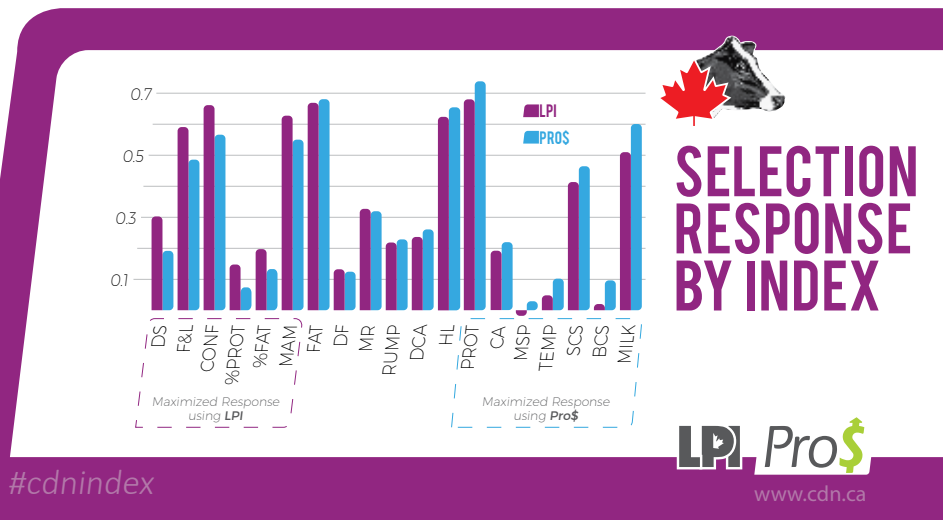
Pro\$ or LPI – Which is your index?

IT HAS NOW BEEN A FEW MONTHS since Pro\$ was introduced to Canadian producers alongside the updated Lifetime Performance Index (LPI). So which is your index of choice?

Pro\$ was built with the milk producer in mind, with the goal of maximizing daughter profit from sales of milk, and built using on-farm profit data from Canadian DHI clients. It balances outcomes of production, conformation and health and fertility traits to do so. The LPI was updated to differentiate itself from Pro\$ by meeting the needs of producers that prefer an even stronger emphasis on type.

Throughout the process of introducing a second index, our focus switched from relative weights in an index formula to selection response – the expected progress of a trait resulting from selection using an index like Pro\$ or LPI. The correlations between traits included in an index result in outcomes with different ratios than the weights that went into the formula. So, by using outcomes (selection response), we can compare the two indexes on the same scale and determine which genetic traits will progress more quickly using one index over the other.

By taking a look at the selection response by index, you may have decided which index best suits your goals, but is that the same philosophy that you have been breeding with the last 10 years? Pro\$ is new, but because it is a genetic index based on traits that have been around for years, Pro\$ values can also be calculated on cows that have long since left your herd.



As such, the herd trend reports available to Holstein Conformation Assessment clients provide an interesting comparison of herd genetic progress measured by Pro\$ and LPI over the last decade. You'll see in the accompanying graphs for the same herd that they rank higher in terms of Pro\$ than LPI – proof that Pro\$ reflects the breeding objectives that they've used to select bulls in the past. Other herds show the opposite trend – ranking higher for LPI than Pro\$.

Interested in what YOUR herd trends would reveal?

Log into your online web account and check out your past 10 years of progress!



A Different Kind of Haplotype...

HCD - HAPLOTYPE ASSOCIATED WITH CHOLESTEROL DEFICIENCY

THIS SUMMER, German researchers discovered a new haplotype in the Holstein breed which is unlike the previously found haplotypes impacting fertility. This haplotype, called “HCD” (**H**aplotype associated with **C**holesterol **D**eficiency), leads to chronic untreatable diarrhea in calves, as well as other illnesses. The blood of affected calves showed a cholesterol deficiency that prevented the normal deposition of fat in body tissues. Over the course of months after birth, calves lost all body reserves and eventually died.

While the specific gene for HCD has not yet been found, German researchers have identified a haplotype consistently present in carriers. By analyzing pedigrees, the researchers revealed that all carriers of HCD trace back to *Maughlin Storm*.

A COMPLICATING FACTOR

The haplotype found in *Storm* carrier descendants also exists in *Willowholme Mark Anthony* since the two bulls have a common ancestor – *Fairlea Royal Mark*. The complicating factor, however, is that *Mark Anthony* carries a non-defective version of the haplotype, meaning his offspring with two copies of the haplotype go on to live normal lives. This led researchers to the conclusion that the mutation causing HCD must have occurred in the generations between *Royal Mark* and *Storm*. The table shows HCD carrier sires with over 5,000 registered daughters in Canada.

HCD Carrier Sires with over 5,000 Registered Daughters Born in Canada RELATIONSHIP TO MAUGHLIN STORM (HOCANM5457798)		
SONS	GRANDSONS	GREAT GRANDSONS
Pursuit September Storm	Braedale Goldwyn	Gillette Windbrook
Comestar Stormatic	Gillette Final Cut	Comestar Lauthority
Hartline Titanic-Et	Dudoc Mr Burns	Gillette Stanleycup
Ladino Park Talent-Imp-Et	Kerndt Stallion	Lirr Drew Dempsey
		Comestar Lavanguard
		Golden-Oaks St Alexander-Et
		Gillette Windhammer

Since we don't know the exact gene for HCD, the only way to identify carriers is by using the haplotype. HCD status is easy to determine for animals with only *Storm* in their pedigree, but is more difficult if both *Storm* and *Mark Anthony* appear.

THE CHANCE AN ANIMAL IS A CARRIER

CDN calculates Carrier Probabilities, in other words, the likelihood an animal carries the undesirable HCD haplotype. These are displayed on the animal's Pedigree tab on CDN's website, as seen in the image below.



HAPLOTYPE: A Short section of the genome transmitted as a block of DNA from parent to progeny.

GENE: A specific sequence of DNA controlling a trait or characteristic.

- a 99% is displayed if an animal is identified as Carrier
- a 1% is displayed if an animal has been identified as Free
- an animal that hasn't been genotyped or has both *Storm* and *Mark Anthony* in their pedigrees may have estimated Carrier Probability between 99% to 1%, depending on the probability values of its parents and other relatives
- animals with two asterisks (**) next to the HCD Carrier Probability are expected to carry two copies of the gene and therefore die within the first 6-8 months of life

WHAT NEXT?

Genotyping allows for the discovery and control of genetic anomalies like HCD. The impact of these haplotypes can be eliminated by avoiding the mating of carrier sire to carrier females, which is best achieved using AI mating programs. The discovery of HCD also highlights the importance of producers reporting to DHI the date and reason for every animal leaving the herd, including young calves. 🐄

CONFORMATION ASSESSMENT: Past, Present & Future



Celebrating the official signing of the agreement for all breed classification in 2003, (L-R) are Presidents Mark McConnell, Brown Swiss; John White, Jersey Canada; John Blair, Holstein Canada; and Larry Ness, Chair, Joint Classification Board.

THE DAIRY INDUSTRY is constantly evolving. Whether it is our breed improvement tools, on and off farm technologies, rules and regulations or standards, one thing has stayed consistent – the passion for the industry and our breeds. Some would argue that classifiers have the strongest dairy passion in the industry.

In 2003, Holstein Canada officially announced Classification Services would serve all seven dairy breeds beginning in 2005. At the time, President John Blair suggested the new business venture would act as a catalyst for bringing the breeds together to better meet the needs of all Canadian dairy producers into the future. The new All-Breeds Classification service offered convenience, efficiency and value-added benefits for all producers milking cows. Each breed association continues to control their classification standards and future direction of their own breeds. Holstein Canada acts as the program administrator – classifiers assess all breeds and office staff works behind the scenes to support the team and provide quality customer service.

A decade has passed since the official launch and the program remains dynamic, seeing many changes and updates over the years. The continued success of the program would not be possible without the support of all breed associations and their members. From staff and equipment, to scorecards and reference points – the Conformation Assessment (Classification) program is constantly evolving to better serve all dairy breeds. This statement couldn't be truer with the pending implementation of proAction® Animal Care Assessments for all dairy breeds.

During 2016, the software for the Conformation Assessment Program will undergo a significant re-write. These changes will enable (1) innovation of the classification service to include proAction® Animal Care Assessments; (2) connect with our new Herd Book to facilitate excellence in client care and state of the art information sharing; and (3) be futuristic and focus on adding value as a management tool. 🐄

ALL-BREEDS CLASSIFICATION STATS

- Since all breed classification was launched, classifiers have scored over **2.3 Million** cows, **11%** of which were colour breeds.
- In the 2 most recently completed rounds, **1,196** herds had Holsteins and colour breeds. **379** herds had exclusively colour breeds.





Dairy Farmers
of Canada
dairyfarmers.ca

proAction



Classifiers will Assess Animal Care in Canada

IN JULY 2015, Dairy Farmers of Canada (DFC) approved Holstein Canada's proposal to assess Animal Care on all dairy farms across the country. The purpose of the assessments will be to provide national benchmarking standards for proAction®, and will become a mandatory component of the animal care validation. This new assessment service is expected to start during fall 2016. We anticipate that it will take two to two and a half years to collect data and assess all farms.

Every cow classified will also be observed for animal care; namely lameness, body condition score and hock, neck and knee injuries. Beginning in 2016, Classification clients will have the opportunity to request an official herd assessment for animal care. This may require animals to be assessed for animal care that are not being observed for Classification, in order to meet the current sample size and regulatory requirements mandated by DFC for official validation of proAction®.

Herds that are currently not enrolled in the Conformation Assessment Program will also have the opportunity to have Holstein Canada staff assess their herd for benchmarking and official validation purposes.

Holstein Canada is pleased to provide this service to all dairy producers in partnership with DFC to evaluate and be proactive about the care and welfare of dairy animals in Canada. With highly skilled and consistently trained staff that already travels coast to coast in a frequent and cost effective manner – this partnership just makes sense. 

No More Who's Who



With the addition of Pro\$ as our second national index, the Holstein Canada Board of Directors has decided to discontinue the Who's Who publication traditionally printed after each official proof release. The Who's Who was an alphabetical listing of Canadian and Foreign bulls with LPI values. The information continues to be available free of charge online through searches and queries.

Changes coming next year for Master Breeder Awards



Starting with 2016 awards, the minimum number of females registered (75%+ purity) per birth year will increase from 5 to 7. The current Group 1 (5-9 registrations) and Group 2 (10-14 registrations) will be amalgamated into one Group and will require 7-14 registrations per year. The total number of awards/shields given each year will remain at 20-21.

National Director Election



Nominations for the National Director in the following electoral district are open. Nomination forms can be obtained from your local Holstein Club or Provincial Branch; on the website at Holstein.ca > About Us > Governance > Board of Directors; or by contacting Nicole Faubert at nfaubert@holstein.ca or 1-855-756-8300 ext. 241. Nominations close **December 7, 2015**.

ELECTORAL DISTRICT IN 2016

CENTRAL ONTARIO - VACANCY

Young Leaders' Corner

young LEADER PROGRAM

European Young Breeders School

One of the five pillars of the Young Leader program is to create further international travel opportunities. As such, Holstein Canada, in partnership with its provincial branches, is proud to have sent a team of six keen individuals from across Canada to take part in the week long European Young Breeders School (EYBS) held annually in Battice, Belgium. This is just the third time a team from Canada has participated.

Created to teach young breeders how to judge, prepare their animals for shows, and market their genetics, teams from across Europe gathered in Battice to participate in the 2015 edition of EYBS held September 2-6, 2015.

This year's "Team Canada" was comprised of winners of provincial competitions and/or successful candidates determined through an interview process held within their region. Holstein Canada along with its branches congratulates the following six

Young Leaders who represented Canada at the competition this year: Michael Flaman (Saskatchewan), Jennifer Charlton (Ontario), Chris Steven (Ontario), Mauranne Hébert (Quebec), Andrée-Anne Pariseau Beloin (Quebec), and Megan Wynn (Nova Scotia). Team Canada had a great showing with four team members finishing in the top 15. At the end of the competition, it was Canada's Chris Steven who took home the honours of Top Overall Competitor. Congratulations to Chris and the team!

The EYBS travel opportunity allows for Canadian representatives to learn how European youth show, judge and prepare animals for competition, while also having the opportunity to stay with host families on local dairy farms and see some of the beautiful Belgian countryside. It is also a great opportunity to network internationally with youth who share the same passion and dedication to the industry. The first Canadian team participated in 2009 as part of the 10-year anniversary of the EYBS competition. This has become an annual opportunity since 2014.



Holstein Canada Education Awards

WANT A CHANCE TO WIN \$1,000? IT'S NOT TOO LATE TO APPLY!

Holstein Canada recognizes up to six outstanding students from across Canada with \$1,000 to assist with their post-secondary studies. These awards are dispersed nationwide with one in both Atlantic and Western Canada, and two in each Ontario and Quebec respectively. 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.



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. **DEADLINE: NOVEMBER 27TH, 2015**

2016 Young Leader Convention

"To cultivate a group of passionate and unified young leaders who are knowledgeable and well-trained about Holstein Canada, and enthusiastic advocates and ambassadors for the dairy industry; so they remain profitable members committed to breed advancement and industry sustainability."

The 2016 Young Leader Convention will be once again held in conjunction with the 2016 National Holstein Convention. This year's event will be held in Calgary and Banff, Alta. April 20 – 23, 2016.

Interested in applying for the opportunity to attend the National Holstein Convention Young Leader Program? More information on the 2016 program as well as application forms are now available at Holstein.ca > Membership-Programs > Young Leader Program > Formal Gatherings

Applications are due to your provincial Branch by Monday, January 11, 2015 🇨🇦





ANNUAL INDUSTRY PARTNER "MEETING OF THE MINDS"

HOLSTEIN CANADA was proud to co-host the 2015 Dairy Cattle Improvement Industry Forum with CDN, held in Charlottetown. This annual event brings together representatives from Breeds, AI, DHI and DFC to discuss genetic industry challenges, to make future plans and to foster collaborations. Some of the most successful ventures and mergers of the last decade began at a CDN Forum.



COMPETITIVENESS OF CANADIAN GENETICS

To act as a guiding theme for the Forum, work associated with the Canadian Holstein Breed Strategy kicked off the day. From there, given the genomic revolution and the North American nature of our industry, speakers were given the task of assessing the capability of Canadian genetics to uphold our global competitiveness and uniqueness. Perspectives on Canada's genetic strengths and weaknesses were heard from international publication, marketing, exporter and US based AI organization points of view. Their conclusions:

- As a major exporter of genetics, Canada has a rich history of influential sires impacting breeding decisions around the world. While we do not have the volume of animals of the U.S., we have successfully marketed and branded our genetics for many decades.
- Canada has a strong reputation for breeding superior conformation. We are now also recognized for our production, without sacrificing type.
- Canada is credited with a high percentage of dairy producers choosing to participate in breed improvement programs – for

management purposes and sustainability of programs for the future.

- These programs have resulted from strong industry collaborations, consistent messaging and positive leadership – not to mention the accountability and pride exhibited by our passionate breeders.
- In turn, we have world envied, sophisticated data collection and evaluation systems. Industry Partners also emphasize the value to their services to show a return on investment to their clients.
- Different from some other nations, our organizations are largely not-for-profit driven, owned and governed by producers.
- Holstein Canada and CDN websites are internationally revered for having free access to a massive amount of information 24 hours a day!
- Canada has recently been in the headlines for launching a second national selection index, Pro\$, built from data collected by DHI and including key factors impacting profitability. Rather than being developed for marketing purposes, this new index is tailored to making informed management decisions.
- Canada leads the way in the introduction of novel traits such as Mastitis Resistance and the soon-to-be investigated, Feed Efficiency.

The take home messages: while it would be easy to rest on our laurels, we must constantly challenge ourselves to be prepared for what lies ahead. We need to actively promote our strengths and promote WHY our genetics are so strong. We must also actively promote our information services.

DATA NEEDS & NEW TECHNOLOGY

A great way to learn future on-farm needs is to ask keen young producers. Their answers help us realize our programs are not adapting rapidly enough for their changing needs. Those investing in robotic technology are questioning traditional forms of data collection. Not only can robots collect production data more frequently, other information such as SCC, milk temperature and speed, rumination, body weights are also automatically recorded. Only a fraction of this data can currently flow back through the traditional "data pipelines". We need to build additional pipelines to use this information beyond individual farm needs.

Producers demand quick and frequent access to information – often in the form of a mobile device. Many organizations are rising to the challenge and have invested in the creation of mobile apps. With a multitude of sources to access on-farm information, many turn to the Industry Partners to provide collected and summarized data on their behalf. Another great take home message! An overview was given on Holstein Canada's new Herdbook application and its vision, which plans to meet these future needs of our Canadian producers. Through use of web services, the new Herdbook aims to provide real-time access to data sharing opportunities.

An overview and update of the DFC proAction® initiative wrapped up a great Industry day! 🇨🇦



On-Farm Data Exchange Project is Underway

OUR ON-FARM DATA PROJECT COORDINATOR is now on the road speaking with our members about on-farm data and its transmission to Holstein Canada. The goal of this project is to work with our members and industry partners to discover more efficient ways of collecting data from the farm, and improve the usability of current Holstein Canada services. If you have new technology and software on your farm, and/or you have ideas for how we can better collect your data, send Morgan an email at movervest@holstein.ca; or, if you will be attending the Royal Agricultural Winter Fair look for her during the Canadian 4-H Dairy Classic and both National Holstein shows. 🐄

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

Based on 1st Lactation Classifications from July/August 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	143	82.27	82.75	GOLD CHIP	67	83.00	82.91
DEMPSEY	272	82.06	81.42	G W ATWOOD	68	82.85	82.91
SHADOW	132	81.57	81.64	BRADNICK	47	82.09	82.21
WINDBROOK	699	81.40	81.27	NUMERO UNO	92	81.49	81.95
LAUTHORITY	321	80.93	81.53	SEAVER	40	81.48	81.30
WINDHAMMER	208	80.80	81.22	GILLESPIY	54	81.37	81.94
FEVER	774	80.80	81.37	ALTACEO	30	81.33	79.27
MERIDIAN	147	80.74	80.63	SALOON	30	81.27	80.67
REGINALD	108	80.72	80.04	DAY	55	81.25	81.73
STANLEYCUP	467	80.40	80.89	AFTERSHOCK	73	81.15	81.38

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**

FIELD SERVICE **FS**

NOVEMBER

- ON Northumberland
- ON **MR** Middlesex, Elgin, Essex & Kent, Lambton
- QC Berthier, Champlain, Portneuf, Labelle
- QC **MR** Montmagny, L'Islet, Kamouraska
- FS** Toronto/Royal Booth
-
- ON Victoria, Durham
- QC Lavolette, Lac Saint-Jean
- FS** BC, NL
-
- ON Peterborough, Hastings, Prince Edward, Frontenac, Lennox & Addington, Waterloo
- QC Chicoutimi, Roberval, Lapointe, Dubuc, Charlevoix, Beauharnois, Vaudreuil & Soulanges Châteauguay, Huntingdon
- PE, NB, NS, NL
- FS** BC, NB

EARLY

MID

LATE

DECEMBER

- QC Laprairie, Napierville, Iberville
- QC **MR** Matapédia, Matane, Rimouski, Bonaventure, Rivière du Loup, Témiscouata
- SK
- FS** MB, NB, NS, SK
-
- ON **MR** Oxford
- QC Saint-Jean
- FS** AB, PE
-
- ON Wellington
- QC Brome, Shefford, Richmond
- FS** NS

EARLY

MID

LATE

JANUARY

- ON Northern Ontario, Thunder Bay
- QC Missisquoi, Sherbrooke, Compton, Stanstead
- QC **MR** Arthabaska, Mégantic, Wolfe
- FS** BC
-
- FS** AB

EARLY

LATE

Holstein Canada Holiday Hours

FAMILY IS INCREDIBLY IMPORTANT to both Holstein Canada members and staff. With this in mind, the Holstein Canada office will be closed on Thursday, December 24 and Thursday, December 31 in celebration of the holiday season.

The following are the hours of operation that will be in effect at Holstein Canada's head office during the holidays.

From our family to yours, the Holstein Canada team wishes you a wonderful holiday season and a happy, healthy and prosperous New Year. We look forward to continuing to serve you, our valued members and clients, in 2016! Happy Holidays!

Monday, December 21 Open 8 a.m. – 5 p.m.

Tuesday, December 22 Open 8 a.m. – 5 p.m.

Wednesday, December 23 Open 8 a.m. – 5 p.m.

Thursday, December 24 Closed

FRIDAY, DECEMBER 25 CLOSED

Monday, December 28 Open 8 a.m. – 5 p.m.

Tuesday, December 29 Open 8 a.m. – 5 p.m.

Wednesday, December 30 Open 8 a.m. – 5 p.m.

Thursday, December 31 Closed

Friday, January 1 Closed

info Holstein 

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Return undeliverable Canadian addresses to:

HOLSTEIN CANADA
P.O. BOX 610, BRANTFORD, ON N3T 5R4

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

Toll Free: 1-855-756-8300

www.holstein.ca

Editor: Jennifer Kyle
jkyle@holstein.ca

Published six times annually
Subscription: \$18 outside Canada

Publications Mail
Agreement 40008691

