



Info Holstein

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

Members at Holstein Canada's 2009 annual convention marvelled at BC's breathtaking scenery and snow-capped mountains.

'09 National Convention

Variety of entertaining activities appeal to enthusiastic crowd

Creatively merging railroad graphics and images throughout the overall theme—***Rich in History and Beauty***—members from *up and down the tracks* joined in loads of activities at their annual Holstein convention.

Chairman John Blair and dedicated committee members put together an entertaining package in Vancouver, BC from April 1 to 5.

Over 500 guests relished in the elaborate ceremony honouring 21 new Master Breeders stationed in the beautiful Hyatt Regency.

Ongoing festivities and steamed-up events lead many members to question why more people do not attend the annual convention. As new National Director and first-time attendee John Buckley, Lindsay, ON exclaimed, "This event is a blast—great people, cattle, and experiences!"

The Annual Meeting schedule ran non-stop with efficiency and held attendees'

interest.

When announcing the Cow of the Year award, BC National Director Richard Bosma likened the competition to the Nobel Prize. He commented, "The award is recognized internationally. This year's slate was comprised of newsmakers who, through their progeny, have been great contributors and ambassadors for Canadian Holstein dairy producers."

Members cast the most votes for Despointes James Sydney (EX-94-4*). A thrilled Gaeten Brunelle and Sonia Champagne, Sainte-Sophie d'Halifax, Qc graciously accepted the enlarged *Sydney* framed print and original ceramic artpiece by Québec artist marie.joel. Brunelle responded, "I really wanted to win Cow of the Year for *Sydney*—she is a remarkable cow."

Receiving a Superior Accomplishment award, in the form of an original watercolour, was Dr. Gordon Atkins, Calgary, AB. This gifted veterinarian was honoured for sharing and advancing his incredible knowledge related to functional conformation and increased lifetime

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profitability of Canadian Holsteins.

Gordon responded, in part, "As a young boy growing up, I developed two passions—firstly an appreciation for great Holstein cows and, secondly, excellence in veterinarian medicine." Gordon expressed appreciation for having the opportunity to live out his passions.

President of Holstein USA, Douglas Maddox and President of Holstein Mexico, Elias Torres, offered their congratulations to Holstein Canada on its 125th Anniversary year. Doug commented, "Whether we like it or not, Holstein USA and Holstein Canada are *joined at the hip*. Your success is our success."

Doug Blair, Calgary, AB, a partner in RockyMountain Holsteins and former CEO of Alta Genetics, is also a noted historian with a vast in-home library. As guest speaker, he offered a chronological look as some of the significant events, changes, and progress enjoyed by Canadian Holsteins and Holstein Canada over the past 125 years. Doug concluded, "There has been steady improvement for 85 years. Change is the constant companion of the breeder. The future, especially with the introduction of genomics, will bring more rapid change and improvement." (Doug's speech will appear in a future issue of *Info Holstein*.)

The attentive audience included 30 young adults from across Canada— participation was part of their customized program.

The final banquet was hilarious with the audience *in stitches* over entertainer Gary Schumbert's antics. Cleverly, he integrated Holstein breeders into a parody of the 2009 Bessy Awards at the Acowdemy Awards.

The 2009 Canadian National Convention Sale totalled \$680,200 and averaged \$8,720.51 on 78 consignments. Sparking the top bid of \$44,000 was Pierstein Talent Ruby, the September 2008 *Talent* heifer calf from the highly-acclaimed Thrulane James Rose (EX-97-2E). Consigned by Pierre

Boulet, Montmagny, Qc, valuable *Ruby* was purchased by Mario Comtois, Saint-Cyrille-de-Wendover, Qc.

Rietveld Dairies Ltd., Fort Saskatchewan, AB, claimed the Premier Breeder award at the Canadian Holstein Convention Show. Premier Exhibitor went to T & L Cattle Ltd., Rosedale, BC.

Judging 177 head was Callum McKinven, Canton-de-Hatley, Qc. Exhilarating this world-renowned judge and audience was the large, powerful Mature Cow Class. Callum proclaimed the popular Alholm Rudolph Jingle (EX-95-4E) as Senior and Grand Champion. Two-time Superior Producer and 11-Year-Old *Jingle* is owned by Morsan Farms Ltd., Ponoka, AB. Second Mature Cow and Reserve Senior and Reserve Grand Champion was RF Cousteau Destiny (EX-95) from R & F Livestock Inc., Warman, SK and Chilliwack Cattle Co., Chilliwack, BC.

- Michel Guay and Linda Latulipe of Ferme Lolisée, Brownsburg-Chatham, Qc receive their Master Breeder shield.
- Keith Flaman amusingly impersonates Elvis at the Acowdemy Awards where 2009 Bessy Awards were presented. Uh-Huh! Left is entertainer Gary Schumbert.
- New Master Breeder Ridley Wikkerink and Karen-Aldrich-Wikkerink pose with their energetic daughter, Lauren, prior to their on-stage presentation.
- Dr. Gordon Atkins and wife Joanne are delighted to display Gordon's newly-presented Superior Accomplishment award.
- (l-r) Brothers John and Doug Blair join in the festivities purchasing their favourite hockey team jerseys during an entertaining auction (funds will aid the 2010 annual convention in Québec). John was Chairman of the 2009 Convention Committee and Doug was a captivating guest speaker at the Annual Meeting.
- Senior and Grand Champion of the Canadian Holstein Convention Show was Alholm Rudolph Jingle (EX-95-4E), owned by Morsan Farms Ltd., Ponoka, AB.
- Elias Torres, President of Asociacion Holstein de Mexico, poses with RCMP Officer Darryl Darby.



Annual Business Meeting

Association aspires to meet demands of multi-generational operations

Foremost at the 125th convention is the Annual General Meeting of Members, which progressed full-throttle on Saturday.

Blowing the whistle at 10:00 a.m. sharp, President Brian Leach called the meeting to order with attendees from all across Canada.

While there were no By-law amendments this year, considerable discussion took place during the resolutions' session.

Five passed by the membership include that 1) Holstein Canada's Board of Directors repeal their decision to eliminate the non-milking Senior Yearling Class at the Royal, commencing 2010; 2) the Board of Directors review the process and protocols for making major decisions, e.g. cancellation of non-milking Senior Yearlings. Members want Directors to be listeners and seek more information and direction prior to implementing decisions; 3) Holstein Canada not pursue a dairy cattle mating program, which would utilize classifiers to

perform this service. Dairy producers stressed that they preferred each industry partner to have its own mandate and not walk on other's toes; 4) Holstein Canada offer breeders the option of a RFID button/XLpanel tag for better retention and identification of cattle; and 5) Holstein Canada speed up the replacement process of lost tags given the integration of RFID tags and automated on-farm systems.

Defeated was a resolution asking Holstein Canada to review its decision regarding production credits for the Star Brood Cow Award and revert back to the criterion that was in place prior to January 1, 2008.

Also rejected was a resolution requesting Holstein Canada to redesign

Holstein Canada enjoys a stable financial position, enhancing its ability to weather downturns in the economy and continue to offer services and programs of benefit to customers and members.

its purebred Registration Certificate to make it more professional and to allow space for classification results—similar to the previous Certificate.

During the open session, minor

suggestions were put forth to Directors and staff for enhanced website service/information.

Responding to a question from Eric Iversen, AB, Neil Petreny, CanWest DHI's General Manager, offered that a DHI milk test for Leukosis should be approved by the Canadian Food Inspection Agency, by early fall.

Speaking on behalf of young adults, Julia James, Woodstock, ON (*Geoborn*) extended heartfelt thanks to the Association for offering the Young Adult Program at the convention.

The National President, Board Chairman, and Secretary-Manager highlighted activities from the 2008 Annual Report.

Last year was a *bullish* year for Holstein Canada. The Association reported an operating fund surplus of \$64,685. Purebred and percentage

- A matched team of Kelona Pacific iron horses slowly cross the historic, curved, wooden trestle at Vernon, BC with mixed freight train.
- Germain Lehoux presents the Board of Directors' report to the Annual Meeting.
- In order for members from Vancouver Island to attend the sale, show, or annual meeting, they had to allocate at least two hours to reach Vancouver by ferry.
- Brian Leach introduced the Master Breeder's ceremony.





animal registrations increased, as did transfer activity. Export business grew and, as a result, pedigree activity climbed over 30%, compared to 2007. Tag revenue went up 4%, as well.

The number of herd visits increased by 2.5%, although the number of animals classified decreased slightly. While membership numbers of 11,554 reflect a 1.5% decline, this is consistent with previous trends noting increased dairy farm exits.

Best Management Practices will become a way of life as national traceability becomes reality to maintain consumer confidence and to ensure global markets.

While anticipating a slight operating deficit, growth is projected in registration and classification activity this year.

The Association's investments comprise high-rated, top-quality securities, which are expected to increase in value as financial markets rebound. Holstein Canada's stable financial position, along with support from industry partners, enhances its

ability to weather downturns in the economy and continue to offer services and programs of benefit to customers and members.

Outgoing **President Brian Leach** referred to his ten years as a Board member and President as an enriching journey. Representing the Association nationally and globally during the Association's 125th year was a privilege.

While the President relayed how proud he was of breeder, board, and staff accomplishments, he stated that members will be faced with numerous challenges in future. It is Holstein Canada's responsibility to create value-added registration and classification programs for clients. He opined classifiers working in the field could assume more of a customer-relations' role and become the key connection with all members in Canada. He would like a governance committee to be named, which could provide guidance on the operation of the Board—specifically member recruitment and succession planning.

Representing Holstein Canada on many health initiatives during his tenure, Brian identified animal health as being of significant importance throughout the dairy industry. He stressed that biosecurity procedures

- *With the Winter Olympics being staged in BC in 2010, members seized the opportunity to travel the scenic Sea to Sky Highway (#99) to visit Whistler.*
- *New Brunswick Branch President, Matthew Clarke, New Canaan, moves the resolution to speed up replacement tag orders.*
- *Gaeten Brunelle and Sonia Champagne, Sainte-Sophie d'Halifax, Qc accept the ceramic artpiece for their winning 2008 Cow of the Year, Despointes James Sydney.*
- *Convention goes participated in personal, pre and post-convention tours. This included the Willswick herd owned by J. Wm. Wikkerink, Cobble Hill, BC.*

and **Best Management Practices** will become a way of life as national traceability becomes reality to maintain consumer confidence and to ensure global markets.

Board Chairman Germain Lehoux reported that the Board has identified three major goals in managing a futuristic Association. It will target a larger market share for increased registrations, boost the number of animals classified and, maintain a stringent control on expenditures.

Germain stated that he had high hopes for the Association's Information Technology project, launched last year. Expected to be completed later this year, it will protect Canada's

immense database and provide increased functionality with respect to exchanging information electronically with members and customers. It also offers a new financial package for improved functionality of data handling and reporting. The database is Holstein Canada's primary source of information, available 24/7.

Holstein Canada continues to work with industry partners to promote exports of live cattle, embryos, and semen to established, as well as new global markets.

The Board stands solidly behind the National Animal Health Project. The data collected on eight targeted diseases will aid producers in the management of their herds and will help in desired genetic selection. Holstein Canada aims to accelerate programs in battling Enzootic Bovine Leukosis and Johnes disease.

Chairman Lehoux also referred to a five-year project targeting traceability and the basic genotype testing

(SNP384 panel) of the whole Canadian dairy herd. This would secure Canada's position as an innovative leader in Holstein breeding.

Holstein Canada looks forward to hosting the World Holstein-Friesian Conference in 2012.

Secretary Manager Keith Flaman observed that the world continues to evolve electronically with e-business becoming the norm. The Association

Holstein Canada must tackle the demands of four generations—traditional, baby-boomers, Generation-X, and Generation-Y. All have different expectations, behaviours, and goals.

aspires to meet increased demands for services and programs in electronic format, as desired by adaptive customers. For example, 73% of

registration applications are now received electronically.

This summer, an overhauled, more user-friendly website will be released for improved client efficiency and satisfaction.

Keith presented a number of statistics pertaining to the dairy industry. Numbers show market share of dairy producers using genetic management programs has never been higher.

Holstein Canada must tackle the demands of four generations—traditional, baby-boomers, Generation-X, and Generation-Y. All have different expectations, behaviours, and goals. For example, the Y-Generation counts on continued change, rapid growth, and personalized service.

Keith stated that directors, the industry, and breeders must soldier on aggressively! Delivering creative and relevant programs and services that contribute to the profitability of the dairy producer is the order of the day.

Diversified Fortuna

Prior to the convention, Holstein Canada's Registrar Glenn Cherry seized the opportunity to visit a few farms on Vancouver Island and the western mainland.

In this photo, Glenn chats with *Fortuna* Farms Ltd. co-owner, Horace Compton, Westholme, BC. Horace and his brother, George, count 49 years as members of the Association.

A well-versed, likeable chap, Horace houses a herd of 165 purebred Holsteins. The animals are maintained in comfortable facilities in an extremely beautiful, mountainous area of the Island.

Seemingly appreciative of Glenn's visit, this smart operator took the time to explain a little of the farm's history.

The *Fortuna* prefix, selected by his mother, is named after a mining site in the adjacent mountains. At one point, 6,000 miners were employed and housed in this location.

Of George's 700 acres, 250 are tillable. The remainder is in timber with softwood and hardwood logged. Diversified operations are quite common on the Island offering an additional source of income for property owners.

Horace is extremely complimentary of his long-time employee of 35 years, Brian Michelwright. He is very attentive to the tagging, recording-keeping, and health needs of the herd.



Built in 1911, this artifact is the first log car and steam engine used at Port Renfrew [on Island] by Malahat Logging and BC Forest Products, from 1938 to 1958. Logging has been the mainstay industry for over a century.

Glenn Cherry spends quality time with Horace Compton and attentive Collie Paxton.

Young Adult Convention

Developing future industry leaders

This year, 30 young adults, representing all nine branches, took part in the *customized* Young Adult program.

"It was a moving, on-board experience, and the friends and connections I made are truly priceless," offers Lynsay Henderson, Mossley, ON.

"I just loved all of it—the show, Master Breeder banquet, and farm tours. The opportunity to sit in on the Annual Meeting was quite enlightening. And while much learning took place at the various events, even more fun was enjoyed!"

David Christie, Lynnfiel, NB comments, "Having youth, directors, and staff randomly sit at different tables on the harbour cruise was a good opportunity to start the week and to meet new people."

Before enjoying the strong Holstein show, Breed Improvement Manager Jay Shannon brought participants up-to-date on the latest in genomics. Learning continued the next day at the University of British Columbia's Dairy

Education and Research Centre—Canada's largest dairy research station. Taking in some great scenery, local farms were also visited.

David adds, "I particularly benefited from the classification workshop by classifiers Tom Byers, Carolyn Turner, Bruno Jubinville, and Abbie Medwell at *Lyba Farms*. They really helped me to understand—through hands-on experience—what the classifier looks for when scoring cows and how traits are measured in classification."

"I would highly recommend that all dairy enthusiasts, within the applicable age category, apply for this once-in-a-lifetime opportunity," concludes Lynsay.

Commenting on the really keen group of young people this year, Advisory Committee member Marianne Landry, Rivière-Ouelle, Qc, is already making plans, with her committee, for the 2010 convention in Saint-Hyacinthe, Qc.

For more information on next year's program contact Holstein Canada's newly-named Young Adult Co-ordinator, Stephanie Gregson by e-mail sgregson@holstein.ca or call 1-519-756-8300 ext. 267.



The overall young adult convention hit the spot for husband and wife team, Tom and Wendy Mufford, Saskatchewan.



(l-r) From Ontario, Julia James, Lynsay Henderson, and Niels Vanbeek party with new Manitoba friend, Tim Penner.



Young adults view individual water intake recording equipment in a standard headlock system at Ubyssesey—UBC's Dairy Education and Research Centre.

2009 Annual Report

Go to www.holstein.ca for your direct link to the Holstein Association of Canada's 2008 Annual Report. Read it online or print it easily from your home computer.

Alternatively, if you wish to receive the complimentary 20-page booklet by mail, contact Jane Whaley by e-mail jwhaley@holstein.ca, phone 519-756-8300, fax 519-756-3505, or mail Box 610, Brantford, ON N3T 5R4.



The pumpkin-coloured Burlington Northern Santa Fe awaits its new crew in Abbotsford, BC. It returns home through Sumas, US.

Executive Secretary Russell Gammon of Jersey Canada extended warm congratulations to the Board, staff, and membership of Holstein Canada on their 125th anniversary.

Referring to Holstein Canada as a robust Association, Russell stated Holstein Canada is a leading organization in Canada and around the globe. It has co-operated with other breeds on important topics like NLID and classification.

Russell concluded, "May your next era be graced with even more success than you've known to date! Thanks for leadership, positive direction, and your ability to work well with industry partners, producers, and international dairy industry organizations! "All the best for future soaring!"



Report of Board Meetings

(l-r rear standing) John Iversen, AB; Ron Sleeth, ON; Dale Strudwick, SK; and Richard Bosma, BC (l-r front) John Davidson, NS; Mario Perreault, Qc; Denis Fournier, Qc; Paul MacLeod, ON; Germain Lehoux, Qc; Glen McNeil, ON; John Buckley, ON; Serge Blanchette, Qc; and Secretary-Manager Keith Flaman

Insight into latest happenings

The National Board of Directors moves full-throttle ahead after electing Germain Lehoux, Saint-Elzéar, Qc as President for 2009.

Glen McNeil, Goderich, ON was named Vice-President and Board Chairman. Dale Strudwick, Balgonie, SK; Serge Blanchette, Saint-Hyacinthe, Qc; and Mario Perreault, Saint-Esprit, Qc were appointed to the Executive Committee.

While issues taken up by the Board will be reported in detail in upcoming *Info Holsteins*, a brief overview of topics discussed follows.

In 2008, 83% of animals were registered under three months of age, contributing to Herdbook integrity.

Registration applications submitted electronically topped 73%. While sketches and photos are welcomed by the Association, only 30% of electronic registrations include a secondary method of identification.

Large export orders to Russia and Croatia, specifically, boosted transfer numbers significantly. Last spring's move to electronically accept animal

transfers was also embraced by clients. Moreover, transfers can be filed by phone, fax, or e-mail.

Brian Leach, Cobden, ON and Pascal Lemire, La Visitation, Qc will serve as co-chairs of the 2012 World Holstein-Friesian Conference in Canada.

A new Audit Committee of three knowledgeable, experienced dairymen has been named by the Board to serve for one year. Ron Sleeth, Battersea, ON is a current Board member and past Storington Township Reeve and Frontenac County Warden. Clarence Diefenbacher, Elmira, ON is an Association Past-President and church financier. Harvey Wood, Troy, ON is a former CIBC Executive and currently owns a Mortgage Centre.

Representing members, the Committee's goal is to assist the Board in effectively discharging its responsibilities for financial reporting, internal controls, financial risk management, and external audit.

To improve cow assessments, the following enhancements are being made to weightings in classification.

- Mammary System is increasing by 2% (40-42%).

- Feet and Legs is increasing by 1% (25-26%).
- Dairy Strength is decreasing by 3% (25% to 22%).
- Bone Quality (10%) in the Dairy Strength section is being removed and proportionately applied to the weighting to maintain the contribution from the other Dairy Strength traits in the Final Score calculation.
- Bone Quality in the Feet and Legs section is being increased by 2% (10-12%).
- Foot Angle in Feet and Legs is being decreased by 2% (22-20%).
- Thurl Placement is being added as a research trait to the Rump section. The defect *thurls too far back* will be maintained until the research phase is completed.

Herd trend reports will be released later this year by Holstein Canada. These will help a producer compare his herd's progress to population benchmarks.

Holstein Canada is considering an effort to network hoof-trimming data into a national database. Hoof-trimming data could be combined in classification reports and analysis.

Meet New President Lehoux

Elected for 2009 to the distinguished position of Holstein Canada President is Germain Lehoux, Saint-Elzéar-de-Beauce, Qc. The new conductor aims to keep the Association's newly-formed Executive Committee rolling at track speed.

In 1979, keener Germain graduated with an Agriculture Technologist and Rural Economy diploma from l'Institut



Besides *Lehoux*, this group includes the elite prefixes of *Belfast*, *Maryclerc*, and *Parkhurst*. Domestic and international sales have skyrocketed as the partners aim to impact present and future Holstein genetics. Other accolades include Canadian Cow of 2007 on Braedale Baler Twine and exciting show results from high LPI cow families.

Also an advisor with Valacta since 1980, Germain visits and consults (about nutrition and management) with 45 herds in his region. To him, management, nutrition, and genetics are intertwined and, are equally and proportionally responsible for production and life expectancy of the dairy cow.

Germain has been a Director and President of the Bassin de la Chaudière Show where he likes to compete with the best. He also served as a Director for Holstein Québec. Successful, international missions to Belgium, France, Switzerland, USA, Germany, Holland, Ireland, and Colombia have also aided in enhancing Germain's status as an eager, progressive, premier Holstein enthusiast.

A Montreal Canadian hockey fan, Germain still plays the game at 50 years of age. He applies the hockey principles of camaraderie and team spirit to his daily life. A maple syrup producer, he also enjoys cycling, kayaking, fishing, skiing, and golfing. However, his most enjoyable past-time is grand-dad to Edouard.

Lehoux's Humble Commitment

Germain Lehoux addressed members at the concluding banquet shortly after becoming President of Holstein Canada for 2009-2010.

"Thank you to the members of the Board for electing me as your President," he conveyed. "I am very proud of the people sitting around the table. Remember that I am just the captain of the team.

"It has been a pleasure working with Brian Leach this past year and I have big shoes to fill.

"I want all Holsteins to be the best producers for dairymen.

"Thank you to my wife, Claire, and to my children for their tremendous love and support.

"I promise to talk to you [all members] and do my best with what God has given me."

de Technologie Agricole, Campus de La Pocatière, Qc.

This respected man promotes a positive attitude. In the face of numerous challenges, Germain feels this is essential for success. Regarding Holstein Canada and the dairy industry in 2009, he advocates—with colleagues—genomics, animal health,

traceability, and the development of progressive, youth programs.

Germain and wife Claire Ouellet are parents to four children—Audrey, Matthieu, Marie-Ève, and Pier-Olivier. Living through a life-altering experience with the cancer death of daughter Audrey at 18 years, the Audrey Lehoux Foundation was established by family and friends. In this upcoming 10th anniversary year, more young graduate students will be acknowledged, through grants totalling \$15,000, for excellence in grades, as well as social and agricultural achievements.

B. Lehoux and sons has been a Holstein breeder since 1970, under the *Lehoux* prefix. The 365-acre farm is now owned by Germain and Claire, with brother Richard and Ginette Lessard. Germain's nephew, Jonathan, is current herd manager.

The 2000 Master Breeder herd of five Excellent, 43 Very Good, and 22 Good Plus averages 11,644 kg milk, 3.8% fat, and 3.3% protein. CHAH-accredited and Leukosis-free, livestock fall within 99% of the highest LPI in Canada. Cow families are extremely important, with good feet and legs, excellent mammary systems, top production, and longevity emphasized. Consistent improvement of the herd stems from using all breed improvement tools, as well as showing.

In 1996, the Lehoux family became co-founders of *Syndicat Gén-I-Beq*.

Convention message:

**Be positive
and never cry
over spilled milk!**



Welcome Aboard John Buckley

East-Central Ontario's John Buckley has begun his first term as National Director. He is very approachable, a great listener, and always willing to provide honest feedback.

Most often associated with elite cattle, he is as down-to-earth and as commercial a thinker as you'll ever meet. His goal is to keep in close touch with dairy producers at the local level, while working within the national framework.

John is probably best known domestically and internationally as a keen cowman, judge, and show competitor.

With wife Karen, John has passed his enthusiasm for quality cattle to three grown sons. Still interested, Chris, Scott, and Brent help out on weekends and at shows, although



employed full-time in different fields. Employee Mark Berry has been like one of the family for 31 years.

Personable John operates 340 acres in Lindsay, ON. His 125-head *Salem* herd of purebred Holsteins comprises 12 EX, 36 VG, and 13 GP. Their BCA averages are 200 Milk, 210 Fat, and 200 Protein.

Also a private entrepreneur, John operates a federal-inspected quarantine facility where animals are disease-tested for various markets. Daily, John manages about 150 open and bred

heifers for export—dairy and beef. At one point, he housed 750 head for China and Russia.

John judged the Holstein Show at the Royal Agricultural Winter Fair in 1995. On assignment, he has travelled to Brazil, Australia, England, and Japan.

He was a very valuable member of Holstein Canada's first Show Committee in the '90s and has served on Royal committees.

John assisted with writing and videotaping Holstein Canada's most recent Judging Manual. Totally organized, he took charge of the practical judging day at the 2008 National Judging Conference.

John is Past President of his Victoria Holstein Club and offered comments as an Ontario Holstein Branch Councillor. Twice, he was President of the Lindsay Agriculture Society and extremely instrumental in managing construction of new fair facilities in Lindsay.

This hard worker is currently Chairman of the Ontario Summer Show.

Unveiling of Bronze Sculpture

Over one year ago, Holstein Canada commissioned Joe Fafard to create a life-size bronze sculpture of a dairy cow and calf. Upon completion, the creation will become a permanent artifact prominently displayed at the forefront of the Association's national head office in Brantford, ON.

The statue portrays the commitment of Canadian dairy breeders to excellence, while identifying with Holstein Canada and the Canadian dairy industry.

Moreover, the sculpture will serve to recognize the dairy cow's contribution to human health and the Canadian standard of living. It will draw attention from the general public, consumers, and international visitors to the significance of the dairy cow, which produces wholesome, nutritious milk.

With his roots in a small, agricultural community, Joe Fafard states, "We derive much of our economy from cattle.

When an animal plays that important a role in both our livelihood and our nutrition, they surely deserve some kind of recognition." Cows have become one of this visual expert's trademarks.

Joe Fafard is a nationally and internationally-acclaimed French-Canadian artist from Lumsden, SK. Mr. Fafard was named an Officer of the Order of Canada in 1981. He has participated in numerous exhibits across Canada and around the world, including the US, Great Britain, France, and Japan.

Since the '80s, this gifted individual has used bronze as his prime medium.

We welcome all to celebrate the sculpture's unveiling and dedication ceremonies on Tuesday, July 21, 2009. Start time is 11:00 a.m. at Holstein Canada's head office.

Please RSVP to Nancy Watts
nwatts@holstein.ca.

While Joe Fafard has a particular liking for dairy bovines, he has sculpted numerous species in his lifetime.



Understanding Traceability and Dairy's Link

International

Animal identification and traceability also apply beyond country or provincial boundaries. They have a significant influence on animal health, food safety, and best business practices worldwide.

These topical issues were thoroughly discussed at a recent OIE international conference in Buenos Aires, Argentina.

Conference participants confirmed the need for strengthening the bridge between **identification and traceability of live animals** and **products of animal origin**. This involves the whole food chain from primary production down to consumers.

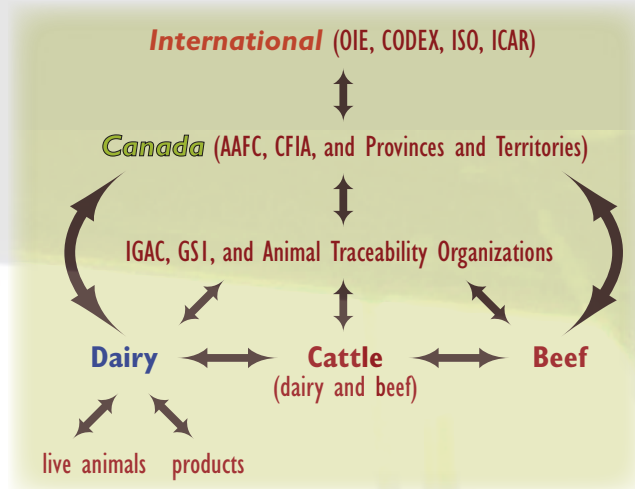
OIE efforts, during the last five years, have resulted in general principles and recommendations on the design and implementation of ID systems to achieve animal traceability.

Codex has also developed traceability principles as a tool within food inspection and certification systems.

There is close co-operation between Codex and OIE to avoid gaps and duplication in global standards.

However, each country is responsible for designing and implementing its own individual ID and traceability program. Global consistency will readily occur as all countries adapt international standards and principles of the OIE, Codex, ISO, and ICAR.

Any country that does not follow these standards may lose out on market access because of constructed trade barriers resulting from inconsistencies and conflicts.



AAFC = Agriculture and Agri-Food Canada provides financial and program support for traceability through *Growing Forward*. It establishes overarching policies and monitors the performance of programs.

CFIA = Canadian Food Inspection Agency provides the regulatory framework for livestock traceability and enforcement. It conducts traceability investigations for animal health or food safety purposes. It has a role in auditing systems.

GSI is an organization dedicated to the design and implementation of global standards and solutions to improve efficiency and visibility in supply-and-demand chains globally and, across sectors.

poultry component of NAFTS. Holstein Canada Past President Pascal Lemire, La Visitation, Qc, on behalf of industry, co-chairs 35-member IGAC. Holstein member Michael Hall, Mountain, ON represents Dairy Farmers of Canada.

As discussed in the last *Info Holstein*, provinces are at different stages of launching full-food traceability systems. They are responsible for premises' identification and registration.

Dairy

Taking the lead from IGAC, each species has its individual role.

DFC has called a meeting for representatives from provincial dairy producer organizations, animal traceability agencies, breed associations, and provincial governments.

Meeting goals are 1) to develop a clear producer direction for implementing national dairy cattle identification and traceability, and 2) to identify how dairy producers can move forward as a unified industry.

In a following *Info Holstein*, clear direction will be provided to producers on the development of national dairy cattle identification and traceability standards.

OIE = International Office of Epizootics. This is the world organization for animal health, which establishes standards at the farm level.

Codex = Codex Alimentarius Commission. This group establishes standards at the food processing and distribution level.

ISO = International Standards Organization is comprised of 159 countries. It provides common technological language between suppliers and customers, which facilitates trade and the transfer of technology.

ICAR = International Committee for Animal Recording. It establishes rules, standards, and guidelines for production recording. One sub-committee deals with ID in agreement with ISO. Tag standards for ISO are co-operatively administered with ICAR.

Canada

Canada favours a collaborative effort with many players involved.

In June 2006, Federal, Provincial, and Territorial Ministers of Agriculture committed to a phased-in, enhanced **National Agriculture and Food Traceability System**—beginning with livestock and poultry. A Traceability Task Team, composed of representatives from AAFC, CFIA, and provincial governments was created.

An **Industry-Government Advisory Committee** was also named in 2006. IGAC leads the development and implementation of the livestock and

Surpassing Survey Odds

As you are aware, Holstein Canada contracted Sandi L. Humphrey & Associates to develop a survey to be sent to all members. Results, forwarded electronically or by mail, have gone directly to the Consultant for analysis.

April 20th, Sandi emailed Keith Flaman, stating, "The response to your *member needs' survey* can only be described as astounding!

"We anticipate that once all surveys have been tabulated, the response rate will exceed 25% of the Holstein membership.

"In the world of associations, that level of member input is practically unheard of!"

Sandi adds, "We thank those

who took the time to contribute to the survey and share their views on the challenges before them, and the products and services that the Association provides.

"The results will be used by the Board of Directors to establish priorities for moving Holstein Canada forward.

"As discussions and plans become clearer, you—members and customers—will be kept informed.

"Thanks again."

Your answers will help Holstein Canada to:

- develop products, services, and programs of which you find value;
- provide you with what you need and want;
- make informed decisions based on your views; and
- create high customer satisfaction.

Classification Schedule

MH mid-round

ON – Lennox, Addington, Frontenac, Hastings	Early	June
Qc – Saint-Jean, Missisquoi		
Qc – MH Rivière du Loup, Témiscouata, Rimouski, Matapédia, Matane, Bonaventure, Arthabaska, Mégantic, Wolfe		
ON – Prince Edward, Waterloo	Mid	
ON – MH Oxford		
Qc – Brome	Late	
ON – Wellington		
Qc – Compton, Stanstead, Sherbrooke, Frontenac, Beauce		
Qc – MH Lotbinière, Yamaska, Nicolet		
SK		

ON – Thunder Bay, Northern Ontario, Dundas	Early	July
ON – Stormont, Glengarry, Niagara, Wentworth		
ON – MH Perth	Mid	
Qc – Dorchester, Lévis, Québec, Montmorency		
Qc – MH Abitibi, Témiscamingue, Drummond, Bagot	Late	
BC – MH		

ON – Brant, Haldimand, Norfolk, Prescott, Russell, Carleton	Early	August
Qc – MH Drummond, Bagot, Saint-Hyacinthe, Richelieu, Verchères, Rouville, Labelle, Papineau, Gatineau, Argenteuil, Pontiac		
ON – MH Leeds, Grenville, Lanark, Renfrew		
Qc – Bellechasse, L'Islet	Mid	
Qc – MH Deux-Montagnes, Terrebonne		
ON – MH Grey, Huron, Bruce	Late	
Qc – Montmagny, Kamouraska		

Top Sires Making Improvement on Dam

Based on 1st Lactation Classifications from March/April 2009

Top 10 Sires with 150+ Daughters Classified in Two-Month Period				Top 10 Sires with 50-150 Daughters Classified in Two-Month Period			
Sire	Daughters Classified [▲]	% Higher than Dam	Daus/Dam Avg. Scores	Sire	Daughters Classified [▲]	% Higher than Dam	Daus/Dam Avg. Scores
Lheros	186	62.9	80.6/80.5	Instinct	128	71.9	80.5/79.4
Milkstar	252	60.3	78.9/78.4	Mailing	101	69.3	79.9/78.9
Salto	215	60.0	79.2/79.3	Boss Iron	105	66.7	80.9/80.2
FBI	299	59.5	79.8/79.6	Talent	124	66.1	80.5 /79.1
Samuelo	596	58.1	80.1/79.8	Drake	117	64.1	81.6/81.4
Stormatic	365	57.8	80.4/80.0	Tribute	66	63.6	80.1/79.5
Spirte	196	55.1	80.3/80.0	Igniter	108	61.1	80.1/79.9
September Storm	593	55.0	80.1/80.3	Gibson	62	59.7	81.0/80.4
Goldwyn	677	54.7	81.2/81.5	Derek	115	59.1	78.9/77.9
Lucky Star	255	53.7	79.4/79.6	Damion	94	58.5	82.3/81.8

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.



Readying for Genomics

Starting August 2009, the letter **G** will be an important designation when searching out top bulls, cows, young bulls, and heifers.

This prefix **G**—when added to EBV and PA—becomes **GEBV** and **GPA**. Either will signify that an animal has enhanced, accurate breeding values because of the addition of genomic information from the 50K SNP genomic test.

Top genomic LPI cow and heifer lists will be published that include only genomic-tested females using the 50K SNP panel.

Though top LPI cow and heifer lists for non-tested animals will still be available, they will essentially be used as candidate lists to screen potential animals for genomic testing.

To achieve **ET** and **bull dam** success, genomic testing is largely expected to become the standard.

Unofficial genomic values for females and males were provided to animal owners in April and June 2009. These unofficial releases were intended to prepare the industry for upcoming changes. This way, breeders could gauge the amount of variation in genomic values, from release to release.

The April 2009 unofficial genomics release provided the industry with insight into the magnitude of changes.

To achieve ET and bull dam success, genomic testing is largely expected to become the standard.

The majority of tested females have been elite genetic cows and heifers. Consequently, it was anticipated these elite animals might receive a varying degree of preferential treatment that could inflate their genetic values, compared to herd mates. If so, one would expect genomics should reduce the influence of preferential treatment resulting in lower GEBVs or GPAs, on average.

This was the case. There was a tightening of the gap between elite genetic females and the rest of the population. Some fairly significant re-rankings occurred within the top female lists.

Unofficial April '09 GEBVs for genomic-tested cows went down, on average, by 515 LPI points, compared to official EBVs. Moreover, the average reduction for top LPI cows was more significant [than average], as shown in the table.

Similar effects were observed for genomic-tested heifers, except the magnitude of change was a little smaller. Unofficial April '09 GPAs for

GEBV = Genomic Estimated Breeding Value

GPA = Genomic Parentage Average

LPI = Lifetime Profit Index

genomic-tested heifers decreased, on average, by 295 LPI points. Again, top LPI heifers were more affected.

The highest GEBV LPI values were almost 1,000 LPI points lower than the highest EBV LPI values that breeders have been accustomed to seeing.

Unofficial sire genomic values were not provided to breed associations. However, changes should be very small for proven bulls. Differences for young bulls should be similar to that observed in genomic-tested heifers.

August 2009 will undoubtedly become a time to remember in the history of the Holstein breed in Canada!

Average Change Due to Genomics

(unofficial Apr. '09)

Top EBV LPI Females	Cows	Heifers
top 10	-1,420	-763
11 to 50	-869	-409
51 to 100	-760	-467
101 to 200	-635	-400
201 to 300	-574	-195
301+	-323	-149
all tested	-515	-295



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