

Info Holstein

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



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Daurel—

Catch a Rising Star

La Presentation Daurel (EX) is Canada's highest Star Brood cow with a record-breaking 41 Stars. She surpasses Braedale Gypsy Grand (VG-88) with 37 Stars.

Daurel, a Combination Supersire (EX-EXTRA'94) daughter, completes six generations of EX or VG for breeder/owner Ferme Richard Blanchette & Fils inc., La Présentation, Qc.

A 2005 Cow of the Year finalist, she has 85 classified daughters 92% GP and better. These include 2 EX, 45 VG, 31 GP, and 7 G. These daughters average a Mature

Equivalent of 12,862 kg Milk, 506 kg Fat, and 427 kg Protein (BCAs 243-259-258). Six daughters are Star Brood cows, with four achieving between six and nine Stars.

Daurel has 13 sons in Canadian AI, with 1 EXTRA, 2 ST, and 1 SP. Of her 11 classified sons, 6 are VG, 4 GP, and 1 G.

This outstanding individual has three Superior Lactations counting a lifetime of 45,716 kg Milk, 2,062 kg Fat, and 1,660 kg Protein. She was flushed 33 times yielding 344 embryos. *Daurel* and her family have played a significant role in La Presentation attaining three Master Breeder shields.

Who Would Have Thought?

by Secretary-Manager Keith Flaman

The 100th issue of Info Holstein

The current issue of *Info Holstein* is the 100th production of the publication. Reaching a milestone causes reflection on the beginnings, as well as the journey.

Back in 1993, after about a year of planning, the first issue was launched. The Board of Directors had instructed staff to produce a publication that was informative, provocative, and forward-thinking.

It wanted the content to be aggressively futuristic. Furthermore, the bi-monthly issues should educate members and non-members to breed for profitability, as well as build a strong image of leadership for Holstein Canada.

Providing information on the new and revised Holstein Canada services, as well as teaching how and why to take advantage of services and programs, continues as important goals for *Info*.

The publication also provides a cohesive influence for Canadian Holstein breeders by reflecting their ethical and political views.

There have been articles that have stirred the pot and elicited both positive and negative responses—indicating that items are read. Articles are kept short and to-the-point. This ensures that little time is consumed, from busy schedules, to quickly bring readers up-to-date on what needs to be known.

While initially there were articles on nutrition and daily cow management, it became evident that these are specialized areas that are much better dealt with in other magazines.

Focusing on genetics, including

genetic evaluation and breed improvement, is more in line with Holstein Canada's mandate and makes more sense from a breed association viewpoint.

Over time, *Info* began to include more articles on the financial impact of production-limiting diseases, such as Johnes and Leukosis. Informing producers of the potential impact and suggesting ways to control disease helps mitigate reduced profitability.

Producers have clearly indicated that they like to read articles about fellow members from across Canada. Their openness about successes, struggles, goals, and accomplishments seem to act as re-enforcement for some and, inspiration for others. Understanding different approaches to managing dairy farms appears to interest many readers.

The look of *Info Holstein* has changed over the years. Layout, photos, and font have improved with colour added—all the while attempting to make it more reader-friendly.

Have the articles always hit the mark? No. Have they generally hit the mark ... we believe so.

Your comments on content and presentation are important to us. New ideas to improve *Info Holstein* and better service the member and customer help us tremendously ... so keep them coming!

Extra IHs — No Problem!

If you would like to receive additional, complementary copies for other partners and farm workers in your operation contact Nicole Faubert at 1-519-756-8300 or nfaubert@holstein.ca. The names and complete addresses of all future recipients of IH should be noted.



E-transfer = Convenient and Integral

While designed to be user-friendly, electronic or e-transfers include a behind-the-scenes mix of embedded verification edits.

In 2008, the Association introduced e-filing of transfers, initiated by members. Consequently, the traditional paper and signature concept was modernized with the addition of a more user-friendly filing system. This is supported by an internal verification/editing infrastructure.

Holstein transfers can be filed **electronically through the internet**, or alternatively by **fax, phone, or mail**.

Because the processes are so user-friendly, some breeders may lack confidence in its integrity. In fact, the new system has been designed to overcome shortfalls and administrative costs of the traditional paper method. With experience and, if necessary, additional controls can be incorporated.

Monitoring has and, will continue to be a crucial element of the transfer of ownership process. However, as with all reporting systems and processes, integrity starts at the grassroots.

Before April 2008, the Certificate of Registry was expected to be returned to Holstein Canada with a completed and properly-signed Application for Transfer. However, often, there was missing data, including authorized signatures and, occasionally, falsified data.

These days, given that many Certificates of Registry are released by sellers upon sale and travel with the animal, the responsibility for filing of ownership updates often rests with the buyer. Subsequent ownership changes and registration of resulting calves

Features to e-transfer animals online

Convenience—user-friendly, anyone interactive with Holstein's database enjoys minimal entering and editing to ensure prefixes and animal names and numbers are correctly accessed.

Turnaround—updating and turnaround are fast with Certificates of Registry returned within a few days. New Certificates are forwarded to the person/company originating the process. However, they can be mailed to new buyers for \$1.00 each.

Savings—mailing costs are less and cattle transferred as a group (minimum 15) are transferred at \$5.00 per animal.

can be unnecessarily delayed when transfers of ownership are not on file with the Association.

Even before e-filing, for joint or multiple partnerships, the counter-signature of one of the partners [on behalf of the partnership] was all that was needed to transfer an animal. The e-transfer process essentially remains the same as the paper method. Someone must take responsibility for filing the ownership update. This is usually one individual acting on behalf of a farm or partnership arrangement. A record of the transaction is retained on file by the Association.

To foster credibility of the new, automated filing process, 1 in every 200 transfers is validated on a random basis. The seller is contacted to validate the reported sale particulars.

During transition, for every 1 in 10 joint or multiple partnerships, every partner losing title is contacted.

In reality, transactions selected for verification are also conducted on a discretionary basis.

Holstein Canada is making every effort to work out all snags related to internet filing, phoning, faxing, e-mailing, or mailing transfers to head office.

Clients are encouraged to e-file their transfers of ownership. All that is

needed is a computer and access to Holstein Canada's Frontdesk.

Get Started

If you're an individual buyer or individual seller or want to transfer one or more animals online, you need to apply for a web account.

To apply for a web account, go to www.holstein.ca and click Online Services. Then:

1. click Sign Up
2. complete form entitled Request Access to Holstein Canada's Online Services, and
3. click submit

If you submit transfers on behalf of others, in addition to having a web account, you must be an Accredited Registration Filing Business or an Accredited Sales Business. Application forms can be obtained or questions answered by contacting Customer Service.

Currently, 24% of all domestic ownership changes are e-transfers—up from 2008.

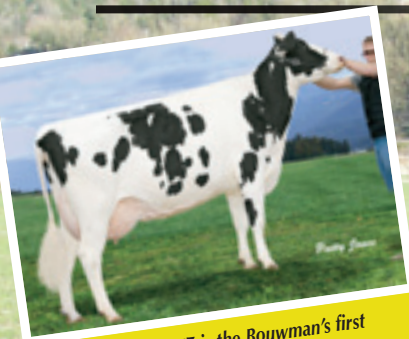
13% of transfers are received by phone.

62% of transfers are filed by paper/mail.

1% are submitted by fax.

Senior Yearlings Get Reprieve

Holstein Canada's Board of Directors agreed in July to postpone the elimination of the non-milking Senior Yearling Class at the 2010 Royal Agricultural Winter Fair. The Board feels further study is needed to consider all options to ensure that the image of Canadian Holsteins is positively projected and that marketing opportunities are maximized.



Mardelen Spirte 377 is the Bouwman's first Excellent homebred cow.



Stanhope Ella Fortune, purchased in the 2009 Convention Sale, traces to Ells Prince Hope.



(standing l-r) Len, Alyssa, and Margaret
(front l-r) Adam and Grant Bouwman

Mardelen Momentum Returns

Shareholder sons optimistically influence direction for rewarding, profitable business.

While possessing personal goals, Len Bouwman and sons Adam and Grant have thoughtfully incorporated them to fulfil their common desire for a profitable, long-term operation.

However, it hasn't always been clear sailing.

Len, who emigrated from Holland with an agricultural diploma in Animal Science and Crop Production, took a few detours as he forged a new life in Canada with Margaret Vanderwal of Cedarwal Farms Ltd., Abbotsford, BC.

Joining two brothers in British Columbia, Len got his start in dairying on a lease farm in this province in 1977. Here, his first herd comprised 45 grade and some purchased, farm-dispersal, purebred Holsteins. Eight years later, he bought a farm in Chilliwack.

Solely for economic reasons, Len let his Holstein membership

and registrations cease in 1992, but continued to use AI and DH1.

With classification initiated in 1994, the commercial, closed herd continued to develop from within.

Then, Len became interested in crossbreeding; he bred 30 of his Holsteins to Norwegian Red sires from Westgen. In hindsight, this hard worker is pleased he ended up with only eight heifers. Len states, "This move shifted the quality of our herd sideways; we currently use these females as recipients."

Deciding crossbreeding was not for him, again Len turned his sights to Holstein genetics, feeling they would better serve his long-term, breeding goals. Consequently, he started buying additional purebreds.

About the same time, following college and working off-farm for three years, 4-H sons Adam and Grant showed a keen interest in joining Mardelen Holsteins Ltd. as shareholders.

Subsequently, Len rejoined Holstein Canada and introduced a 40-cow,

purebred Holstein herd into the setup in 2007. High hopes exist for improved genetics from *Swiss Bell* Holsteins' deep-pedigreed, foundation cows.

Also, the lineages of at least 85% of Mardelen Holsteins were upgraded to their highest levels, based on good herd records. Most cows now rate 100% purity.

Presently, Grant is herd manager, responsible for breeding decisions (assisted by G-mate) and limited ET work.

Adam manages the cropping of 180 acres, herd nutrition (guided by a feed nutritionist), and their custom-trucking sideline.

And, while Adam is testing the waters [with 15 head] for Jersey opportunities in BC, farm and free-stall chores for all 180 cows and additional young stock are shared by the brothers.

Now, aiding on-farm with the total 400 head to a slightly-less degree, Len currently uses his business experience to serve as Vice-President of the Mutual Fire Insurance Co. and Secretary of Agri-Food International Cooperative

Ltd. He also sits on other agriculture and environmental committees.

Len is quite willing to let his two sons pursue their dreams of owning one or more successful, purebred farms down the road. Recognizing that mistakes will be made along the way, he feels this is part of their training process to ultimately take charge.

However, right now, all family members (including two other sons Craig and Ryan) are very proud and excited about the family's first, homebred Excellent Holstein, Mardelen Spirte 377. This feat has propelled them to further broaden their scope for quality cattle that they can merchandize in future. They are heavily culling the bottom 25% of the herd.

To this end, the Bouwmans bought Stanhope Ella Fortune (VG-86-1yr) in the 2009 Convention Sale. A very high protein and fat tester, *Fortune* traces five generations to the Ells Prince Hope (EX-3E-CAN 2*) family.

Meshing individual, but complementary goals appears to be working well.

An intense Len is totally committed to moving forward with purebred animals for a highly-productive and profitable herd.

Ambitious Grant is eager to develop Holstein cow families that excel in conformation, production, and longevity. He desires good mammary systems and feet/legs. Grant adds, "I

am also curious about the show side of the business and, would some day, like to become involved."

Adam, low key, seeks increased components, as well as health and fertility traits for numerous lactations. He dreams of managing his own purebred Jersey farm (*Grandview*) one day. However, he is the first to admit, "This venture must be profit-driven, not a hobby."

The close brothers want to become more involved in BC breed activities. They desire to expand their experiences with like-minded people and be privy to new ideas to further their herd's genetics and management.

Moreover, both new to marriage, Grant [Amanda] and Adam [Alyssa]

want fulfilled lives with time for quality, off-farm activities in their beautiful, picturesque area of the province.

With one part-time milker in a double-8 herringbone parlour, 2ME, 1EX, 18VG, and 73GP cows average 10,134 kg milk, 377 kg fat, and 326 kg protein. They just completed work on an expansion to the existing barn.

With irrigation, annually they count five cuttings of grass for silage. One corn crop is harvested.

Margaret Bouwman has been charged with all accounting details throughout the years; she is the Company's Corporate Secretary. In past, she also bred and raised champion, purebred Alpine and LaMancha goats. When dispersed, Margaret's quality livestock went to all areas of Canada. Recently, she started a clothing company—Arise Apparel.

The Bouwmans are an interesting, close-knit family. With Grant and Adam now keen players on the scene, there are many more chapters to be included in the Mardelen Holsteins saga.



Adam and Grant in their double-8 herringbone parlour



Margaret and Alyssa Bouwman

Investing in a good accountant and lawyer was fundamental in developing a succession plan for Mardelen Holsteins. Excellent advice was provided and, for us, was money well spent!

*Len Bouwman President
Mardelen Holsteins Ltd.,
Chilliwack, BC*



A beautiful view of Mardelen Holsteins Ltd. from son Grant's home

Farms Feeling the Change Crunch

Succession planning involves multi-generations, with each dairy-farm-family business unique. Only 20% of Canadian farm families have succession plans.

A diversity of ages attended a Farm Succession Seminar earlier this year in Woodstock, ON.

It is fact that only 15% of farmers in Canada make it through third-generation successions. Causing half of the problems is role confusion. Constantly managing love, money, and power remain a dilemma as members jump from role to role, and back again.

An experienced, skilled Elaine Froese, Boissevain, MB encouraged attendees to 1) define where they want to go, 2) determine where they are now, and 3) develop a plan to get there. She also offered a number of key pointers.

Succession is about transfer. *Estate* is about one's death. *Lifestyle* is about income stream for the next 20 years. A *business plan* is about profit/viability. Moreover, everyone needs a *will!*

If communication, respect, and appreciation are practised by all relevant parties, succession goals are realized. All generations look for certainty and security.

Tense moments, regarding family and business, can be lightened with the simple words, "I love you."

Success is correlated with emotional



Rob McKinley, Beachville, ON has an Engineer's degree and works full-time in Ingersoll. He also milks twice daily at his in-laws' farm. Wife Rachel [Hargraves] also milks at night. This situation involves a number of potential transitions, e.g. off-farm and to-farm.

intelligence, not IQ or skills. These include 1) feelings; 2) anxiety, fear, and ambiguity; 3) impulses; and 4) understanding personal styles and seeing the *big picture*.

Succession should not be equal or fair among children. Those benefiting should have contributed to the wealth to protect the wealth—**sweat equity**. It has been estimated that farm heirs should receive three times as much dollar value in assets compared to non-farm offspring.

Hard decisions can be appreciated

if they are explained well. A business family should develop a culture to accept mistakes and move on (we all make mistakes).

There must be a balance between work and play. Family interactions are increasing in importance. While willing to work hard, but differently, young farmers want quality time with their families.

A conversation is not a contract. An environment should be created for effective meetings, which includes an agenda and time frame. A mediator may be needed to create an environment where everyone feels safe expressing their opinions and, discussing questions and concerns.

The most dangerous discussions are those not brought to the table, like competency and trust. Conflict must be dealt with in a timely manner; otherwise, it will re-surface later.

No plan is static and no single approach will work in every situation. Each dairy-farm-family business is unique.

Remember that help is only a click away! It may be advantageous to engage a third, unbiased party to aid the process.



Eric and Jane Howard, Woodstock, ON have one son, Neil, who has assumed responsibility of the farm operation during a 10-year period. Taking out an insurance policy for their non-involved daughter is one fair way to handle the division of assets—referred to as DNA pay.

Our Future Vision is Your Vision Too!

by Holstein Canada President, Germain Lehoux, Saint-Elzéar, Qc

Once again, thank you for completing the survey in such great numbers (31% of members or 3,400+ respondents). According to the polling agency, this has never been seen before!

Our first lesson comes to light. No matter what we use to reach you (mail, web, or *Info Holstein*), the most important thing is that we do, in fact, reach you—wherever you are. The excellent response to the survey is proof.

Amazingly, more than 90% of respondents are *satisfied* or *very satisfied* with Holstein Canada's services. Classification, registration, breed development, and marketing efforts still generate the most interest.

The use of *pay-for-service*—a new reality—is evident at the Association.

The new generation of breeders sees itself as service users, rather than simply being regular members. However, membership offers them an opportunity to use these services at better rates. In fact, we need to think of member-clients or clients, as opposed to members.

Computer technology has changed the way you gain access to the

information you are looking for. It also alters how this information is sent back to you. Our clients are more *plugged in* than ever!

Further to this survey, Holstein Canada drew up the main points of its strategic planning.

Member services are always a priority.

- Classification and herd trends will better guide the breeder in his quest of breeding objectives.
- Online registrations will be made easier because of upgraded application processes.

Improving the efficiency and performance of the Board of Directors will continue.

- The implementation of the Audit Committee will monitor financial risks.
- A Governance Committee will guide the Board and ensure the execution of its strategic plan in an effective, methodical, and efficient way.
- Establishing priorities according to Association policies will be practised. Moreover, performance will be monitored and evaluated. This is an important responsibility of

the Board.

The development of current and future markets is a continued effort at Holstein Canada.

We are listening to your needs. **You**—service users—are our *crystal ball*. Do not hesitate to communicate your concerns about the future of Holstein Canada's policies.

We will continue to move forward ... because we are listening to you!

I would like to congratulate and encourage Holstein USA in its efforts to put a production system in place that matches the consumption and marketing of dairy products. As in Canada, producers must take their own destinies in hand to ensure there is a future for our young producers and breeders.

Health Event Data—Key Component of Herd Management

by Blair Murray, Dairy Genetic Improvement Specialist, OMAFRA, Kemptville ON with assistance from Holstein Québec

Monetarily, producers deem health data as important as other breed improvement tools.

In April, 2007, data from Canadian dairy farms first started to be collected for the National Dairy Health Project.

Simply put, the program provides an opportunity for producers on milk recording to orderly collect information in their herds on important disease and health conditions. For their efforts, management information is provided back to the farmer for his use.

Objectives of the National Dairy Health Project are to:

- provide a management tool for producers, and
- provide data for genetic evaluations for health traits to enable selection for naturally-healthier cows

Participation in health recording has increased rapidly in the first two years of the program. Now, upward of 10,000 health events from 2,000 farms across the country are being reported every month.

Analysis of these records indicates that some owners report all herd health events daily. Other managers

Recording all health trait occurrences all the time is a key element of the program!

may describe a few health events, while others only write them down sporadically.

The University of Guelph's Timothee Neuenschwander surveyed dairy producers on the CanWest DHI

program to find out how they actually recorded health events. Of the 429 responses received, 90% said they routinely noted health events. Of that, however, documenting individual disease or health conditions varied.

Mastitis, displaced abomasum, and retained placenta were logged the most consistently, while some other conditions such as ketosis, metritis, and lameness were only reported by about 50% of the respondents.

Recording all health trait occurrences all the time is a key element of the program. This would result in accurate genetic evaluations in future. Moreover, useful information, summaries, and benchmarks would be available to aid producers in making profitable, management decisions.

Veterinarians emphasize that good records are important in monitoring success and tracking progress on an ongoing basis.

Eight Recorded Conditions:

- Clinical Mastitis
- Lameness
- Cystic Ovarian Disease
- Displaced Abomasum
- Ketosis
- Metritis/Uterine Disease
- Milk fever
- Retained placenta

Producers who consistently record health data were approached and asked why they believe it is so important. We also questioned what use they make of the information and what techniques they use to ensure all data is picked up daily.

Two dairy operations providing information use different systems for recording health events in their herds.

Charles Graveline, Qc utilizes the

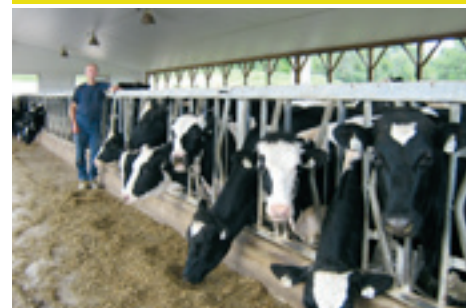
DS@HR (Dossier Santé Animal) system developed at the Faculty of Veterinary Medicine in Saint-Hyacinthe, Qc. Peter Slager, ON has adapted Dairy Comp Scout for his herd management information. Although there are differences in the programs, the information feeds into National Health Event Recording at Canadian DHI for



(l-r) Charles and François Graveline of Ferme Graveline SENC



Peter Slager



Hillgraze Holsteins

national recording purposes.

Both producers were identified by their veterinarians as doing great jobs of chronicling health event data and using it to manage their herds.

Charles and François Graveline operate Ferme Graveline SENC near Saint-Jude, Qc. The herd comprises 425 registered Holsteins, of which 205 are milking and housed in freestalls. They are all classified and milk recorded. Charles bought the farm in 1992 with François joining him in 1996. The farm has three full-time employees, as well as a summer student. Additionally, a number of part-time employees are hired for milking.

Charles started recording health traits in 1991 when he was managing the farm, while still in school. He recognized the need for precise and accurate information for cow management when he was away from the herd.

Charles lists many reasons why he believes complete and precise health records are important. Firstly, is follow-up with herd health—something that cannot be done from memory. With daily health information, it is easy to recognize more efficient cows and, therefore, improve herd efficiency and profitability. Calving history is also closely monitored. A cow with a difficult calving may be given more time before being rebred. And, a female with recurring health problems may more likely be considered for culling.

Secondly, Charles is adamant about the timely logging of information. He always carries a notepad, where he writes down everything he views in the herd. Employees, working with the animals and completing the milking, have a board where they jot down all observations. Then, Charles takes all the information and enters it in the Valacta

(DHI) Herd Registry. From there, the Faculty of Veterinary Medicine inputs *Gravelin* data in the DS@HR program and sends the information back to the farm ready for the next herd health visit.

Charles believes it is important that these reports are available to all representatives or technicians working closely together with his herd—veterinarian, DHI technician, and

Recording health data is as important as registration, classification, sire mating, and milk recording programs!

nutritionist. Any one of these has access to the data if he or his brother is absent.

He considers that this health program is an additional work tool; it is as important as registration, classification, sire mating, and milk recording programs! He is also pleased and excited to see AgriLacta and DS@HR join together, since Charles is convinced of the benefits of having one complete program.

Brothers Peter and Harry Slager own and operate Hillgraze Farms Ltd., Tavistock, ON. They are currently building a new tiestall barn with drive-through feeding and track milking to house their 130 registered Holstein cows. Peter feels a tie-stall environment gives him an advantage in providing his cows with better individual care and attention.

For the past eight years, Peter has used the Scout herd management software program from CanWest DHI. He uses this to record and manage herd health events. An important feature in their management is that one person is responsible for logging all cow data. Presently, this is keyed directly into the

herd computer on an ongoing basis.

Peter believes in recording all health events to analyze problems. By keeping complete and accurate records he can analyze and correct herd health problems.

“It’s all about prevention,” stresses Peter. “We work closely with our herd veterinarian to evaluate the reports, which identify any developing problems. We can then act quickly to solve them. The reports definitely make you aware of metabolic disorders that need addressing.”

The Slagers go one step further than the standard disease and health event recording. Cows less than 14 days fresh are checked regularly for ketosis with ketosis test strips. Results are recorded, graphed, and then analyzed for discussion with their veterinarian every other week during the herd health visit.

When asked how he thought the recording process could be improved, Peter recommended that a PDA (Personal Digital Assistant or handheld computer) that interfaced with Scout would be helpful.

In the meantime, even with the demands of building a new barn, he keeps up with recording herd health information. Peter is convinced that storing events give him valuable information to analyze and prevent costly problems in the future.

While two producers use different data-entry systems, the results remain the same—highly-managed herds with owners in total control of all health particulars.

Both Charles and Peter believe that complete and accurate health events pay off in optimum herd management. They collaborate fully with their veterinarians and use all available information to prevent major problems from happening in the first place.



Calves at Ferme Graveline

Deserving Heffering to Hall of Fame

R. Peter Heffering is a most worthy inductee into the prestigious Canadian Agricultural Hall of Fame.

This city boy first became interested in agriculture on his uncle's US farm and through successful 4-H activities.

Farsighted, he viewed Canada as offering the ideal environment to develop Holstein genetics that mirrored his vision of balanced breeding. Furthermore, the animal health status in Canada permitted access to additional markets.

Hanover Hill Holsteins was established by entrepreneur Peter in Port Perry, ON in 1973.

During the last quarter of the twentieth century, Hanover Hill

Holsteins served as the pinnacle of breeding and marketing success throughout the world. Genetics sold at a premium, stimulating and bolstering others to enhance their individual breeding programs to be more profitable.

With Peter at the halter, his magnificent females garnered countless championship awards at the most prestigious shows in North America. Multiple Premier Breeder and Exhibitor honours were achieved at the Royal Agricultural Winter Fair.

Peter Heffering contributed enormously in branding Canada as a source for top-quality, Holstein genetics.

The most influential bull in Canadian history, Hanoverhill Starbuck (EX Extra'85), has almost 60,000 registered daughters in this country alone. *Starbuck* was the first mammal in Canada to be cloned with *Starbuck II* born September 7, 2000. He was created from the tissue cells of a mature animal, as opposed to embryonic tissue.

Respected and approachable, gentleman Peter also served as a mentor to young people from across Canada

and throughout the world. Countless trainees spent time at Hanover Hill's meticulous show place, learning to care for, develop, and merchandize Holsteins. Many have gone on to achieve personal victories in their fields of expertise.

In 1994, Holstein Canada awarded Peter with a Certificate of Superior Accomplishment to recognize his contribution to the Holstein breed in Canada.

Congratulations Peter!



Holsteins with Hanoverhill Prefix

Description		Hanoverhill Prefix	Hanoverhill Starbuck
Number Registered	Female	1,417	58,399
	Male	698	4,177
	Total	2,115	62,576
Females Classified	EX	233	418
	VG	40	7,235
	Total	273	7,653
Production Awards	Superior	137	2,105
	Longtime	77	3,324
	Champion	2	1
	Super 3	7	6
	Star Brood	103	1,360
	Total	326	6,796
Sire Awards	EXTRA	5	12
	SP	8	10

Peter is also a prominent standardbred breeder. In 1996, he and son David opened Tara Hills Stud Farm, one of the most notable stallion stations in Canada.

Members Determine Cow of Year

The suspenseful announcement of *Cow of the Year* has become the highlight of Holstein Canada's April Annual Meeting.

Here, as well as throughout the country, the four finalists receive widespread attention and publicity. Breeders and owners of previous winners say the award provides both respect and notoriety for the animal and herd for years to come.

The Holstein Journal and other breed publications around the world use this elite distinction in articles and ads. Furthermore, the legacy of these favoured cows lives on in record books.

Never give up on a special cow! Similar to a horse race, where the field is continually changing, nominated cows vary from year to year in this popular competition. And, your odds to *win* are even better than at the track!

The credibility of this competition has been proven through the stack of high-calibre, Canadian-bred cows highlighted in the chart.

Canadian-bred animals (in milk, or having natural offspring born, or embryo recovery in 2009) may be nominated now. Until December 1, your entries will be accepted online at www.holstein.ca, by e-mail jwhaley@holstein.ca, by phone 519-756-8300, or fax 1-519-756-9982.

Four finalists are selected in December by a panel of members. A brochure in the February *Info Holstein* outlines the achievements of these animals. Then, members simply vote using the postage-paid ballot, fax, e-mail, or online.

A little prodding to remind fellow members to vote doesn't hurt either!

Cows of the Years as Voted by Members

YEAR	Cows & Classifications		Stars Achieved	# Superior Lactations & Production	Female Progeny	Male Progeny	Show Highlights
1995	Comestar Laurie Sheik ET	VG-88-5yr	23* (6/109)	1 4 lact: 48,337 kg M, 2,168 kg F, 1,762 kg P	14 dau. 100% GP and better	2 Extra <i>Leader, Last Call</i> 2 ST <i>Laurier, Travis</i>	HM. AC 1X
1996	Dupasquier Starb Winnie	EX-3E	8* (8/40)	2 6 lact: 97,371 kg M, 3,974 kg F, 3,255 kg P	12 dau. 100% GP and better	2 ST <i>Western, Willy</i>	AC 3X Res. AC 2X HM. AC 2X RAWF Grand 1X
1997	Loubel Jubilant Siliva ET	EX	7* (4/31)	3 4 yr. Protein Champ. 3 lact: 38,492 kg M, 1,714 kg F, 1,483 kg P	23 dau. 91% GP and better		
1998	Sunnylodge Prelude Spottie	VG-87-3yr	18* (14/78)	2 3 lact: 28,028 kg M, 1,160 kg F, 1,002 kg P	22 dau. 95% GP and better	1 ST <i>Linjet</i> 2 SP <i>Spirte, Matsu</i>	
1999	Rainyridge Tony Beauty	EX-5E	9* (14/31)	8 lact: 90,660 kg M, 2,990 kg F, 2,928 P	14 dau. 93% GP and better	1 ST <i>Bounty</i>	AC 4X HM. AC 1X RAWF Grand 1X WDE Grand 1X
2000	Gillette Blackstar Christiane	VG-88-4yr	17* (13/73)	3 3 lact: 88,383 kg M, 3,501 kg F, 3,079 kg P	33 dau. 85% GP and better	3 ST <i>Promise, Triumphant, Cool</i>	
2001	Crasdale Rock n Roll	EX-5E	9* (12/35)	3 7 lact: 84,842 kg M, 2,862 kg F, 2,646 kg P	20 dau. 95% GP and better		Nom. AC 2X
2002	Quality Astre Felice	EX	24* (15/105)	2 4 lact: 56,234 kg M, 1,801 kg F, 1,827 kg P	34 dau. 100% GP and better		Res. AC 2X Nom. AC 1X
2003	Braedale Gypsy Grand	VG-88-5yr	37* (0/185)	2 2 lact: 52,798 kg M, 2,575 kg F, 1,913 kg P	46 dau. 91% GP and better	5 Extra <i>Bold, Goodluck, Spy, Freeman, Freelance</i> 1 ST <i>River</i> 2 SP <i>Rainmaker, Stantz</i>	
2004	Fortale Stella Lindy	EX-2E	11* (5/50)	1 6 lact: 74,509 kg M, 3,036 kg F, 2,638 kg P	15 dau. 93% GP and better		Nom. AC 2X
2005	Quality B C Frantisco	EX-96-3E	11* (4/52)	2 5 lact: 79,214 kg M, 4,163 kg F, 2,855 kg P	16 dau. 100% GP and better	1 ST <i>Fruvor</i>	AC 5X HM. AC 2X RAWF Grand 2X RAWF Int. Champ. 1X
2006	Dreane Astre Inksou	EX-96-4E	3* (0/17)	4 6 lact: 125,681 kg M, 4,658 kg F, 4,196 kg P	12 dau. 100% GP and better		AC 1X Res. AC 1X Nom. AC 5X
2007	Braedale Baler Twine	VG-86-2yr	25* (27/100)	1 Lifetime: 27,051 kg M, 1,359 kg F, 1,005 kg P	26 dau. 92% GP and better	2 Extra <i>Goldwyn, Pagewire</i> 3 ST <i>Bambam, Tuk, Allen ET</i> 1 SP <i>Pagewire</i>	
2008	Despointes James Sydney	EX-94	5* (0/25)	4 lact: 69,237 kg M, 2,332 kg F, 2,233 P	13 dau. 100% GP and better		AC 1X Res. AC 1X RAWF Grand 1X RAWF Int. Champ. 1X WDE Grand 1X



Sculptor Joe Fafard with cow Kanata and calf Kanata Bella Futura.

Perfectly Imperfect Sculptures

When Holstein Canada's new office building was designed and erected in 2000-2001, the intent had been to erect a permanent, identifiable, visual image for the forefront of its three-acre property.

Finally, this project came to fruition with cow and calf sculptures—in life form as opposed to ideal form—unveiled and dedicated July 21, 2009.

Nationally and internationally-acclaimed sculptor Joe Fafard, SK had been commissioned by the Board of Directors to complete the project.

Working for the first time with input from a committee, Joe created an

incredible cow and calf in bronze. The head on the life-size cow is quite remarkable. However, it's the eyes that are so amazing, as she gazes from her lofty position on novel, steel bases. She lives and tells a story as Joe intentionally sculpted her to feel like a living animal.

In his remarks to guests, Joe stated, "I considered it as working with fellow sculptors, because you [the people who have been looking after the breed, keeping the records, looking at the genetics] have really sculpted the cow. She looks this way because of the efforts of you and your predecessors to foresee how the breed could look and how it could perform better."

The detailing on both the bronze cow and calf is most impressive,

complete with eartags. While critics may get hung up on the lack of correctness compared to Holstein ideals, she is *perfectly imperfect*. As originally intended, she symbolizes a living, breathing animal versus the forever changing and unattainable true type model.

The cow's name is *Kanata*, which refers to the Mohawk word for village or settlement and is linked to origins of the country's name—Canada. It represents the beginning, ancestry, and a simpler time when dairy breeds were originally imported into Canada.

Named after her dam, and standing for *beautiful future* in Latin, the calf's name is *Kanata Bella Futura*.

For decades to come, Kanata and Kanata Bella Futura will welcome domestic and international visitors who routinely visit this country's premier breed association—Holstein Canada.



Holstein Canada's Board of Directors proudly pose before the newly-unveiled sculptures.

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

Advancing Dairy's Traceability

Dairy rallies first to national challenge to meet traceability targets

Canada's federal, provincial, and territorial Ministers of Agriculture staged their annual Meeting in July. Here, issues affecting ongoing support for farmers and the agricultural and agri-food industry were addressed.

A highlight from the meeting was the ministers' commitment to move forward with a comprehensive, phased-in **National Agriculture and Food Traceability System (NAFTS)** beginning with livestock and poultry. They feel this is critical to manage animal health and food safety issues, as well as expand market access and drive efficiencies.

This influential group unanimously agreed that a program must be in place for the most progressive sector—livestock—by 2011. Moreover, traceability efforts would be supported by national funding and new legislation, which will comprise standards and an audit system.

While coincidental, but uncannily timely, Holstein Canada had already issued invitations for an exploratory meeting. In the absence of a national-unified approach, Secretary-Manager Keith Flaman stated, "It was time to take action on behalf of dairy producers."

With the government announcement adding additional impetus and



DFC's Réjean Bouchard serves as Chairman of the National Dairy Traceability Committee.

confidence to nationalize and move forward quickly, the group decided that a **National Dairy Traceability Committee** would develop a 1) national traceability **vision** for the dairy industry and producers, and 2) industry **strategic plan** to implement a national traceability system. This would include steps required, financial components, identification of industry participants, and corresponding roles and responsibilities.

Headed by Dairy Farmers of Canada, the Committee would consist of reps from DFC, breed organizations, and milk recording agencies. In developing its plan, the Committee would consult with traceability leaders CCIA, AAFC, CFIA, ATQ, and other provincial agencies, as required.

Dairy farmers are well on

their way to meeting traceability requirements, in 2011, if they:

- 1) utilize NLID/ATQ RFID tags [and replacements],
- 2) record all daily, herd events,
- 3) note animal acquisitions, and
- 4) document sales and disposals.

Much of the required traceability data already exists in electronic format within dairy's extensive network.

While international standards and principles should be followed, each country in the world is responsible for designing and implementing its own individual ID and full-food, traceability program.

Beyond that, each **sector** e.g. dairy, beef, poultry, sheep is responsible for its own strategy to achieve traceability.

Dairy will progress under the newly-named **National Dairy Traceability Committee** to meet its 2011 target date.

Other species will be expected to implement traceability in keeping with federal and provincial legislation.

NAFTS—National Agriculture and Food Traceability System
 DFC—Dairy Farmers of Canada
 DHI—Dairy Herd Improvement
 CFIA—Canadian Food Inspection Agency
 AAFC—Agriculture and Agri-Food Canada
 CCIA—Canadian Cattle Identification Agency
 ATQ—Agri-Traçabilité Québec inc.



Among the invited people to the traceability exploratory meeting were (l-r) André Dagenais (AAFC), Jamie Miller (AAFC), Neil Petreny (CanWest DHI), Brian Sterling (OnTrace), and Keith Flaman (dairy breeds).

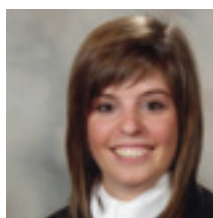
Apply for Education Award

Applications for education awards due Monday, November 30

Holstein Canada continues to boost students in their financial obligations toward education by offering six \$750 awards. One winner will originate from western Canada, two from Ontario, two from Québec, and one from eastern Canada.

Last year's pleased winner from Québec, Marie-Philip Brisson, Sainte-Barbe, states, "I was extremely honoured to be chosen. The scholarship certainly helped me pursue my education and career goals at Laval University where I study Agronomy."

Ontario recipient Craig Templeton, Kemptville adds, "It was a pleasant surprise when I was selected as a recipient. The money accompanying the award was quickly spent



Marie-Philip Brisson



Craig Templeton

on my university tuition, which is an ever-growing cost. These educational tools are very important as they indicate that industry-related businesses, like Holstein Canada, are looking out for the next generation of producers."

Points are allocated for farm involvement (20 points); youth programs' participation (30 points); career choice (30 points); and scholastic achievement (20 points). Other accomplishments will be considered in a close decision.

Eligibility:

- must be regular or junior member of Holstein Canada, or a son/daughter of a member;
- must be enrolled at a recognized university or college (Cégep in Québec);
- must submit an official, original transcript (fax and photocopies not accepted), and a copy of applicant's resumé;
- must be returning to school within the calendar year; and
- only typed submissions on pages provided by Holstein Canada or through www.holstein.ca accepted.

Application forms can be completed online at www.holstein.ca/English/Youth/edaward.asp. Contact Alain Lajeunesse if you have any questions.

Catch the Royal Fever

Excitement builds as those special days in November fast approach—the Royal Agricultural Winter Fair.

Staged in one of the most diverse

cities in Canada—Toronto—the Royal is the largest, combined, indoor agricultural show and international equestrian competition in the world.

In each of the last three years, the Royal has welcomed over 2,500 guests from 65 countries. From off-shore visitors registered at the International Agri-Business Centre, over 70% indicate they are interested in dairy cattle genetics or dairy cattle milk production; the majority are Holstein enthusiasts.

Moreover, in and around the Royal, upward of \$10 million is generated annually in the dairy sector.

Added highlights for the two big days include more competitive classes in the Red and White Show. As well, in a continuing effort to promote longevity and profitability in Canadian Holsteins, Longtime Production Classes (50,000 kg+) have been introduced for both national shows.

Again this year, Holstein Canada is pleased to support two high-profile junior shows—the Canadian 4-H Classic Junior Dairy Show and President's Cup showmanship competition.

Be part of the action surrounding the Royal's Holstein spectacle!



2009



Brian Carscadden



Barclay Phoenix



Roger Turner



Pete Coleman

Date	Time	Event/Venue	Judge(s)
Sun., Nov. 8	6:00 p.m.	Canadian 4-H Classic Junior Dairy Show <i>Ricoh Coliseum</i>	Bruce Sayles, ON Bloyce Thompson, PE Lynn Harbaugh, WI
Mon., Nov 9	8:30 a.m.		
Thurs., Nov. 12	9:00 a.m.	Red and White Holsteins <i>Ring of Excellence</i>	Brian Carscadden, ON
Thurs., Nov. 12	2:00 p.m.	Black and White Junior and Intermediate Calves <i>Ring of Excellence</i>	Barclay Phoenix, ON Roger Turner, ON
Thurs., Nov. 12	5:00 p.m.	Holstein Sale of Stars <i>Ring of Excellence</i>	
Fri., Nov. 13	7:30 a.m.	Black and White Show (starting with Senior Calves) <i>Ricoh Coliseum</i>	Barclay Phoenix Roger Turner
Fri., Nov. 13	6:30 p.m.	Holstein Canada's President's Cup <i>Ring of Excellence</i>	Pete Coleman, ON
Sat., Nov. 14	2:00 p.m.	Supreme Champion (follows Jersey Show) <i>Ring of Excellence</i>	

Storm Surge

Of all bulls in history, Maughlin Storm has the most Excellent daughters classified in Canada. While Breed Improvement staff does not have all historical records, Manager Jay Shannon is comfortable declaring the stats correct.

From 42,906 daughters classified, Storm has 803 Excellent daughters, giving him a 69% GP and better ranking.

Semex's Pierre Laliberté, Senior Vice-President, Genetics and Marketing states, "Through his sons, Titanic, Stormatic, September Storm, and Talent, Storm will have a huge impact internationally. He has pleased breeders around the world for over 10 years, siring medium-sized cows with good udders and feet/legs. Storm is also impacting several top red and white pedigrees globally."

10 Holstein Sires With Most EX Daughters (Aug. 2009)

Sire	Number
Maughlin Storm EX-Extra 96	803
Comestar Lee EX-Extra 97	568
Comestar Outside EX-Extra 98	562
Startmore Rudolph EX-Extra 96	532
Silky Gibson EX-ST 99	461
Hanoverhill Starbuck EX-Extra 85	418
Comestar Leader EX-Extra 96 GM	415
Duregal Astre Starbuck ET EX-Extra 92	413
Townson Lindy ET EX-Extra 93 GM 95	369
Hanoverhill Raider ET EX-Extra 91	353



Maughlin Storm

Top Sires Making Improvement on Dam

Based on 1st Lactation Classifications from July/August 2009

Top 10 Sires with 100+ Daughters Classified in Two-Month Period				Top 10 Sires with 20-100 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
Samuelo	236	60.6	80.2/80.1	Talent	80	82.5	81.5/79.8
Stormatic	149	58.4	80.7/80.8	Derek	35	68.6	78.9/78.7
Lheros	120	56.7	80.5/80.2	Mr Sam	54	68.5	80.4/79.5
Spirte	154	56.5	80.3/80.0	Damion	44	68.2	81.8/80.7
September Storm	277	56.3	80.3/80.3	Instinct	25	64.0	79.4/78.8
Goldwyn	490	56.1	81.2/81.5	Drake	93	63.4	81.3/81.1
Lucky Star	118	55.9	79.4/79.6	Bradley	30	63.3	79.5/79.1
Wildman	124	55.6	80.6/80.6	Manager	38	63.2	79.9/79.4
Blitz	127	55.1	81.0/81.3	FBI	95	60.0	80.4/80.1
Fortune	169	53.8	80.7/81.0	Boss Iron	52	59.6	80.5/80.5

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.

Classification Schedule

mid-round

Classification	Month
ON Elgin Qc Wolfe Qc : Vaudreuil, Soulanges, Huntingdon	Early
ON : Northumberland, Victoria, Durham, Waterloo Qc Arthabaska Qc : Châteauguay, Beauharnois, Laprairie, Napierville, St-Jean, Iberville, Shefford PE, NS, NB, NL	Mid
ON Oxford ON : Lennox & Addington, Frontenac, Hastings, Prince Edward Qc Mégantic Qc : Richmond, Missisquoi, Sherbrooke, Stanstead SK	Late
ON Perth ON : Wellington, Northern Ontario, Thunder Bay Qc Lotbinière, Nicolet, Yamaska Qc : Brome, Compton	Early
ON : Dundas, Stormont, Prescott, Glengarry, Russell, Carleton Qc Drummond, Bagot Qc : Frontenac, Beauce, Lévis, Montmorency	Mid
ON : Niagara, Wentworth BC Lower & Central Fraser Valley, Richmond Delta	Late
ON : Brant, Haldimand Norfolk ON Leeds, Lanark Qc St-Hyacinthe, Richelieu, Verchères, Rouville, Abitibi, Témiscamingue Qc : Dorchester BC Upper Fraser Valley, Okanagan, Vancouver Island	Early
ON Grenville, Renfrew, Grey Qc Pontiac, Labelle, Papineau, Gatineau, Argenteuil, Deux-Montagnes, Terrebonne	Mid

Electronic reports are available in PDF format and/or a data file. At no cost, ask your classifier to have them processed at head office and made available through the internet (PMB).

Québecer Dynamism

Avril/April 7-10, 2010
Saint-Hyacinthe, Montérégie, QC



HOLSTEIN CANADA

Retour vers le futur • Back to the Future

A unique, visionary program in works for 2010 Convention

After celebrating the breed's 125th anniversary last year, the 2010 Holstein Canada Convention will be devoted to challenges facing producers and the dairy industry in years to come.

The *Back to the Future* theme well describes the intent of the Convention.

One of the most important concerns facing producers—consumers' needs—will be deliberated. This is

nically depicted in the Convention logo linking Holsteins and urban dwellers.

Wednesday, April 7th is arrival day.

A *sightseeing* tour of old Montréal and *farm visits* in Montérégie will occur **Thursday, April 8th**. Different philosophies and operating styles in this beautiful Québec region will be showcased by four herds. This first day of activities concludes with a *Taste of Québec welcoming party*.

Friday, April 9th is the *meeting of the minds*. This day of information and verbal exchange, by breeders and experts, will propel attendees forward.

Youth are also encouraged to attend as they are a window to the future. Moreover, an interactive system will allow participants to offer opinions live.

An *embryo auction* will occur late afternoon, prior to the lavish *Master Breeder banquet*.

Happening **Saturday, April 10th** is Holstein Canada's *annual meeting* and *Cow of the Year*.

Vividly described as *Québecer dynamism* will carry convention-goers into the closing event on Saturday night.

Visit www.holstein.ca under **News and Events** for more details.



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