



# Info Holstein

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

**New CEO  
Message 3**

**2012 Dairy  
Industry Partner  
Workshop 4**

**Enhancements  
to Master  
Breeder and  
Star Brood 9**

**Launch of  
Canadian  
Dairy XPO 12**

*Sandra St-Amour and Guy Véronneau proudly stand in front of their new dairy farm with young sons, Maxime and Vincent.*

## **Taking a Leap of Faith in Dairying — and Knowing How to Use the Right Tools!**

*by Valérie Tremblay, Market Development Coordinator, Holstein Canada  
and Christina Crowley, Editor, Info Holstein, Holstein Canada*

**G**uy Véronneau and Sandra St-Amour are a young, passionate couple who own Les Élevages Célestar under the prefix *Véronamour* in Saint-Célestin, Qc. Both are graduates of the Farm Management and Technology Program at the Agricultural College in Saint-Hyacinthe, Qc and since graduating in 2001, both held jobs in the agricultural sector. However, their hearts' desire has always been to operate their own dairy farm. With neither having parents established in the dairy industry, they kept

their eyes open for the opportunity to one day farm. After several years of patiently waiting and researching, this ambitious couple found a mentor that would help them with their goal and now their dreams have finally come true!

A dairy producer from Saint-Célestin, Qc—Mr. René Bourgeois of the *Lactobourg* prefix—had already begun the process of looking to find a suitable person or couple who would be willing to take over his dairy farm since none of his children had interest in carrying on the family operation. In previous years, Mr.

*Continued on Page 2...*





*Guy and Sandra are seen where they love it best—in their dairy barn. Pictured with them to the right is their oldest son Maxime, and Mr. René Bourgeois, who had a profound impact in helping them start dairy farming.*

Bourgeois had tried to transfer the farm to a willing person but unfortunately, the ownership transfer fell through and the herd was finally dispersed in March 2011.

During this, Sandra met Mr. Bourgeois while she worked for the *Financière agricole du Québec*—an agricultural financial institution in the province of Québec. Sandra was aware of Mr. Bourgeois' situation and mentioned that she and her partner were looking for an operation to begin dairy farming. Recognizing the young couple's undeniable passion to want to farm and their ambition to succeed, Mr. Bourgeois decided to sit down with the couple and discuss the potential of an arrangement that would see Guy and Sandra milk cows in his dairy barn. Convinced, he decided to move ahead by renting his property to the young couple once his herd had dispersed.

Guy and Sandra's dream was finally realized when they arrived to Mr. Bourgeois' farm and began to milk their herd on April 1<sup>st</sup>, 2011. Guy and Sandra purchased 36 kilograms of quota with an additional five kilograms subsidized through a farm relief program known as the *Fédération des producteurs de lait du Québec*—a program which saw Guy and Sandra prepare a well-detailed business plan to support their vision of dairy farming. Before arriving at Mr. Bourgeois' farm though, Guy and Sandra went to several breeders in their area to purchase animals for their new herd.

Buying animals with good confirmation from well-established cow families was very important to Guy and Sandra, but they were also left with no choice in choosing animals that fit within their limited budget. They wish to thank fellow breeders Nicetpic, Clerval, Bertco, Gerville and cattle dealer, Michel Guévin, who all helped in the journey to purchasing the quality animals

they wanted to own that exist in their *Véronamour* herd today.

The *Rhétaise* farm even donated a cow to further their herd and the couple couldn't be more grateful for the outpouring of support given to them by local producers. Still to this day, they continue to have a good rapport with Michel Guévin, who has promised to continue to help provide them with animals when new animals are needed to fill their quota.

While they have only been dairy farming for little over a year now, Guy is not a stranger to knowing the intricacies of dairying. Upon graduating from agricultural college in 2001, Guy worked on several farms. But, it was the experience acquired at Michel Lemire's farm, *Nicetpic*, in particular that gave Guy the desire to one day, have a well-managed dairy herd himself. Guy worked at *Nicetpic* for eight years as an employee and enjoyed the benefits of working with an experienced breeder who put emphasis on details and made a difference with the performance of his herd.

"At Michel's, we continually worked on the herd's genetics and in the last few years, the comfort of the cows was reviewed and designed to improve the performance of the herd's genetic potential. I witnessed the difference that this could make and wanted to apply the same changes as soon as I set foot into my new barn, as I knew they would be beneficial," said Guy. "I desired a quality herd and wanted to increase my chance of succeeding."

Once in their newly-rented barn, Guy immediately installed lights over the feed troughs, mats under the animals, adjusted the size of the stalls, lifted the head rails, lengthened neck chains, improved the drinking troughs' water flow, and optimized the ventilation throughout the barn. Nothing was left to chance when it

came to the comfort of the herd that Guy desired to build.

Guy often talks to his former employer, Michel Lemire, who constantly encourages him and provides him with support. As well, the partnership they have established with Mr. Bourgeois encourages Guy and Sandra on a day-to-day basis. Not only do they continue to purchase forages from him as he continues to farm the land that he owns around the dairy barns, but he also lends a hand in the barn each day. "We couldn't have asked for more!" exclaim Guy and Sandra. "He [Mr. Bourgeois] has placed his confidence in us; has provided us with a successful agreement, as well as donated his time to us— we are so lucky!"

It is a win-win agreement for both parties as Mr. Bourgeois gets to enjoy watching as his barn is used, which was something he always wanted, and at the same time, gets to help a couple actively work at building their dream dairy herd.

Thinking towards the future as Guy and Sandra often do, their vision is to build a strong and profitable herd and continue to focus on longevity by selecting strong mammary systems and feet and legs when mating their animals. Milk quality is also important to Guy and Sandra—they hope to push their herd to the full potential and specifically, achieve a high percentage of fat. Making breeding decisions up until now has been somewhat difficult, since they are still establishing the genetic base of their herd. But, in the long run, they hope to be able to breed the animals they strive for, keep the ones they need, and sell excess animals.

In determining this as the underlining goal for all their breeding decisions, it was very clear to Guy and Sandra that in order to reach this goal, they had to use the most valuable tools accessible to them. They needed to identify the most influential bloodlines that would help further their herd and build on these animals as soon as possible.

"Milk recording, registering animals, classifying, and taking the advice of those around us including advice from other breeders, are indispensable tools that needed to be used to reach our



**Registration and classification are not perceived as short-term, expenses but as long-term investments to the couple. They believe that the tools offered by Holstein Canada will help them to achieve their goals and increase profitability.**

goals. Since we are just starting out, we needed all the right tools to move ahead," states Guy.

Registration and classification are not perceived as short-term expenses but as long-term investments to the couple. They believe that the tools offered by Holstein Canada will help them to achieve their goals and increase profitability.

Since becoming a Holstein Canada member in October of 2011, Holstein Canada classifier Bruno Jubinville, was the first to classify the *Véronamour* herd this past winter in February 2012. "He provided us with so much information—he took the time to define each trait; the ideal traits that we should strive for in each animal and why. It was a very informative visit for me; I use the information every day," explains Sandra.

The classification results were very positive and demonstrated that even though they had a limited budget for purchasing initial animals—they made some very smart purchases. The total classification average for the nine animals they classified totalled 80.4 points at the first visit with 2 VG at second lactation and 81.6 points achieved on the second visit in May 2012 for 10 animals classified. In total, they now have a herd that consists of 9 VG, 17 GP and 7 G that are classified in the barn that houses the roughly 40 animals in their tie-stall barn.

With all that they have achieved in such a short period of time, they truly believe that now it is possible to establish themselves as profitable dairy farmers. This however requires continued planning, remaining positive, having confidence in the industry, and of course, having a passion for the business. It is a dream come true to go from an employee of a dairy farm to the owner of their own

operation and to do this, Guy and Sandra have had to work hard—together. They have qualities that complement each other very well. Guy is a morning person; spends much of his time in the barn, and has a lot of technical knowledge. He manages everything that happens in the barn and is not afraid to ask questions if needed. Sandra takes care of milking at night; makes the nightly rounds; checks to see if animals are in heat; and takes care of the paper-work side of the business. Sandra is meticulous and a perfectionist—helping her to fulfill her duties.

Guy and Sandra consider themselves very fortunate to have had a producer like Mr. Bourgeois, who believed in them, gave them the chance to prove themselves, and be able to have the opportunity to demonstrate their perseverance and passion for dairy farming. Their future is being built slowly but surely, with their motivation, their unwavering approach to dairy farming, and the tools they are using—they will continue to be successful.

Even though they are only in the beginning stages of farming, they can't help but only see a positive future for themselves. They are very driven, goal-oriented, forward thinking, and have given themselves realistic and motivating goals—and of course, are enthusiastic about the future.

Mr. Bourgeois has stipulated that Guy and Sandra will have first choice once he decides to sell the farm and the land, which will give them the opportunity to establish themselves at the right time and in the right place. In the meantime, they are living their dream every day, as they raise their two boys, 5 year-old Maxime and 3 year-old Vincent, while doing what they love—dairy farming! 🇨🇦

## A New Beginning

by Holstein Canada Chief Executive Officer, Ann Louise Carson

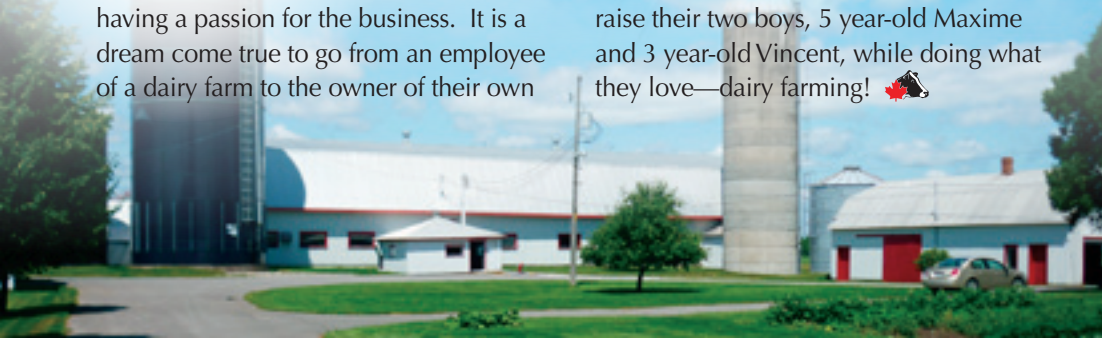
And so it begins!!! I am honoured – and humbled – to be the new Chief Executive Officer of YOUR association. You have been so very supportive. I want to thank the hundreds of members who took the time to send me a quick email, make a telephone call or give me personal words of support and advice at events. You have no idea the impact you have all had on making me feel so very welcome.

When I add your encouragement to that of a very supportive Board of Directors and a great team at the Holstein Canada office and Classifier Team (the lucky ones who get to be on farm and see members every day!), I feel blessed. Most of all, it reminds me who we, the Holstein Canada Team, work for:

### our MEMBERS!

Your attachment to Holstein Canada, our roots and well-being, is heartwarming. This strong attachment is complimented by your vision for your own farm/herd to move forward in this very changing industry. My commitment to you is to do just this – to keep moving forward as you do at your farm, while respecting our strong roots. At times, this will be a delicate balancing act of course - nothing we can't handle as a Holstein Canada family.

I look forward to meeting and chatting with as many members as possible in the coming months. The perfect opportunity will be the upcoming 2012 *World Holstein Conference*, when Canada welcomes the world. An outstanding program is planned and a strong presence of our own members will send a great message to the world. See you then and meanwhile, keep that advice coming. I AM listening! 🇨🇦



## Dairy Industry Partner Workshop

*Held every two years, the Workshop is a forum to bring together industry partners to share information and ideas for the betterment of the Canadian dairy industry.*

There was positivity in the air as industry partners gathered for the 2012 Dairy Industry Partner Workshop, which took place on June 12, 2012 at Holstein Canada's head office in Brantford, ON. Attended by branch and dairy sector representatives, many speakers shared the latest news on industry developments.

**Ann Louise Carson**, who just recently started as the 10<sup>th</sup> CEO at Holstein Canada in June, highlighted that 2012 is so-far a year of change and the year of many great things to take place. Carson discussed the significance of hosting the 2012 World Holstein Conference for the first-time in Canadian history and invited all industry partners and branch representatives to take an active role and attend the Conference.

**Dr. Daniel Lefebvre** of Valacta discussed the key priorities at Valacta, including the most important—*knowledge transfer*—how Valacta gets information into producer's hands that is useful and beneficial. He highlighted one udder health initiative, which saw Valacta train farmers in udder health in the winter of 2010 while working with vets. This helped producers learn ways to lower their somatic cell count. Lefebvre shared Valacta's five-year plan, which includes a focus on profitability and sustainability; their partnerships; continuing to provide high quality services; and of course, human resources within their company with the goal of attracting the right high-performance people; properly training them; and then retaining them.

Canadian Sales Manager for ABS, **BJ Mayfield**, discussed the benefits of the RMS® (Reproductive Management System) program which helps producers get cows in calf—ultimately affecting milk production and profitability. The RMS® program was introduced in Canada in the fall of 2001 and began to grow rapidly in early 2005. Over 8,500 cows are now serviced daily within Canada

by RMS® technicians with an emphasis on large herds in densely populated cow areas across Canada. RMS® technicians are involved primarily with daily heat detection and insemination services, but are becoming increasingly involved in synchronization on farm.

The RMS® program has appealed to dairymen that need specialized labour and lack reproductive results. Currently, 95% of herds that utilize RMS® services are free-stall operations.

Canadian Dairy Network (CDN) General Manager **Brian Van Doormaal** provided a practical update on genomics and the many initiatives surrounding genomics that will soon be available. He noted that hair and swab genotyping samples are now used roughly 50/50 since nasal swabs were introduced in 2010 and that the number of animals being genotyped per month is exponentially growing. New features have been added to the CDN website under the *Group Query* search function to help producers find information easier. A *R&W (VRC)* search function has now been added under *Coat Colour* on the *Group Query* page along with a new search tool labeled *Brachyspina*, which allows for producers to search by BYF (Free), BYC (Carrier), and Not Tested. A new *Polled* search option will also soon be added to the *Group Query* page.

Interest in genomics also includes Pfizer where **Dr. Melanie Chan** spoke on Pfizer's behalf about the Clarifide Program and their interest in helping to feed the world. Chan emphasized that in 50 years, the world population will require 100% more food and 70% of this food must come from efficiency-making technology—Pfizer sees genomics as a way to combat this issue. Pfizer's Clarifide Program is designed to deliver genomic consulting services to the dairy industry through field veterinarians who have made a commitment to on-going

training in the field of genomics. These veterinarians receive training and then obtain their Clarifide Accreditation Veterinarian (CAV) Certificate—100 vets have already been trained and certified under this new program.

**Alain Lajeunesse**, Manager, Market Development & Communications at

**“In 50 years, the world population will require 100% more food and 70% of this food must come from efficiency-making technology.”**  
– **Dr. Melanie Chan, Pfizer**

Holstein Canada introduced the newly-launched **GenoID** program and shared the success of the pilot project that involved three large herds in Qc. DNA collection was done at each farm, but challenges arose due to docked tails where hair samples did not provide sufficient DNA. Once completed results were received, Holstein Canada staff were highly involved with disseminating the information to the producers and educating them on what they can do with the information. Producers are interested in embarking on this product to help with their registrations while at the same time receiving a genomic evaluation of their animals, which will thoroughly help with breeding decisions including combatting inbreeding. Lajeunesse shared that in the pilot project, GPA LPI results ranged +1900 LPI points among animals tested. A **GenoID** incentive program is available for herds with no registration activity for two or more years. For details, contact Holstein Canada Customer Service at 519-756-8300.

**Richard Cantin** of CanWest DHI informed attendees of 2011 herd enrolment, which was 4,233 herds—just



slightly under the 4,253 herds enrolled in 2010. Positively though, programs are holding very well considering the number of herds exiting the dairy industry altogether. Customer retention and adding new herds has helped enhance herd enrolment. Alberta has the highest enrolment participation rate at 77.5% followed sharply by Ontario at 76.2%. Cantin informed attendees that 129 DHI herds in CanWest regions are robotic herds—and this segment continues to grow! *Dairy Comp* program software continues to be a strong management tool for producers with 37.7% DHI cows managed with on-farm *Dairy Comp* in 2011. February 2012 marked the 10<sup>th</sup> anniversary of Electronic Registry Application (ERA) and Cantin noted that over the 10-year period, close to 550,000 ERAs have been registered to the Holstein Herdbook by Can West DHI staff.

Reproduction benchmarking was discussed by **Mark Carson**, Reproductive Strategy Manager, EastGen. His entertaining presentation compared a winning herd to that of a winning sports team—like sports teams, farms should have benchmarks that they aim to reach in order to be successful. Carson shared the benchmarks that dairy herds should intend to achieve, which include pregnancy rate with a goal of 20%; a conception rate goal of 40%; and finally, an insemination rate of 60%. Four factors of reproduction management producers should focus on include cow fertility, sire fertility, AI skills and technique, and accurate heat

detection and timed AI delivery.

**Dr. Bethany Muir** of Holstein Canada discussed the importance of the classification program at the Association by stating that the people who bring the service to the producers are 90% of the program itself. The classification program evolves as the breed evolves and committees such as the Classification Advisory Committee at Holstein Canada have producers that help to advise Holstein Canada on program development and promotion as they see necessary.

Research has provided support that cows that score higher produce more milk—which ultimately yields more profitability for producers. Muir stated that classification is much more than a sire proving tool—it helps to identify animal welfare concerns; helps with

**Benchmarks dairy herds should aim to achieve for maximized profitability include:**  
**Pregnancy rate goal of 20%**  
**Conception rate of 40%**  
**Insemination rate goal of 60%**

disease resistance; culling practices; enhances marketing opportunities where higher scoring cows are more appealing to buyers internationally; and ultimately, is an indication of management issues such as poor nutrition. It was noted that conformation is only 25%



*Dr. Filippo Miglior, Agriculture and Agri-Food Canada and CDN.*

*Holstein Canada CEO, Ann Louise Carson*

heritable – more than three quarters of the cow’s conformation is controlled by management!

The final speaker of the Workshop was **Dr. Filippo Miglior** from Agriculture and Agri-Food Canada and CDN. He discussed the many Canadian Dairy Genetic Research Initiatives that are underway. Research in dairy genetics is mainly funded through the DairyGen Council of CDN. This Council consists of a variety of producers, industry partners, and scientists who meet three times a year to establish research priorities in the area of dairy cattle genetic improvement. Priorities in dairy research include emphasis on health, reproduction, locomotion, and feed efficiency in cows and also genetic improvement for milk properties affecting human health. In one research project that concluded in 2011 relating to Body Condition Score (BCS) research, found that better conditioned cows have better fertility, longevity, and disease resistance. 🍁

## Smithden Accent — Second Bull in History to Classify 97-points

Holstein Canada classifiers Tom Byers and Carolin Turner were part of history when they scored only the second bull in history to classify 97-points.

*Smithden Accent*, a six-year-old Holstein sire owned by the Semex Alliance and housed at EastGen’s headquarters in Guelph, ON, scored an impeccable 97-points on Rump Placement, 97 points on Dairy Strength, and 96 points on Feet and Legs.

*Accent’s* dam, Smithden Allen Alisa (VG-88-3YR) is a full sister to Smithden Allen Alison (VG-88-5YR 21\*) — a 2011 finalist for Holstein Canada’s covenant Cow of the Year award. *Accent* was bred by Smithden Holsteins of Woodstock, ON.

The only other bull in classification history to score 97-points is *Comestar Lheros*, who achieved this rare feat in November 2007. 🍁



*Semex sire analyst Lowell Lindsay poses with Holstein Canada classifiers Carolin Turner and Tom Byers and the impressive newly-scored 97-point, Smithden Accent.*

2012 World Holstein Conference preview

# What's All the Buzz About?

With less than 100 days to go until the kick-off of the 2012 World Holstein Conference, read on to see a sneak-peak of what is promising to be an entertaining yet informative Conference that involves Canadian's warm hospitality and the love for the Holstein cow.



## Holstein Canada Member Package

A special package has been created for Holstein Canada Members to entice participation of our domestic producers. For the price of **\$475**, members would receive admission to the following events:

### TUESDAY, NOVEMBER 6<sup>th</sup>

- World Symposium (Lunch, Breaks)
- Northern Lights & Winter Nights Gala

### WEDNESDAY, NOVEMBER 7<sup>th</sup>

- World Symposium (Lunch, Breaks)
- WHFF General Assembly Meeting

### Benefits as a Canadian Dairy Producer to attend the 2012 World Holstein Conference:

- Be an Ambassador for the Canadian dairy industry
- Network, learn, and discuss the love for the Holstein cow with dairy enthusiasts from around the world
- Discover information on practical and relevant leading-edge topics pertaining to the modern dairy farmer at the World Symposium
- Enjoy the company of fellow Canadian dairy producers as you enjoy the surroundings of beautiful Canadian scenery in Montreal, Ottawa, Toronto, or Niagara Falls
- Promote your own dairy farm and genetics to an unlimited market of potential buyers
- Be a part of history as Canada hosts the Conference for the first-time ever



2012 World Conference  
Canada W  
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## Be a Part of

- Canada
- Republic of Ireland
- France
- Australia
- Japan
- Hungary
- Kenya
- Mexico
- Germany
- Great Britain
- Italy
- US
- The Netherlands



Conference registration ends **October 12** so be sure to **REGISTER TODAY!**  
Visit [events.holstein.ca](http://events.holstein.ca) or scan the following QR Code:



Prepare to be amazed! This gala is a semi-formal affair with first-class Canadian entertainment. Delicious chef-inspired meals and spectacular wines from Canadian soil will be served. Mingle and meet with Holstein enthusiasts from across Canada and around the world at this "do-not-want-to-miss" event which celebrates the finest of Canadian hospitality.



# 2012 World Symposium Speaker Spotlight, November 6 & 7, 2012

## Inbreeding Using Genomics

Inbreeding is a current topic in Holstein breeding mainly because breeding programs around the world are focused on a limited number of Holstein bulls to be used as sires of sons. Genomic selection has been successfully implemented in Holstein cattle evaluation in several countries worldwide. Flavio Schenkel will discuss the challenges that still remain after its implementation, how to optimally manage inbreeding using genomics, and how studies suggest that genomic selection will result in a lower rate of inbreeding per generation.



Flavio Schenkel  
Canada

## How Genomics is Changing the Business and Services of Associations

For decades, progeny testing and the use of well-proven elite bulls was very successful. Genomic selection is causing a great deal of change recently. With Associations member-owned and directed, which goods and services associations are offering is related to members demand and need. Josef Pott will discuss how associations product range is related to the conditions of dairying and breeding and because of the introduction of genomic selection, how this forces associations to evaluate this new technology as a revolution in cattle breeding. Breeding organizations including associations have to take up a position about the chances and the limitations of Genomics.



Josef Pott  
Germany

## Transition Cow Index™ (TCI™)

Approximately 75% of dairy cow disease events occur in the month during the transition period of 3 weeks before through the month after calving. Because these events happen early during the lactation, Ken Nordlund will discuss how these diseases have a huge impact on future survival and milk yield. He will also discuss the significance of having a management system to evaluate and monitor this transition period relating to improving dairy herd productivity. A method called Transition Cow Index™ (TCI™) has been developed and Nordlund will present the findings of studies that show TCI™ to be negatively associated with fresh cow disease events.



Ken Nordlund  
USA

## Lameness, Cow Comfort, New Measures, and Foot & Leg Structure

Lameness is a painful, costly disease that affects productivity of cows through its effect on milk production, culling, and reproductive performance— in addition to also being a major animal welfare concern. World-wide, estimates of clinical lameness prevalence range from 20 to 30% with estimates of the prevalence of foot lesions found at hoof trimming to be much higher— ranging from 40 to 70% of cows. Gerard Cramer will present the current knowledge that the dairy industry has to prevent and reduce the impact of lameness while he further explains how this knowledge requires a management approach that places an emphasis on the cow, her environment and the people interacting with her.



Gerard Cramer  
Canada

## Roles of Breed Societies in Sustaining the Industry for Future Generations

There are two vital aspects to Breed Societies worldwide – People and Cows. Lucy Andrews brings her dynamic presentation to Canada as she discusses how Breed Societies need to support these two important aspects; generations of people and the generations of the cows they breed. Because Breed Societies help with the development of both people and cows in the dairy industry, having the right tuition, experience, and tools for these people are important so that the best breeding decisions can be made. As Andrew's will discuss— it takes a minute to put that straw of semen into a cow and a lifetime to breed out a problem.



Lucy Andrews  
United Kingdom

## Using In-Line Milk Analyses On-Farm to Improve Herd Management

With increasing herd sizes and more people involved in the management of a herd it is advantageous to base herd management on objective, uniform, and standardized criteria over time. Milk samples, on herd, group or even better, at cow level, can be analyzed for various parameters which offer important information about the herd and individual cows. Tove Asmussen will discuss how crucial it is for the information that is provided from using in-line milk analyses to be communicated in a timely and useful way. Examples will be presented on new parameters analyzed on-farm which can assist the herd manager to improve management during the very important cow transition and breeding periods.



Tove Asmussen  
Denmark

**Additional topics at the World Symposium will include: What's Coming Next in Genomics, Animal Identification & Traceability, Selection of Disease Resistance, Environmentally-Friendly Cows, Farm Succession Planning, and Increasing the Human Health benefits of Milk... and many more!**

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World Holstein Conference  
welcomes YOU  
November!

History!

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- 1996
- 1992
- 1988
- 1984
- 1980
- 1976
- 1972
- 1968
- 1964

REGISTER  
NOW



# Top 10 Reasons to Attend the 2012 World Holstein Conference: #5 to #2

See the June-July Info Holstein to read the #10 to #6 reasons for attending the upcoming 2012 World Holstein Conference taking place in Canada from November 2 to 9, 2012.



## #5 The Farm Tours - You Haven't Seen Anything Yet

Visit some of the best farms in Canada by touring farms throughout Québec and Ontario. The selected farms offer a variety of facilities, technology, breeding programs, genetics, and of course, the farmers themselves are worth stopping in to chat with! See the variety of both free-stall and tie-stall operations that depict the diversity of our Canadian dairy industry.

## #4 Food and Drinks Anyone?

Tim Hortons, Poutine, Montréal smoked meat, and Maple syrup. These are just a few of the "Canadian" treats that you can enjoy while you attend the 2012 World Holstein Conference. You can also select from many Canadian-brewed beers and taste remarkable wines made right from our own "wine country" in Niagara-on-the-Lake, ON. Why not enjoy what makes Canada uniquely known for.



## #3 Royal Agricultural Winter Fair and Québec International Holstein Show

Always a staple in the fall of the year, both the Québec International Holstein Show and Royal Agricultural Winter Fair (RAWF) display the greatest animals from North America! While you may have already planned to attend the RAWF, why not come a few days early and enjoy the 2012 World Holstein Conference before staying to watch what is considered one of the best dairy shows in the world! The spectacle of the well-organized Québec International Holstein shows will also be a stop not-to-miss while you are on the pre-tour in Montreal, Québec.

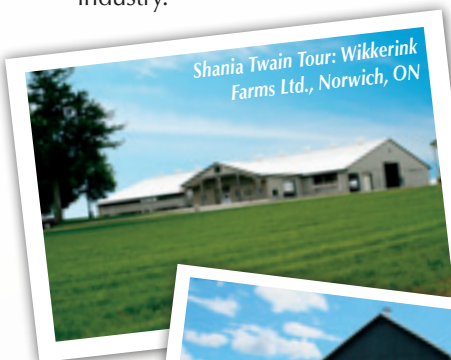


Attending the Royal Agricultural Winter Fair this year? Come a few days earlier to attend the 2012 World Holstein Conference!

## #2 Holsteins - Our One True Love

With the diverse landscape of the Canadian dairy industry, why not enjoy what makes us all Canadian proud—our Holstein cow! Whether they are high-producing, high-scoring, high-genomic animals, or show winners, there are cows to see for everyone's taste, no matter what type of Holstein cow you love. See famous show-ring favourites, animals that top the Lifetime Profit Index (LPI) charts, proven star brood cows, or some desirable-looking commercial animals that milk well in the parlour. This is the time to appreciate what connects us all—the Holstein cow! 🇨🇦

To see the #1 reason why YOU need to attend the 2012 World Holstein Conference, make sure to read the October-November 2012 Info Holstein!



Shania Twain Tour: Wikkerink Farms Ltd., Norwich, ON



Wayne Gretzky Tour: Maple Wood Holsteins, Jerseyville, ON



David Suzuki Tour: Bosdale Farms Inc., Cambridge, ON



Terry Fox Tour: J & L Walker Dairy, Aylmer, ON



## Enhancements to Master Breeder and Star Brood

After more than a year of consideration, the Board of Directors has approved modifications to how cows contribute to Master Breeder shields.

by Bethany Muir, Manager of Classification and Field Services

**B**eginning in January 2013, females will qualify for points using updated standards. By definition, these alterations will also impact the accumulation of points for Star Brood cows.

Holstein Canada has recognized outstanding breeders since 1929 for their exceptional ability to breed generations of durable and productive Holsteins. Since that time, a total of 755 unique Master Breeders have been honoured. Some have managed to reach this outstanding goal more than once. Over time, standards to succeed have become increasingly stringent and have evolved in unison with the breed's achievement in genetic potential for milk production, functional conformation, and longevity. Today, 20-21 breeders from eight categories of herd sizes are acknowledged annually.

Total points and minimum standards to achieve points were heightened following suggestions received from the membership. In two separate resolutions at annual meetings, members expressed a desire to reward cows that survive longer with extra distinction. In addition, they believe cows that reach high lifetime production (greater than 120,000 kg) and achieve excellence in classification (EX-3E or more) should qualify for more points compared to today's standards.

In the past, females were awarded points

for Master Breeder or Star Brood according to their production and classification only. For the first time ever, **bonus points will now be awarded for longevity.** A cow must first qualify under production and classification standards to be eligible to receive bonus points for longevity. Figure 1 summarizes the new credentials to achieve points for production, classification, and longevity.

Production points can be attained via three avenues. Firstly, cows may deviate from herd average (Fat + Protein) by at least 40 BCA points or more, or secondly can deviate from the national average (Fat + Protein) by 100 BCA points or more or lastly by producing 60,000 kg milk or more in a lifetime. Number of points are allotted according to the number of lactations the cow is able to surpass these thresholds for BCA deviations or lifetime production (as shown in Figure 1).

Minimum BCA deviation (Fat + Protein) from herd mates was increased by 10 points compared to previous standards. **This means that some cows qualifying under previous standards may no longer qualify to contribute points to a breeder shield.** All other enhancements will give more points to cows, that already qualify. Additionally, no stars will be taken away from Star Brood cows however the ability to attain more stars will be more difficult.

Maximum points for production will

now be six if a cow (a) deviated by 70 or more BCA points from herd mates or 160 BCA points or more from the national average in a combination of four lactations or (b) produced 120,000 kg milk or more in a lifetime. Cows qualify for classification points as soon as they score at least 83 (Final Score) in any lactation. A maximum of six points for classification will now be granted for cows that have been scored Excellent 3E or more.

Bonus points for longevity (producing milk in 7 or more lactations) will be granted to cows that qualify for at least 1 point for production and at least 1 point for classification. Total maximum achievable points for any individual female will now be 14.

This year's preliminary Master Breeder results will be mailed to the top 15% potential recipients in October 2012 according to these new standards. Rankings of 11<sup>th</sup> or below in each of eight herd groups will be indicated. Breeders in the top 10 will be notified, but not told their specific ranking. Official results will be calculated the first week of January 2013. Recipients will be honoured at a gala banquet during the Holstein National Convention in Niagara Falls, Ontario in April 2013. 🇨🇦



Figure 1: Newly-approved credentials to achieve points for production, classification, and longevity

PRODUCTION				CLASSIFICATION		LONGEVITY		
Deviation Combination			Lifetime Production	Points	Type	Points	Completed Lactations	Points
Herd BCA (Fat + Protein)	National BCA (Fat + Protein)							
1 Lactation	[+40]	+100]	60,000 kg	1	83-84	1	7	1
2 Lactations	[+40]	+100]	70,000 kg	2	85-86	2	8 or more	2
2 Lactations	[+60]	+130]	80,000 kg	3	87-89	3		
3 Lactations	[+60]	+130]	90,000 kg	4	EX	4		
3 Lactations	[+70]	+160]	100,000 kg	5	EX-2E	5		
4 Lactations	[+70]	+160]	120,000 kg	6	EX-3E+	6		

A full description of the rules for Master Breeder and Star Brood can be found on our website at [www.holstein.ca](http://www.holstein.ca).



## Serving YOU Better Holstein Canada Implements New Phone System

Holstein Canada members who call into the head office in Brantford, ON may now notice a difference in how the phone system prompts them in being served by Holstein Canada staff.

Effective July 2012, a new phone system has been implemented at Holstein Canada, which has many key advantages to serve clients. When calling into the head office, members are now prompted by an auto-attendant. This new feature allows for quick and direct service depending on what service clients need. New features include having the option to dial direct to extension and having the ability to search by department listing and company directory. **The new system allows for multiple search options so be sure to listen to the prompts before making your final selection!**

When calling Holstein Canada, the new answering process will sound like the following:

- Clients will be prompted to choose whether they would like service in English or French
- If clients wish to speak directly to a Holstein Canada receptionist, **press 0**
- If clients know the extension of the person they wish to speak too, they can enter it at any time during the auto-attendant process
- For a department listing, **press 1**
- For a company directory, **press 3**
- For National Livestock Identification, **press 4**
- For office hours and location, **press 5**

*Please Note: To search by Company Directory, search for employees by using their FIRST name and use the keypad to spell the employee's name. To exit the directory at any time, press the \*(star) key. If clients have any problems, please press 0 at any time to reach the Holstein Canada receptionist 🐄*



## Connecting With Our Members — For Our Members

by Holstein Canada President, Glen McNeil, Goderich, ON

Firstly, I would like to convey how humbled, fortunate, and privileged I feel to be President of your Board of Directors of Holstein Canada.

On June 4<sup>th</sup>, 2012 Ann Louise Carson was warmly welcomed by Holstein Canada's Board of Directors and staff as she became the 10<sup>th</sup> CEO of Holstein Canada. We look forward to the strong, supportive leadership skills Ann Louise brings to Holstein Canada.

2012 will be a very special year as the Association reconnects with our members. Through our communications with members, the clearest message is— **Members Care.**

Your Board and staff will seize every possible opportunity to make farm visits to strengthen our relationships with our members. We want to hear from you and what you have to say— your opinion will help shape our future direction.

Along with the many activities your Director does in his/her area, as a Board, we have visited dairies in Manitoba at the time of the AGM; farms in Québec and met many members at the Holstein Québec Picnic at the time of our summer Board Meeting; visited farms and members in Newfoundland while attending the Dairy Farmers of Canada (DFC) annual meeting, and we are planning to visit members and their herds in BC at the time of the CDN annual meeting.

We will consult with all Branches as Holstein Canada develops our Strategic Plan and set priorities for our future— we



Holstein Canada Board of Directors Mario Perrault (Qc), Robert Chabot (Qc), and President Glen McNeil (ON) attended the Holstein Québec Picnic in July and successfully placed first in the Industry section to win the covenant W K MacLeod Judging contest!

are a responsive Association.

On behalf of our 11,000 members at the recent DFC meeting, Holstein Canada committed our support to develop a strategic partnership with DFC in support of supply management. We will walk the talk and be an advocate for our great Canadian dairy industry to all! This is in direct response to a resolution from you, our members.

I would like to take this opportunity to personally invite every member in Canada to attend and participate as Holstein Canada hosts the first-ever World Holstein Conference in Canada from November 4<sup>th</sup> to 7<sup>th</sup>, 2012. Please visit the website, [events.holstein.ca](http://events.holstein.ca) or contact Holstein Canada staff for further details.

Your Board of Directors look forward to seeing and communicating with as many members as possible as we move forward in providing services and programs that enhance the profitability of our members in this constantly changing dairy industry. 🐄

## New Look for Info Hostein Coming this Fall

A new look and feel has been developed for *Info Holstein* readers and it will be unveiled in an upcoming issue this Fall. Content and articles will remain the same but a new logo and cover has been developed. Look forward to receiving your revamped issue of *Info Holstein* soon! 🐄





## Quest for Gold at the 2012 Olympics



Members with ties to Holstein Canada selected to represent Canada at the upcoming Olympic Games in London, England.

**W**hen the 2012 London Olympic Games begin on July 27, 2012, Canada will have two representatives that have close ties to Holstein Canada!

It was recently announced in June that Cristy Nurse will represent Team Canada as a member of the women's eight rowing crew to take part in the London Olympic games. Nurse, a seasoned athlete, is a former 2008 Holstein Canada President's Cup winner. Since joining the sport of rowing, Nurse has captured a plethora of awards in just a short period of time—including silver medals at the World Rowing Championships in New Zealand in 2010; the World Championships in Bled, Slovenia in 2011; and the World Cup in Lucerne, Switzerland in 2012. Cristy is the daughter of Jeff and Kenda Nurse of Georgetown, ON, who farm under the renowned *Monteith* prefix.

Jessica Phoenix—wife of well-known dairy cattle fitter Joel Phoenix and known for his family's *Dappleview* prefix of



Cristy Nurse

Cannington, ON—was named to Canada's five-person Eventing team with her horse *Exponential*—a former race star who ran under the name *War Buckaroo* at Woodbine Racetrack and Fort Erie Racetrack of ON. Phoenix has had a phenomenal year after winning the Gold medal in Individual Eventing at the 2011 Pan Am Games held in Mexico to add to the silver medal she received when Team Canada placed second in Team Eventing at the same games. Often referred to as the triathlon of horse sports, Eventing is comprised of three consecutive phases—dressage, cross-country, and show jumping.

Congratulations and best of luck to both Cristy and Jessica! 🇨🇦

## Classification Schedule

**MI** mid-round

ON – Peterborough, Lennox & Addington, Frontenac, Hastings	Early
QC – Roberval, Chicoutimi, Huntingdon, Châteauguay	Early

QC – Vaudreuil, Soulanges	Mid
PE, NS, NB, NL	Mid

ON – Waterloo	Late
ON – <b>MI</b> Oxford	
QC – Beauharnois, Laprairie, Saint-Jean, Iberville, Brome, Shefford, Richmond, Missisquoi	
QC – <b>MI</b> Rimouski, Matapédia, Matane	

ON – Wellington	Early
QC – Compton	
QC – <b>MI</b> Arthabaska, Mégantic, Wolfe	
SK	Early

QC – Sherbrooke, Stanstead	Mid
QC – <b>MI</b> Lotbinière, Rivière Du Loup, Témiscouata, Bonaventure	

ON – Thunder Bay, Northern Ontario, Dundas, Stormont	Late
ON – <b>MI</b> Perth	
QC – Frontenac, Beauce	
QC – <b>MI</b> Yamaska, Nicolet	

ON – Glengarry, Brant, Haldimand, Norfolk, Niagara, Wentworth, Prescott	Early
QC – Dorchester, Lévis, Québec, Montmorency	
BC – <b>MI</b>	

ON – <b>MI</b> Leeds, Grenville	Mid
QC – <b>MI</b> Abitibi, Témiscamingue	
AB – South/Central	

ON – Russell, Carleton	Late
QC – <b>MI</b> Drummond, Bagot, Saint-Hyacinthe, Richelieu, Verchères, Rouville	
AB – Northern	
MB	

### Top Sires According to Average Final Score of 1st Lactation Daughters

Based on 1st Lactation Classifications from May/June 2012

Top 10 Sires with 100+ Daughters Classified in Two-Month Period				Top 10 Sires with 30-100 Daughters Classified in Two-Month Period			
Sire	Daughters Classified <sup>▲</sup>	Avg. Daus. Score	Avg. Dam Score	Sire	Daughters Classified <sup>▲</sup>	Avg. Daus. Score	Avg. Dam Score
Talent	108	81.01	79.94	Frontrunner	48	82.44	83.21
Mr Sam	109	80.83	80.56	Baroque	90	82.00	82.21
Bolton	125	80.76	81.09	Mleader	46	81.67	81.59
Re Design	182	80.75	80.64	Altajayz	96	81.46	82.34
Altabaxter	163	80.69	80.74	Sterling	45	81.11	79.98
Denison	155	80.57	80.45	Altaoutbound	45	80.96	80.11
Denzel	466	80.54	80.83	Matson	59	80.83	81.78
Toystory	134	80.22	79.85	Raptor	36	80.72	79.31
Howie	112	80.13	80.18	Fbi	69	80.57	80.49
Dolman	360	80.01	80.44	Skyfire Red	39	80.54	80.18

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



# Canadian Dairy XPO — the First of its Kind to Launch in Canada

**B**eginning in 2013, a new trade show designed to specifically showcase the Canadian dairy industry will launch in Stratford, ON. A first-ever for Canada, the new large-scale dairy event will mix dairy agribusiness, breed associations, and the research community with the aim of attracting dairy producers and global industry stakeholders.

Holstein Canada is proud to be a supporting national organization and is excited to be a part of this new event to have the opportunity to interact and engage with dairy producers from across Canada.

In addition to the number of exhibits that will be on display during the two-day tradeshow, the event will also feature a world-class speaker program, various educational workshops, live milking robot demonstrations, daughter displays, and networking events that will take place in the newly-built Stratford Rotary Complex in Stratford, ON.



Canadian Dairy XPO co-founder Jordon Underhill and Alain Lajeunesse, Market Development & Communications Manager at Holstein Canada, address the crowd at the media launch of the Canadian Dairy XPO on May 31, 2012.

Make sure to mark down **February 6-7, 2013** in your calendars and plan to attend this unique, first-time event for the Canadian dairy industry!

For more information, check out Canadian Dairy XPO's website at [www.dairyxpo.ca](http://www.dairyxpo.ca) 



# InfoHolstein

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Return undeliverable Canadian addresses to:  
**Holstein Canada**  
P.O. Box 610, Brantford, ON N3T 5R4

Tel: 519-756-8300  
Fax: 519-756-3502  
[www.holstein.ca](http://www.holstein.ca)

Editor: Christina Crowley  
[ccrowley@holstein.ca](mailto:ccrowley@holstein.ca)  
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