

Info Holstein

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



Recent Master Breeder recipients Ed & Kerry Meulendyk pose with the Elvis impersonator that rocked the crowd at the 2012 National Holstein Convention in Brandon, MB.

Annual General Meeting 4

Growth of ET 8

More About GenID 12

Canadian-Australia Exchange 13

“All Shook Up” in the West 2012 Convention-goers have nothing but great things to say on a well-organized National Holstein Convention.

What promised to be a fantastic time in Brandon, MB lived up to its expectations when Convention took place from April 18-22, 2012. Convention attendees from across Canada arrived on Wednesday, April 18 to kick things off in Winnipeg, MB — the capital and largest city in Manitoba. Attendees were treated to a kick-off Wine and Cheese Reception before rising bright and early on Thursday morning to participate in the organized farm tours.

Farms are not as closely located to each other throughout the province of Manitoba — making for a scenic drive throughout

the countryside of the prairie province. Three farm tours were planned with an additional tour organized to highlight the attractions Manitoba has to offer — including stops at the Royal Canadian Artillery Museum and the Royal Canadian Mint.

Conventioners on the farm tours were taken to many impressive herds across central Manitoba including Master Breeder herds; show-winning herds; top-managed herds; and Hutterite colonies — which were a large draw for attendees. Conventioners were interested in learning about the self-sufficiency of the Hutterite

Continued on Page 2...



A large crowd of 400 people enjoyed a beautiful evening at the Master Breeder Awards Banquet honouring the achievements of the newly-crowned 21 Master Breeders from 2011.

Claude and Nicole Couture of Ferme Canado are one of the many proud recipients who accepted their Master Breeder shield at the Awards Banquet.



The Prairie Classic National Convention Sale realized a fantastic average of \$11,065.00 on 88 lots.



Pictured above are the participants of the Young Adult Alumni event at Convention. They took in all Convention events in addition to a social night of go-carting and an informative Master Breeder panel.



The National Convention Holstein show boasted tremendous quality class to class with over 200 head shown. Winning the Grand Champion title was Silvermaple Damion Camomile, first Four-Year-Old followed by Brainwave Goldwyn Lauramie, first place Five-Year-Old.

colonies and were impressed to see how far advanced their dairy operations were. Hutterite colonies are a permanent fixture across the prairies; especially in Manitoba where close to 100 colonies exist.

Upon arriving in Brandon, MB, where the majority of the 2012 Convention was held, the 'Welcome to the Prairies Convention Kick-off!' dinner got the crowd socializing in addition to the Prairie Classic National Convention Sale on Thursday evening. The sale averaged a fantastic \$11,065.00 on 88 lots. Commanding the top bid of the sale was Benner Snowman Basanti—an August 2011 Snowman heifer calf who descends from the Gypsy Grand family with a GPA LPI of +3006. Basanti's dam is Mapel Wood Baxter Behtany (VG-85-CAN). She was purchased by Pennview Farm, Blumenort, MB, for \$48,000 from consignor Benner Holsteins Ltd., Steinbach, MB.

The following day on Friday, April 20, Holstein Canada Official Judge and Board of Director John Buckley, Lindsay, ON, was tasked with placing over 200 head at the Canadian National Convention Holstein show. Animals from every

prairie province were showcased by proud owners who drove hours to attend what was considered one of the best western National Convention Holstein shows in years with stellar winners and quality running deep throughout every class.

Continuing her unbeaten streak was first prize Four-Year-Old and eventual Grand Champion, Silvermaple Damion Camomile (VG-89-3yr-CAN) owned by breeder Silvermaple Holsteins, Ladysmith, BC, and Stanhope-Wedgwood, Victoria, BC. *Camomile* was praised for her extreme dairyness and exemplary mammary system. Named Junior Champion of the show was a Red and White Senior Yearling from Westcoast Holsteins, Chilliwack, BC. Greenlane Destry Laurel was chosen for her incredible length of body, cleanliness through the head and neck, and her admired dairyness.

Named Premier Breeder of the show was the well-deserving Crest family of Skycrest Holsteins, Athabasca, AB. Westcoast Holsteins, Chiliwack, BC, was named overall Premier Exhibitor with many animals they owned placing on the top of their respective classes. Both exhibitors

travelled extremely far distances to participate in the Convention show.

Friday evening was topped off with a Victorian-themed, masterfully-decorated Master Breeder evening, which highlighted the successes of the 21 Master Breeders named in 2011.

A Convention staple in the agenda was the Annual General Meeting on Saturday morning, followed by the closing 'Bud, Spud, and Steak' supper as a finale to what was a fantastic Convention! One final surprise left in store for Convention participants was the performance from Elvis or should we say, an

Elvis impersonator. The crowd enjoyed not only a humorous performance by the "King" but also a few screaming fans who couldn't keep their love for the King of Rock N' Roll under control.

Throughout the week of Convention, many commended the choice in facilities where Convention was held in the Canad Inns, Brandon, MB. Hosting all events under one roof was an easy way to enjoy all festivities in an accessible manner. The Manitoba Convention Organizing Committee must be commended for doing a tremendous job of organizing a fun-filled and well-organized Convention! 🇨🇦

Interesting Facts: Manitoba

- 281 Holstein Canada members reside in the province of MB.
- 11 Master Breeders have been named from MB.
- Total Population of Province: 1,208,268
- Winnipeg is the largest city in MB, with a population of 663,617, followed by Brandon, MB, with a population of 46,061.
- Longitudinally, the center of Canada is located east of Winnipeg, MB, close to the hamlet of Landmark, MB.
- MB is home to over 100,000 lakes.
- Churchill, MB is known as the 'Polar Bear Capital of the World' for being the most accessible place to view Polar bears in the wild.
- Canada's first and strongest F5/EF5 tornado in Canada to be officially rated as such took place in Elie, MB. Luckily, no one was injured or killed. This tornado was only the ninth in North America to reach this intensity level.



One of many impressive animals found at James Valley Colony, Elie, MB, with a classification of 11 EX, 53 VG, and 32 GP.

The Farm tours at the National Convention included many stops to well-known and top-managed herds throughout the province of MB. Pictured above is the 80-cow tie-stall line-up at Benner Holsteins, Steinbach, MB, which also includes a free-stall with 4 Lely robots where 240 additional cows are milked.



Annual General Meeting

After a very animated Annual General Meeting (AGM) in 2011, the AGM held in Brandon, MB, got back to business. The AGM anchors all other events at the Convention and remains the most effective avenue for members to learn more about how the Association is being managed by its Board of Directors over the course of the year.

Chief Executive Officer (CEO) Brian Van Doormaal not only provided an administrative report to capture 2011 activities at the Association, but also left the audience with his final message as CEO. Brian praised the efforts of Holstein Canada Management team

and staff who he asked to stand to be recognized for their continued service to the Association.

Van Doormaal's administrative report highlighted that print copy registrations continue to decline while e-registrations increased to 30% up from 28% the year prior. In total, 271,783 animals were registered at the Association in 2011 down roughly 3% from record numbers in 2010. This same decline was experienced in classification where 251,194 animals were scored by Holstein Canada classifiers, down from the 255,901 animals classified in 2010. An impressive feat that was accomplished at the Association was the number of animals genomic tested in 2011—an outstanding 9,829 animals which is almost triple that of the 3,422 animals tested in 2010! Van Doormaal credited the GenoTest program to the success of its results.

Van Doormaal concluded by expressing his words of appreciation for the visionary leaders that initiated

the amalgamation discussion with Canadian Dairy Network (CDN) two years ago when he was first hired as Holstein Canada CEO and thanked the Association for his memorable time as CEO. He wished incoming CEO Ann Louise Carson all the best in her new role as she takes over the reins.

Also providing his final farewell was outgoing President, Paul MacLeod, Woodstock, ON, who reflected on the busy year he spent travelling—meeting Holstein Canada members during the Member Input sessions as per the members request after last year's AGM. "While the amalgamation did not take place, the Association will continue to look at other opportunities for efficiency and synergies with other companies to remain competitive for the future," said MacLeod. Reflecting on other past achievements that the Association has capitalized on, "Registering ET animals, allowing Red and White registrations, and upgrading pedigrees on animals—have been opportunities that Holstein Canada has seized when they were foreign ideas," continued Paul. "You as members have the opportunity to direct the breed improvement programs and influence the kind of cow that you want to milk each and every day by serving on Committees at the Association." Paul concluded by stating that the young people are the heart of the industry and will drive the industry forward so the industry must continue to invest in these young people. He finished by thanking his family for their hard work over the course of the past year while he was away.

International guest, Dr. Felipe de

Attendees of the Annual General Meeting were treated to Guest Speaker, Andrew Brash, Calgary, AB, who left the audience in awe of his stories on mountain climbing and the heroic journey he experienced in not only climbing Mount Everest but saving the life of a fellow climber while on Everest.



J. Ruiz López, Holstein Mexico General Manager, reflected on President Paul MacLeod's comments saying that like Holstein Canada, all Associations face the same challenges and opportunities and thanked Brian and Paul for working with them on achieving such initiatives as introducing the All-Breeds Classification program in Mexico.

Board Chairman Glen McNeil provided an insight to the financial activities throughout the past year.

was on hand to accept the award and the second award was to the Wallace family of Penobsquis, NB, which was accepted on the family's behalf by Matthew Clarke.

The final award of the meeting which is always a highlight for attendees was that of the prestigious Cow of the Year. This award was presented to Gillette Blitz 2nd Wind (VG-88-3yr-CAN 35*) with co-owners Louis Patenaude representing Ferme Gillette Inc.,

You as members have the opportunity to direct the breed improvement programs and influence the kind of cow that you want to milk each and every day by serving on Committees at the Association.

Outgoing President, Paul MacLeod

Classification and Herdbook/ Genotyping were Holstein Canada's largest sources of revenue. Junior memberships increased by 3%; however overall membership was down 1% last year but this is in accordance with industry trends. Expenses were able to be trimmed in 2011 which included reducing lab fees from genomic testing and lowering costs of supplies. McNeil assured the crowd that the Association continues to show solid financial performance, having foundations built on established services and a committed customer base.

McNeil also recognized the years of service that three retiring Board of Directors provided in their terms on the Board—those were Jean-Albert Fleury (Qc), Dale Strudwick (SK), and Paul MacLeod (ON).

Director Harry Van Der Linden presented two Century of Holstein awards at this year's meeting—one to David Ellicott, Monkton, ON, who

Embrun, ON, and Mr. Toshiaki Yamada of T-Wave Holsteins, Hokkaido, Japan on hand to accept the award. Mr. Yamada shared at the microphone that he was celebrating his birthday so the award was a very special birthday gift for him.

Of the 11 resolutions filed by members, six resolutions were passed by the membership to be considered by the Board. One resolution that brought forward great discussion among attendees was a resolution regarding having bulls from split embryos have individual proofs so breeders can make well-informed and educated decisions on which bull they choose to use. This brought varying opinions on the topic, but many were in favour of requesting that CDN publish individual proofs from bulls that result from a split embryo. This discussion was brought forth after CDN combined the bull proofs of identical split embryo brothers Gillette Jordan and Gillette Jerrick.



Holstein Québec President Barbara Paquet, St-Côme-Linière, Qc.



Many members brought forward their opinions and concerns during the Annual General Meeting which was attended by a large number of members. Holstein Québec President Barbara Paquet, St-Côme-Linière, Qc; Young Adult member Nick Brown, Lower Cove, NB; and Holstein Ontario President Ron Greaves, North Augusta, ON, all spoke to one of the 11 resolutions brought forward by the membership.



Young Adult participant Nick Brown, Lower Cove, NB.



Holstein Ontario President Ron Greaves, North Augusta, ON.



New SK-MB Board Representative: Ron Boerchers

Resolutions that were passed include:

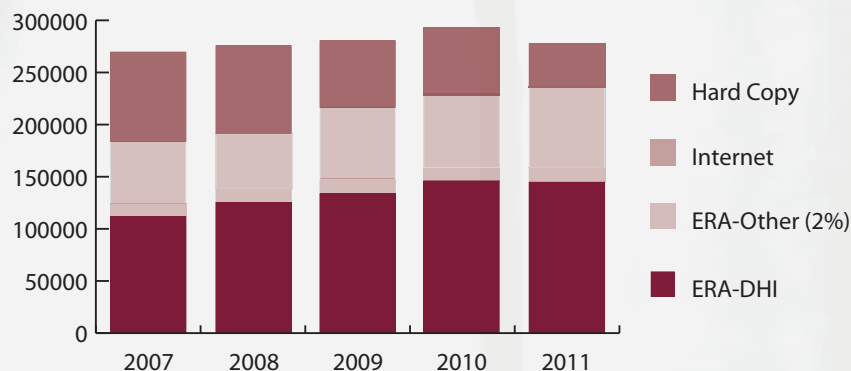
- CDN be requested to publish individual proofs, rather than combined/blended proofs, on bulls resulting from a split embryo
- Holstein Canada request that all bulls which enter an AI unit be classified
- Look at the addition of a Female Summer Calf class to the Royal Agricultural Winter Fair (RAWF)
- Add to Holstein Canada's animal inquiry site, an option where members could obtain a list of animals carrying a Breeder's prefix with option of sorting by year of birth
- Holstein Canada review the composition of its Board of Directors in order to ensure fair and proportional representation of its members
- All vacancies for job postings within the Association be advertised across Canada and the Board recruitment policy be made available for scrutiny and accountability

Animals Genomic Tested in 2011 versus 2010 under the GenoTest program

GENOMIC TESTING	2010	2011
Low density (3k/6K)	1484	8454
50K	1938	1375
Total	3422	9829

The number of animals genomic tested in 2011 was an outstanding 9,829 animals—almost triple the 3,422 animals tested in 2010!

Registration By Source



Registrations submitted through the internet continue to increase while hard copy registrations continue to decline in 2011.



Holstein Canada Executives look on at the Annual General Meeting as Matthew Graye, St-Pierre-Jolys, MB discusses discontinuing amalgamation talks between Holstein Canada and Canadian Dairy Network saying, "Please don't sweep this under the table."

New to the 10-person Holstein Canada Board of Directors is Ron Boerchers of Laurier, MB. Ron will represent the provinces of Saskatchewan and Manitoba after Dale Strudwick retired after a lengthy and successful career on the Board.

Ron will bring a wealth of knowledge on the dairy industry in the western provinces, as well as an undeniable passion for the Holstein cow. Ron's home operation *Rainyridge* is well-known throughout Canada and around the world for breeding superior genetics.

Located close to four hours northwest of Winnipeg, Ron and his wife Karen run a 70-cow tie-stall operation while youngest son Steve continues to breed *Rainyridge* animals under the *Optimal* prefix, where he now farms in Beaujeusour, MB. The *Rainyridge* prefix currently boasts 14 EX, 50 VG, and 24 GP.

A marketing tool that Ron acknowledges for helping to bring the *Rainyridge* prefix into the spotlight is the use of shows to help compare what animals they are breeding and what they need to improve on for their breeding program. One animal that propelled the *Rainyridge* herd early on was *Rainyridge Tony Beauty* (EX-5E CAN 9*)—the 1999 Holstein Canada Cow of the Year and oldest cow to achieve Supreme Champion at World Dairy Expo in 1995 at 10 years of age. *Beauty* was also All-Canadian Mature Cow in 1992, 1993, 1995, and 1999 and All-American Aged Cow in 1992, 1995, and 1999 after being named Grand Champion at the Royal Agricultural Winter Fair (RAWF) in 1992 and later again in 1999 at World Dairy Expo.

Descendants from *Beauty* herself are now making their own mark in the show ring with recent success achieved by *Rainyridge Talent Barbara* (EX-94-CAN)—a Talent granddaughter of *Beauty's* who was First Five-Year-Old at both World Dairy Expo and RAWF in 2010 and eventual All-Canadian and All-American the same year.

After enjoying time meeting fellow dairy enthusiasts on the Manitoba Holstein Branch Board of Directors and serving as President for three years, Ron decided it was time to give back to the entire industry and is excited to begin his new term as a Holstein Canada Director. Ron's friendly smile and hardy laugh will be a welcomed addition to the Board. Welcome Ron! 🇨🇦



McNeil Elected Holstein Canada President

No stranger to the Holstein Canada Board of Directors, Glen McNeil has been named the 2012 President of the Board, after serving on the Board for nine consecutive years.

Glen excitedly looks forward to serving in his new role and working with staff to complete many initiatives over the course of the year. "While respecting the past, and adopting new technologies to embrace the future, we will position Holstein Canada as a world leader," comments Glen. He is also looking forward to the arrival of new CEO, Ann Louise Carson who officially begins her duties at Holstein Canada on June 4, 2012.

Glen's extensive background in the dairy industry makes him a seasoned veteran and welcomed President for the Association. With over 34 years in the business, Glen successfully owns and operates Heather Holme Holsteins — a three-time Master Breeder herd—with wife Vanda and son, Curtis.

Glen has knowledge of Board practices

and procedures as he recently served as Vice President and Chair of the Board of Directors. McNeil is also a Past President of the Ontario Holstein Board of Directors and been an Official Judge with Holstein Canada for many years.

While respecting the past, and adopting new technologies to embrace the future, we will position Holstein Canada as a world leader.

"I am very humbled and appreciative of the confidence that the Board of Directors has expressed in electing me as President of Holstein Canada." One of the foremost important events to take place this year at the Association is the 2012 World Holstein Conference which Holstein Canada is proud to host. "I would like to personally extend



an invitation to all members of Holstein Canada to attend the 2012 World Holstein Conference held in Canada from November 2nd to 9th, 2012. We look forward to seeing you there!" says Glen.

McNeil is also quick to praise the efforts of outgoing CEO Brian Van Doormaal. "The Board would like to thank Brian for having the vision to lead the staff at the Association and accomplish many great initiatives since he arrived as CEO in 2010," commends Glen.

If you have any comments or feedback that you would like to provide Glen over the course of the year, please direct any inquiries to heaholme@hurontel.on.ca.



The 2012 Board of Directors elected to represent Holstein Canada membership include back row (l-r): Harry Van Der Linden, NS; Ron Boerchers, MB; John Buckley, ON; Orville Schmidt, AB; and Mario Perreault, Qc. Front row (l-r) Elyse Gendron, Qc; Ron Sleeth, ON; President Glen McNeil, ON; Vice-President Richard Bosma, BC; and Robert Chabot, Qc.

2012 National Board of Directors

BC	Richard Bosma (V.P.) Abbotsford, BC	604-557-1769	rjbosma@hotmail.ca
AB	Orville Schmidt Rollyview, AB	780-986-5746	southrisegen@yahoo.ca
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ON	Glen McNeil (Pres.) Goderich, ON	519-524-4696	heaholme@hurontel.on.ca
	John Buckley Lindsay, ON	705-324-4017	jk Buckley@live.com
	Ron Sleeth Battersea, ON	613-353-2475	eilevale@kingston.net
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	Mario Perreault St-Esprit, Qc	450-839-7190	vieuxsaule@satelcom.gc.ca
	Elyse Gendron St-Polycarpe, Qc	450-265-3147	e.gendron@xittel.ca
Atlantic	Harry Van Der Linden Antigonish, NS	902-863-3063	linden@ant.eastlink.ca

Growth of ET

Since the inception of embryo transfer (ET) on dairy farms, the Canadian dairy industry has experienced a rapid advancement of superior genetics because of this leading-edge technology.

Embryo transfer has a history dating back to the late 1800's but it wasn't introduced in Canada for bovine embryo transfer until the 1960's. ET use in the Canadian dairy industry has become a prominent method of advancing superior genetics and selecting animals for a certain purpose depending on the breeder's needs, such as conformation milk production, or for LPI. This technology has allowed breeder's to select desirable animals within their herds and maximize their greatest influence. Because of the rapid use of ET, the industry has been able to experience superior progression of the Canadian Holstein cow.

This progression is evident in many areas of the Holstein cow. It is reflected in the average milk production of the Canadian Holstein cow, which stands at 9,970 kg milk with 3.8% fat, and 3.2% protein, according to the Canadian Dairy Information Centre (CDIC). You can also look to the Lifetime Profit Index (LPI) charts where both males and females are achieving exceedingly high numbers that have never been experienced before. Otherwise, shows like the Royal Agricultural Winter Fair (RAWF) are where you can easily see the development of ET and the progress that is evident in getting ET offspring from today's best cow families.

ET use on the farm

By viewing Holstein Canada registration records, it is easy to see the growth of ET, which has **increased by 45.7%** in female registrations from 2000 to 2010. In 2000, 9,414 calves were registered as ET and ten years later in 2010, 13,719 animals were registered ET — and that is only female registrations!

On the male side, calves registered as male ET calves **increased by 36.5%** —1,604 male ET calves were registered in 2000 compared to the 2,191 male ET calves registered in 2010.

ET animals on the LPI charts

If you look at current and previous LPI lists, it is quickly evident that a number of animals on the lists are ET offspring. As the chart on the following page shows, ET animals make up a significant number of the top 1% of female animals. There has been a **30% increase** of ET animals in the top 1% LPI females resulting from embryo transfer from 2001 to 2011. A large percentage of today's genotyped

cows and heifers are also ET offspring.

ET animals in the show ring

When you look at the use of embryo transfer in the show ring, the same increase is evident when you compare animals that placed in the top 6 at the RAWF in 2011 compared to those placing in the top 6 at the RAWF in 2001. A **19% increase** has been realized in heifer calves placing in the top 6 at the RAWF, while **22% more cows** in the top 6 were ET animals in 2011 than in 2001.

Even with this increase in ET animals, of all RAWF Grand Champion animals in history, only six cows were ET animals as shown in the pictures below:



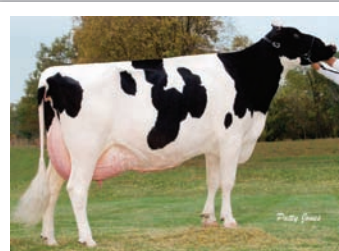
Eastside Lewisdale Gold Missy
(EX-95-CAN)
2011 Grand Champion RAWF



Quality B C Frantisco
(EX-96-3E-CAN 16*)
2004/2005 Grand Champion RAWF



Idee Lustre
(EX-95-3E-USA 9*)
2002 Grand Champion RAWF



Tri-Day Ashlyn-ET
(EX-96-2E-USA 6*)
2001 Grand Champion RAWF



Shoremar S Alicia
(EX-97-3E-USA 6*)
2000 Grand Champion RAWF



Stokey Elm Park Blackrose-ET
(EX-96-3E-USA 7*)
1995 Grand Champion RAWF

Only six Grand Champion cows at the Royal Agricultural Winter Fair have been embryo transfer (ET) offspring.

Proportion of Top 1% LPI Females - Resulting from Embryo Transfer (ET)

GE Run	Year	Cows		Heifers	
		All	Genotyped	All	Genotyped
Dec-11	2011	41%	76%	68%	82%
Nov-06	2006	38%	—	—	—
Nov-01	2001	11%	—	—	—

Intesting Fact:

The first ET animal on file to show at the RAWF was Browndale Ulti Cheryl ET (EX-CAN 3*) for breeder Browndale Farm of Paris, ON. She was the 3rd calf at the RAWF in 1979 and went on to be Reserve Junior Champion at the RAWF in 1980 and All-Canadian Senior Calf in 1980. Cheryl continued her show legacy by being named Reserve All-Canadian Three-Year-Old in 1981 and was also Grand Champion at the Brant-Wentworth County show in ON in 1988 — at the age of 10.

With tremendous advancement made in the past ten years due to embryo transfer — and the statistics to prove it — it is exciting to think where this accelerated rate of genetic improvement will take us next! 🇨🇦

Get Your Copy

2011 Annual Report is Available to all Members

If you are interested in obtaining a copy of the 2011 Annual Report, you can easily download and view a PDF version of the report by visiting:

- > www.holstein.ca
- >> Association
- >>> Holstein Association
- >>>> Related docs (top right-hand corner)
- >>>>> Annual Report

If you would prefer to receive a free copy of the bilingual report by mail, please contact Nicole Faubert by email nfaubert@holstein.ca, or phone 519-756-8300.

This uniquely-designed and eye-catching report for 2011 contains messages from President Paul MacLeod, Board Chairman Glen McNeil, and outgoing Chief Executive Officer Brian Van Doormaal. These messages reflect on the proposed amalgamation between Holstein Canada and Canadian Dairy Network (CDN); the establishment of new business alliances including the expansion of Canadian Classification Services to Holsteins in Mexico and Dairy Goats in Canada; and a summary of the many Association activities from an administrative perspective.

The report also highlights the achievements of Association members from 2011 and includes the financial statements, business statistics, and action taken from resolutions.



2nd Wind Acclaimed 2011 Cow of the Year

What was a tremendous competition for the title of 2011 Cow of the Year was completed on Saturday, April 21st, 2012 when Gillette Blitz 2nd Wind (VG-88-3yr-CAN 35*) was named the 2011 Cow of the Year.

The announcement took place at the Annual General Meeting during the 2012 National Holstein Convention in Brandon, MB. On hand to accept the award, representing the Patenaude family of Ferme Gillette Inc., Embrun, ON was Louis Patenaude, who along with co-owner Mr. Toshiaki Yamada of T-Wave Holsteins, Hokkaido, Japan, excitedly accepted the award.

Gillette Blitz 2nd Wind, who traces back two generations to the 2003 Cow of the Year Winner—Braedale Gypsy Grand (VG-88-5yr-CAN 37*) — was a very deserving winner of Cow of the Year award as she exemplifies the true meaning of the ‘Canadian Kind.’ She not only has achieved show ring success herself; she also has a tremendous production record; is the dam of five Class Extra sires; and also has a number of chart-topping daughters on the GLPI/LPI lists. *2nd Wind* herself has six times been named the number one LPI cow. She certainly has the ‘complete package’ and has been a tremendous ambassador for Canadian Holsteins as her influence is felt internationally. This is the second time Ferme Gillette Inc., has received the prestigious Cow of the Year award—the first time was in 2000 when Gillette Blackstar Christiane (VG-88-4yr-CAN 17*) captured the award.

New for the first time in the competitions 17-year history was the addition of a customized Cow of the Year statue which was presented to the owners of the winning Cow of the Year, in addition to also receiving a large framed print of *2nd Wind*. A customized Cow of the Year statue will now be given to the winning Cow of the Year each year.

Congratulations to the breeders of all finalists in the 2011 Cow of the Year competition!

Smurf Adds World Title to List of Accolades

Gillette E Smurf (EX-91-CAN), who was featured in the February-March 2011 *Info Holstein* for her accomplishment of being the first Canadian Holstein to produce over 200,000 kg of milk, has now achieved a rare feat among not only Canadian cows but cows worldwide.

Smurf was recently inducted into the Guinness Book of World Records for producing the highest recorded world lifetime yield of milk at 216,891 kg. This recent news has made *Smurf* quite the celebrity in not only her hometown of Embrun, ON, close to Ottawa, ON, but has gained her international recognition by many news sources and media outlets.

The 15 year-old cow has been a dream for the Patenaude family of Ferme Gillette Inc., to work with as she has produced tremendous volumes of milk with ease and comfort — and all while maintaining her well-desired

conformation especially her excellent mammary system and feet and legs. In her 11th lactation, *Smurf* recently calved with her 10th calf which was a bull.

Smurf was recently inducted into the Guinness Book of World Records for producing the highest recorded world lifetime yield of milk at 216,891 kg.

Ironically, owner Louis Patenaude of Ferme Gillette Inc., had joked in the February-March 2011 *Info Holstein* about *Smurf* making the Guinness Book of World Record Book saying “Maybe *Smurf* will make the Guinness World Book of Records.” And that, she certainly did! Congratulations! 🇨🇦



Gillette E Smurf (EX-91-CAN) continues to produce tremendous volumes of milk with ease and comfort—and at almost 16 years of age!



GENOTEST New Pricing

Holstein Canada continues to look for ways to increase efficiency in this popular service. The Association will standardize the pricing for GenoTest regardless of the DNA type submitted. Originally, anticipated savings were expected, both internally and at the lab, by using nasal swabs. The swabs perform well, especially with younger animals, but the additional savings were not realized.

GenoTest fees per animal as of June, 2012	
Genomic Test	Hair or swab* DNA
Low Density (6K) SNP Panel	\$45
50K SNP Panel	\$135

*additional \$5 fee for each swab kit

DNA samples from foreign animals, not owned by Canadian clients, can be submitted for genomic testing through a Canadian client for an additional fee of **\$15 per sample**.

As of June 1st, producers who GenoTest registered calves under the age of 3 months will automatically receive a \$2 credit on their genotyping fee.

US Genomic Subscription Fee Introduced

Beginning in April 2012, genomic values from the United States for any Holstein female genomic tested through Holstein Canada's GenoTest service will only be available through a subscription process.

With a subscription, you will be able to access US genomic values for all animals in your ownership through your online web account at the cost of \$250 (CDN) annually.

Anyone not wishing to subscribe to this service can still have access to US genomic values for specific animals by ordering individual extended pedigrees with US genomics included, for the cost of the pedigree plus an additional \$5 (CDN).

Parentage Testing Options with Genomics

Genomic testing has brought forward many advancements and new opportunities for dairy producers. It is still a relatively new science and the industry is realizing new benefits and advantages on a regular basis. One advantage of genomic testing is that the parentage and breed purity is confirmed in most cases.

Holstein Canada will inform you of the need for a parentage test for assuring Herdbook accuracy or to solve a parentage problem. Parentage tests are requested on a random basis for every 1000th calf registered. In addition, calves resulting from embryo transfer and animals submitted for registration over one year of age are also randomly checked for parentage verification. Requests may also be made based on service dates, multiple sires used and gestation variances, bulls entering A.I. service, and/or donor dams.

In accordance with Herdbook integrity and international registration standards, the Holstein Canada Board of Directors considers parentage testing key to breed credibility. The primary purpose of parentage verification is to ensure the accuracy of artificial insemination and Embryo Transfer procedures, on-farm herd records, and registration processes and policies.

Currently, a parentage test involves a request for a hair sample to perform DNA micro-satellite technology

testing for parentage verification. The requested samples will include the animal itself and possibly the dam and sire, if they have not been previously tested. Once the animal has been genotyped and parentage has been confirmed, the secondary code 'GT' will appear on all official documents to indicate the animal has been genotyped or DNA micro-satellite parentage tested to the extent possible.

When requesting your heifer or cow to be genomic-tested for genetic evaluations, the test is conducted using low density (LD - 3K /6K) or 50K SNP technology. The samples are processed and pass through a parentage verification process to ensure it corresponds with the recorded lineage. Parentage confirmed via the SNP technology will support Herdbook requirements for parentage verification.

Holstein Canada is working on the transition from current DNA (micro-satellite) testing to SNP technology testing for parentage verification. Today, the Association is working with labs on the service requirements and internal programs to facilitate the services with a goal to have only one sample submitted for all producers' test requirements; genomic, parentage verification, genetic recessives and coat colour. This will simplify the process for both breeders and Holstein Canada.

You may ask, "Can I genomic test my animal for Herdbook parentage



Parentage tests are requested on a random basis for every 1000th calf registered. In addition, calves resulting from embryo transfer and animals submitted for registration over one year of age are also randomly checked for parentage verification.

verification?" To confirm parentage for Herdbook validation, all potential parents must be tested using the same technology. In short, if you receive a request for a parentage test for an animal that you intend to genomic test, the parentage verification acquired with the genomic test will support Herdbook requirements provided both the sire and dam are also genomic tested.

As other countries may transition to SNP technology for parentage verification at differing paces, it may be necessary to provide foreign Herdbooks with both DNA and SNP genotypes in support of exported Canadian genetics (semen, embryos, and live animals). As a result, we must be prepared to conduct both micro-satellite and SNP tests for bulls entering A.I., as well as donor dams of embryos and animals intended for export.

If you receive a parentage request / kit for an animal that you are thinking about genomic testing and are not sure what to do, please call the Customer Service team at Holstein Canada 519-756-8300. 🇨🇦

GENOID

GenoID is now available for Holstein breeders of **non-registered** animals. This service combines genomic testing with Herdbook registration in a one-step process. The end result provides an accurate genetic evaluation for animals tested.

GenoID provides a way for Holstein Canada to service non-registered herds and add value to their operations. The strength of our industry has been and will continue to be the high participation rates of our genetic improvement tools (registration, classification and milk recording). GenoID will increase the number of animals registered in our Herdbook thus helping to keep our breed and industry strong.

Producers interested in GenoID are encouraged to download a **GenoID Application Form** from the Holstein Canada website (located under the Genetics >> Genomics tab). You need to have a prefix and account setup with Holstein Canada to participate in GenoID. As well, animals need to be identified with NLID or ATQ tags. An application form must be completed for each animal and the process generally takes 4-6 weeks from the time the DNA sample is received.

GenoID uses the low density (LD) 6K SNP panel. A comprehensive program will discover and confirm parentage based on the results. In particular, A.I. sires and previously genotyped dams will be identified thus filling in the animal's pedigree. Owners will receive a registration confirmation listing of animals registered in the Herdbook. This report will include the identity of confirmed parentage found. The genomic results will be posted on a confidential Holstein Canada online message board. On a monthly basis Canadian Dairy Network (CDN) will release all newly genotyped animals on its website. After each official genetic evaluation release (April, August and December) all animals tested will be updated on the Holstein Canada website.

For information on GenoID or to see if you qualify for the GenoID Incentive program contact Customer Service at CustomerService@holstein.ca or 519-756-8300.




GenoID Fees - June 2012

Holstein animals	Low Density Genotype Fee	Herdbook Registration Fee*	Total Fee
F1-3 and Base animals	\$45	\$5	\$50
Regular calf under 3 months old	\$45	\$9	\$54
Regular calf over 3 months old	\$45	\$29	\$74
Embryo transfer calf under 3 months old	\$45	\$19	\$64
Embryo transfer calf under 3 months old	\$45	\$39	\$84

*Holstein Branch fees apply to the Herdbook registration fee

GenoID Incentive Program for New Customers

This program is available to Holstein breeders who have not been registering animals in the Holstein Herdbook for **two or more years**. The benefits of this program will be available for one full year from the date of being accepted. Individual herds can only qualify one time for this incentive program.

- All herds must be approved by Holstein Canada.
- Qualifying herds will receive one year free membership at Holstein Canada and with the corresponding provincial Holstein Branch.
- GenoID fees will be held at \$50 per animal (\$45 genotyping plus \$5 registration fee) regardless of the purity level or age of the animal. Note: Branch fees will apply to the \$5 registration fee. 

Ontario Goat

On the back cover of the April-May *Info Holstein*, a story was featured on the recent milestone of classifying the first dairy goat by Holstein Canada. In the article, it should have credited **Ontario Goat** for their work in approaching Holstein Canada in 2010 to consider offering classification services to goat producers.

Ontario Goat received an investment of \$700,000 over three-years from Agriculture and Agri-Food Canada (AAFC) to spear-head the **GoGen** project which includes the classification initiative.

Explore the Other Side of the World

Young adult exchange provides outlet to network, learn, and have fun!

The deadline for the 2012 Canada-Australia Young Adult Exchange is approaching quickly — **July 20, 2012** is the deadline to apply. To learn first-hand what an applicant can expect if they apply for the Canada-Australia Exchange, Katelyn Graye — the 2011 Exchange Winner — provides some insight on the trip that she calls, “the trip of a lifetime.”

Why would you entice young adults to apply for the Canada-Australia Exchange?

[K]: The Canada-Australia exchange is a great way to travel and see a different part of the world and a different kind of dairy farming. In total, I stayed with 13 different dairy families and helped at three major shows. I was able to travel throughout four states and meet dairy folk from all over Australia and the world.

What was the most exciting activity you participated in while in Australia?

[K]: There were actually two events I participated in that stand out as a highlight for me. During my first week in Australia, I participated in the National All-Breeds Dairy Youth Camp. This was a week-long event held in Melbourne for 40 youth from 16-20 years of age from across Australia and New Zealand.

The last event I participated in before I came home was the Sydney Royal Easter Show. It was an All-breeds dairy show

and I had the privilege of working with some familiar Canadian faces. More specifically, it was really neat to work with some descendants from Manitoban-bred cattle at the show. For example, Murrubrook Goldwyn Candace (VG-88) is a Goldwyn granddaughter of Rainyridge Lee Candace. There was also a great granddaughter of Raverly Leader Ezra at the show.

What was your favourite moment during your exchange?

[K]: My favourite moment in Australia is a tie. In January, I stayed with the Thompson family (Glenorleigh Holsteins) in South Australia. My second favourite moment was my stay with the Deans family (Leader Holsteins) in Queensland. I stayed with them for two weeks and helped them at the Toowoomba Royal. Toolamba Broker Satin (EX-1E 24*) is probably one of the most influential cows in Australia — her progeny can be found across Australia. The Satins are an outstanding family which all generate back to Leader Holsteins.

What was one thing you learned during your time in Australia and what was one thing you taught while you were on the exchange?

[K]: *Learned:* I learned that there are no two dairy farms alike. While there are many similarities between Canadian and Australian dairy farming, there are many,



Katelyn Graye, St-Pierre-Jolys, MB, was the winner of the 2011 Canada-Australia Young Adult Exchange. Katelyn not only got a chance to sightsee, but she also led and fit animals at various shows across Australia and networked with many top Australian breeders.

many differences. The experience has really given me a new way of thinking of the things we do every day at my home farm *Graylane Holsteins*. I value things differently than I did before.

Taught: My 4-H experience came in handy. I gave a few showmanship demonstrations and tips every now and then when asked. I thought it was a great achievement when I got two kids, age eight and ten, to give oral reasons over a microphone for the first-time ever in their first judging class to an audience. 🇨🇦

If you are interested in applying for the Exchange, you can download the application form at the following:

- > www.holstein.ca
- >> [Young Adults](#)
- >>> [Exchange program](#)
- >>>> [Application form](#)

Increased Emphasis on Feet and Legs

Beginning in June, an additional 2% emphasis will be placed on Feet and Legs in the appraisal of overall functional conformation in Holsteins. Subsequently, weight on Dairy Strength will be reduced by the same amount. Current emphasis for each major trait contributing to Final Score is listed below as well as the new weights that will take effect shortly. Shifting focus towards improvement of foot and leg structure and mobility will increase longevity and resistance to costly diseases. These changes were recommended by the Classification Advisory Committee and subsequently approved by the Holstein Canada Board of Directors. 🇨🇦



Recently recommended by the Classification Advisory Committee and approved by the Board of Directors was the additional 2% emphasis that will be placed on Feet and Legs beginning in June.

Major Trait	Weight in Final Score	
	Current	June 2012
Rump	10%	10%
Mammary System	42%	42%
Dairy Strength	22%	20%
Feet and Legs	26%	28%

Top 10 Reasons to Attend the 2012 World Holstein Conference



The final countdown is on until Canada hosts the first-ever World Holstein Conference this coming November. In light of the upcoming Conference, in each *Info Holstein* until the Conference, reasons will be featured from the “**Top 10 Reasons to Attend the 2012 World Holstein Conference**” to entice Canadian dairy producers and Holstein Canada members to attend this once-in-a-lifetime event.

Reasons #10-6

#10 First World Holstein Conference to take place in Canada

In the conference's 13-year history, the World Holstein Conference has never before been held in the beautiful country of Canada. Canada, known for its variety in climate and geographical beauty, it is the perfect place to visit. While previous conferences have been held in Ireland, France, and Australia, Canada will offer a unique perspective on the Canadian Holstein industry and leave you wanting more.

#9 Location, Location, Location

As a Canadian, we should be proud of the beautiful and breathtaking landmarks and attractions in Canada,



Hockey superstar, Wayne Gretzky, was born in Brantford, ON, where Holstein Canada's head office is located.

but have you seen them for yourself?! See the rich history of Montréal, QC; drive by the Parliament Buildings in Ottawa, ON; and visit the CN Tower up close and personal when you stay in Toronto, ON. Finish off your trip on the post-tour in Niagara Falls, ON where you will get to see the breathtaking power of the Falls — recognized as one of the Seven Wonders of Canada. What a perfect excuse to get away for a holiday and see your beautiful country for yourself!

#8 Learn about Canadian history and trivia

How many of you paid attention in history class? Do you know who was the first Canadian Prime Minister or where National Hockey League (NHL) superstar Wayne Gretzky was born? (Hint: It is the same city where the Holstein Canada head office is!) Canada has a diverse and rich history that you will find fascinating. Canadian trivia has been added to the Conference by naming each farm tour on the Conference after a famous Canadian that has helped shape our society and impacted people around the world.

#7 World Youth Conference

This is the first time a World Youth Conference will be held in conjunction with the World Holstein Conference. The 2012 World Holstein Conference is excited to host both domestic and international youth to provide a forum for them to meet fellow dairy youth enthusiasts; learn about leading-edge technology and trending topics; and of course network with conference participants from all around the world.



#6 The Symposium Speakers- Something for Everyone

An underlying theme of the 2012 World Holstein Conference Symposium is a focus on Genetics. The Conference theme, **Holsteins Today for a Better Tomorrow**, perfectly explains what the Symposium hopes to achieve. How have our genetics evolved in the Holstein breed to make the Holstein cow better for tomorrow? This question and many more will be answered as you listen to North American and international speakers touch on topics such as the impact of genomics; reproductive technologies; traceability; selection of disease resistance; and many more topics that are leading-edge for both domestic and international dairy producers.

Make sure to check back in the August-September 2012 Info Holstein to see Reasons #5-2 featured from the Top 10 list.

New Alliance to Support Delivery of Genetic Services to Canadian Dairy Industry

Effective May 1, 2012, Pfizer Animal Health joined the existing alliance between Holstein Canada, CDN, and the Semex Alliance and its owners CIAQ, EastGen and Westgen. The new alliance will foster a collaborative approach to delivering predictive genetic information to the Canadian dairy industry.

Canada's dairy producers have long recognized the benefits of identifying desired genetic traits in their herds. Now, with the creation of a new alliance, producers will have greater access to genetic testing services that will provide clear, uniform information. This information will provide more in-depth look of genetic potential of their cattle and provide insight on how to apply the data to make more informed herd management decisions.

Through the partnership, Holstein



Holstein Canada



Canada and Semex will continue to work together to promote the promotion and delivery of female genotyping services under the GenoTest program. Holstein Canada will also continue to receive samples from Semex or producers directly, submit samples for genotyping with designated laboratories and manage verification and correction of parentage information.

Classification Schedule mid-round

Month	Classification	Provinces
June	Early	ON – Grenville, Renfrew ON – Dundas, Stormont, Prescott, Glengarry, Niagara, Wentworth, Brant, Haldimand, Norfolk, Russell, Carleton QC – Saint-Hyacinthe, Rouville, Argenteuil QC – Dorchester
	Mid	ON – Lanark, Grey, Bruce QC – Drummond, Bagot, Richelieu Labelle, Papineau, Gatineau
	Late	ON – Huron QC – Abitibi, Temiscamingue AB –
July	Early	ON – Simcoe QC – Pontiac, Deux Montagnes, Terrebonne, L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice QC – Bellechasse MB –
	Mid	ON – Halton, York, Peel, Dufferin, Ontario, Northumberland, Durham QC – Portneuf QC – Montmagny, L'Islet, Kamouraska
	Late	ON – Victoria, Peterborough ON – Middlesex, Elgin, Essex, Kent, Lambton QC – Champlain, Laviolette, Lac Saint-Jean, Lapointe, Dubuc, Charlevoix
August	Early	ON – Lennox & Addington, Frontenac, Hastings, Prince Edward QC – Roberval, Chicoutimi PE
	Mid	ON – Waterloo QC – Vaudreuil, Soulanges, Huntingdon, Châteauguay NS, NB, NL
	Late	QC – Beauharnois, Laprairie, Saint-Jean, Iberville, Brome, Shefford, Richmond

Top Sires According to Average Final Score of 1st Lactation Daughters Based on 1st Lactation Classifications from March/April 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 [□]	Avg. Daus. Score	Avg. Dam Score	Sire	Daughters Classified [□]	Avg. Daus. Score	Avg. Dam Score
Sanchez	225	82.44	82.94	Duplex	63	82.19	82.51
Mr Sam	141	81.18	80.72	Damion	51	81.75	81.98
Re Design	222	80.93	80.70	Dundee	74	81.45	81.95
Talent	124	80.69	80.40	Brawler	43	81.44	80.53
Denzel	317	80.41	80.67	Promotion	61	81.39	81.90
Denison	205	80.36	80.60	Florian	70	81.07	80.03
Bolton	126	80.33	80.89	September Storm	81	81.02	80.64
Howie	100	80.21	79.75	Rose Royce-Red	34	80.88	81.76
Samuelo	327	80.13	80.18	Lightning	52	80.87	80.73
Bonair	112	80.00	79.35	Final Cut	63	80.76	80.48

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



Holstein Canada Chief Executive Officer,
Brian Van Doormaal.

It's a Relay, not a Sprint!

by Holstein Canada Chief Executive Officer, Brian Van Doormaal

than compete with them.

During my mandate as CEO at Holstein Canada, the Board of Directors and management team have created and implemented various novel strategies to keep Holstein Canada relevant for many years into the future. The staff, both in the office and the classifiers in the field, has expanded its knowledge in terms of DNA genotyping, parentage testing, parentage discovery and genomic evaluations.

GenoTest was launched in September 2010 along with nasal swabs for DNA collection and genotyping with a low density panel of 3,000 markers. This panel was upgraded in October 2011 to a new one with double the number of markers (6K). Prices for genotyping have decreased over time as adoption of the technology increases. Holstein Canada now receives and processes genotyping requests for Jersey, Brown Swiss and Ayrshire in addition to Holstein.

Holstein Canada has established partnerships with various companies

to ensure a high quality genotyping service regardless of the need. In addition to 6K and 50K genotyping for genomic evaluations, services for testing various genetic recessives and red coat colour from the same DNA sample are soon to be offered. June 2012 also marks the launch of the new GenoID Program as well as the first example of price bundling offered to members.

The genomics race is a relay, not a sprint!

Since I am returning full time as General Manager of Canadian Dairy Network (CDN), this is my final CEO message. I have run the first part of the relay and I am pleased to hand over the baton to Ann Louise Carson, who will lead the second run of the relay as your new CEO. I extend sincere thanks to all of those who have supported me throughout this great journey!

Two years ago, I accepted an offer from the Board of Directors to become the ninth manager of Holstein Canada, with its history of 127 years. This decision came at the start of the genomics revolution of dairy cattle improvement programs in Canada and globally. Traditional breed associations around the world, responsible for herdbook activities and classification services, were challenged to evolve. This newest technology, known as genomics, needed to be embraced by breed association leaders in order that it complement existing services rather



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