

info Holstein

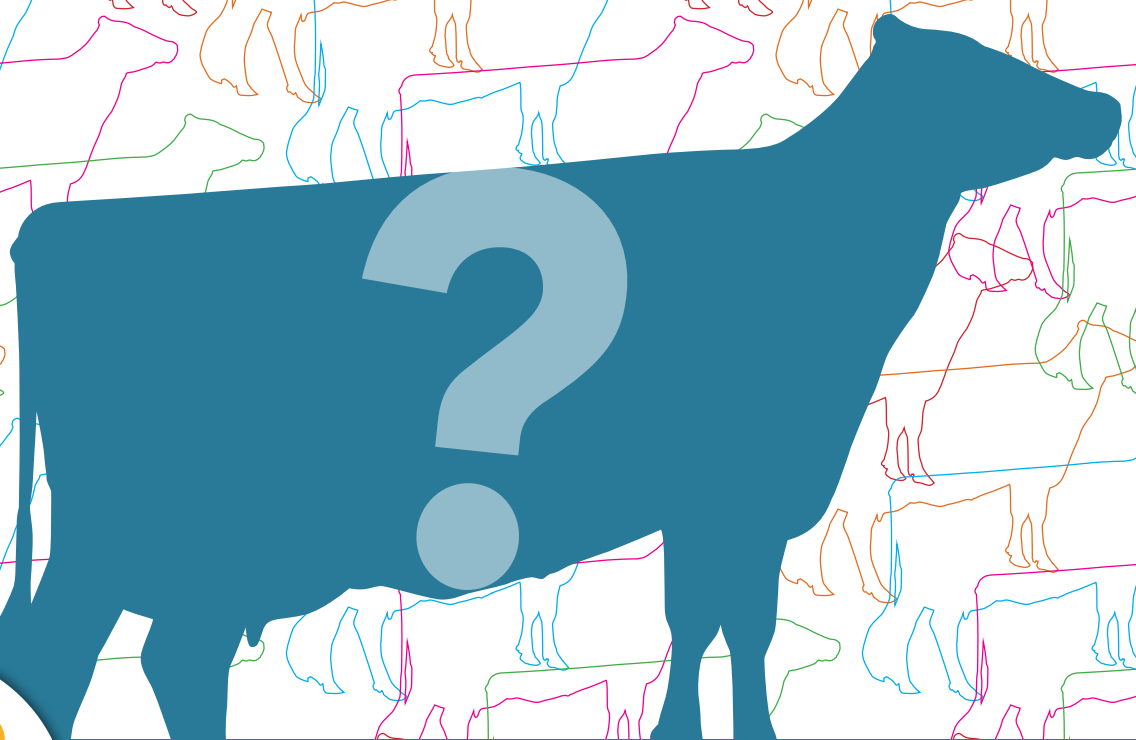
August/September 2013 issue no. 123

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



BC's Taylor Family:
*Dairy Farming is NOT
a Spectator Sport*

Who Will It Be?



.....
nominations for 2013 cow of
the year contest are now open!
.....

For official competition rules and selection criteria visit: www.holstein.ca >
Awards & Shows > Cow Awards List > Canadian Cow of the Year

Nominations can be submitted via: 1) The online nomination form found on Holstein
Canada's website 2) An email to ccrowley@holstein.ca or 3) Fax at 519-756-5878.
.....

Nominations close: **Friday, October 25th, 2013**

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DURING SEPTEMBER, the Holstein Canada team count will reach 98 : 70 staff members at head office, 25 classifiers on the road and three staff members working from satellite offices. We hail from six Canadian provinces and seven different countries. 98 passionate individuals with one common goal: to be the best they can be for YOU!

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by Holstein Canada President,
Richard Bosma, Abbotsford, BC



Take Care of Your Belongings

MANY OF US have been taught from a young age to look after our belongings. One step further is the idea of passing things on in a better state than when we received them. "Social responsibility" and "moral obligation" are phrases often used to encourage this behaviour.

Personally, I find great motivation in the concept of stewardship, which for me, is the idea of managing well the God-given resources that we have been entrusted with for a period of time.

Major assets for most dairy producers include land, facilities, machinery and cattle. Along with these comes the responsibility of maintenance which alone can require substantial effort. However, a greater challenge is to gradually improve (not merely expand) all aspects of an operation. For many, improvement is done for personal satisfaction while others desire to leave a legacy.

We should remain grateful for the progressive dairy producers who, over the years, believed in improving their herds so strongly

that they established breed associations such as Holstein Canada; A.I. organizations with young sire proving programs; milk recording agencies; and our national genetic evaluation center, Canadian Dairy Network. We are all integral partners of an animal improvement system that is the envy of the world.

Today, a large majority of Canadian producers (nearly 75%) continue to realize the value of having animals identified, milk recorded and type classified. Large herds especially find great value in these ever-evolving services that interface with mating programs and various advisors while allowing management goals to be set and measured.

Statistics show that producers not involved in animal improvement are falling behind in animal performance – which can greatly impact their bottom line. Realistic goal-setting sharpens the focus and interest of family members and employees alike. Better yet, this approach virtually guarantees that things will be left in better shape than we obtained them. 🇨🇦



PRESIDENT RICHARD BOSMA
reviews the classification
scorecard with Head Classifier/
Field Coordinator, Tom Byers.



The Holstein Canada Team – Proud to be at your Service!

by Holstein Canada Chief Executive Officer,
Ann Louise Carson

WE OFTEN SEE the three pillars of supply management represented as legs of a milking stool. With robots milking cows these days, we are way past the milking stool! However, I like to think we can use the same analogy at Holstein Canada, with the three 'legs' being:

- a. **OUR MEMBERS** – first and foremost! As individuals, as families and as club members at the local and Branch levels;
- b. **OUR BOARD AND COMMITTEES** – comprised of dedicated members who guide the Association;
- c. **OUR STAFF** – or more appropriately, YOUR staff. Since I have the pleasure of working closely with this devoted team, let me tell you a little more about them!

Truth be told, we actually prefer using a four-legged milking stool, with our industry partners always being there for us as well!

During September, the Holstein Canada team count will reach 98: 70 people connecting with you through head office in Brantford (many getting to chat with you regularly!), while 25 classifiers have the pleasure of being on-farm every day. Our Registrar and our Coordinator of Training and Extension work from their Québec home offices and travel to all areas, while our Field Services colleague is based in Atlantic Canada – with frequent trips to Western Canada. So like our members, we are coast to coast! We hail from Manitoba, Ontario, Québec, New Brunswick, Prince Edward Island and Newfoundland, as well as from seven other countries. We also have colleagues at the Ontario and Québec branches.

The Holstein Canada team has a great balance of new eyes and experience, with 26% of our team being here less than a year, and 54% being at the Association less than five years. New blood is so energizing! On the flip side, it is reassuring to know many of the remaining 46% have been with us for decades, bringing a great sense of history and internal knowledge to our daily life. We cover all ages – from just out of school to people thinking about retirement trips and activities. Ladies rule 2 to 1, with the men being great sports! Kidding aside, it is great today's workplace is about the right person at the right place, and not about age or gender.

Of course we are one big team, however to make day-to-management easier, we are grouped into 6 departments:

- FINANCE AND ADMINISTRATION
- CLASSIFICATION AND FIELD SERVICES
- HERDBOOK AND GENOTYPING SERVICES
- BUSINESS & TECHNOLOGY SOLUTIONS (BTS)
- (THE NEWLY FORMED) STRATEGIC COMMUNICATIONS DEPARTMENT
- EXECUTIVE

Approximately 50% of our staff is bilingual, with the exception of the BTS team.

In coming issues, we will keep you posted on our projects, many having a technology angle. That is 'what' we do. For now, I simply want to share 'who' does the work for you. More importantly, I want to let you know no matter their role or department, each Holstein Canada team member shares one common goal: to be the best they can be for YOU! We all know who we work for and we consider this an absolute privilege.

So next time you give us a call at the office (or we call you!) or one of us visits your farm, you will know just a little more about us! 🇨🇦

WE ARE INSPIred

AT HOLSTEIN CANADA, WE APPRECIATE BOTH THE BLACK & WHITE COWS AS WELL AS THEIR RED & WHITE HERDMATES! WITH THIS IN MIND, INSPI(RED) WILL BECOME A REGULAR FEATURE IN FUTURE ISSUES OF INFOHOLSTEIN! WATCH FOR INSPI(RED) AS WE CHAT WITH SOME OF CANADA'S MOST PASSIONATE AND ACCOMPLISHED RED & WHITE HOLSTEIN ENTHUSIASTS FROM COAST TO COAST! IF YOU HAVE SUGGESTIONS FOR A HERD YOU WOULD LIKE TO SEE FEATURED, LET US KNOW!

NAME: ANDRÉ & JUDITH HILDBRAND
FARM NAME (PREFIX): ROSENHILL FARM INC. (ROSENHILL)
LOCATION: ST. ALBERT, ONTARIO
HERD SIZE: 190
HOW MANY RED & WHITE: 70 RED & WHITE AND 60 RED CARRIERS (RDC)
TYPE OF OPERATION: TIE-STALL

1 HOW DID YOU BECOME INVOLVED WITH RED & WHITE HOLSTEINS AND WHAT IS IT ABOUT RED HOLSTEINS THAT INTERESTS YOU?

ANDRÉ: I have been passionate about red & white holsteins ever since I was a little boy in Switzerland. My father bought our first red & white cows in 1978 in Switzerland when we were milking cows on our home farm. We immigrated to Canada in 1997 and now Judith, my wife, and I share our love of coloured holsteins with our four children: Eveline (15), Celina (13), Samantha (10) and Etienne (8).

2 HOW MANY YEARS HAVE YOU BEEN BREEDING FOR RED, AND IN YOUR OPINION, HOW HAVE RED AND WHITES CHANGED OVER THE YEARS?

ANDRÉ: We have been breeding red & whites for the past 15 years. Over the last 10 years, we have seen a big improvement in both conformation and production. We often use good red carrier (RDC) bulls or cross a Red & White cow with a Black & White bull to improve production and conformation, and to create new RDC bloodlines.

INSPIred

3 HOW DO THE RED COWS IN YOUR HERD COMPARE TO THE BLACK COWS IN YOUR HERD? IS THERE A DIFFERENCE?

ANDRÉ: We have a herd average of approximately 11,000 kg with 4% fat and 3.2% protein. Our R&W cows actually produce 0.2% more fat than our B&W cows on average.

4 WHAT ARE YOUR GOALS WITH THE R&W ANIMALS IN YOUR HERD?

ANDRÉ: Our goal is to breed cows that excite us when we see and milk them; cows that live a long, healthy and productive life. If they are R&W, we enjoy them even more. And, of course, we are always striving to breed our next "great" cow!

5 IS THERE A PARTICULAR COW THAT HAS MOST IMPACTED YOUR HERD? BULL?

ANDRÉ: Most of the R&W and RDC animals in our herd today trace back to two influential purchases: Granduc Frosty (VG-87-5YR-CAN 6*) and Loubel Kite Sacha III (VG-87-3YR-CAN 5*). Frosty was purchased in 2001 and was flushed, resulting in three *Rubens* and five *Faber* daughters - one of which is Rosenhill Rubens Fiona (RC VG-87-4YR-CAN 4*) another very influential cow in the herd. Her daughter, Rosenhill Shottle Sheryl (VG-87-4YR-CAN 1*) and Sheryl's daughter Rosehill Reality Alice (GP-83-2YR-CAN) are two current herd favourites. A lot of animals in the herd trace back to Frosty - many of which are classified VG or EX and many with fantastic production records and superior production awards. The second most influential cow is Loubel Kite Sacha III with a lifetime production of 76,767 kg, 4.5% fat and 3.0% protein (249-296-250) over five lactations. Sacha's seven daughters in the herd by *September Storm*, *Mr Burns*, *Jet* and *Shottle* have an average BCA of 279-311-272 with several superior lactation awards to their credit and four are classified VG. Both Frosty and Sacha II have had a very positive influence on the type and production of our Rosenhill herd. As for bulls, *Rubens*, *Kite*, *Rustler*, *Faber*, *Talent*, and more recently, *Reality* have been the most influential in our herd.

6 **WHERE DO YOU SEE THE FUTURE OF RED HOLSTEINS IN CANADA? AROUND THE WORLD?**

ANDRÉ: We see there being more and more amazing Red & Whites, but, whether here in Canada or around the world, it also will take passionate people to breed them because the R&W gene is not dominant (with rare exceptions). Switzerland, for example, has very strong R&W genetics and very passionate breeders! This was certainly shown at the European Championship held in Fribourg this past March.

7 **WHAT IS ONE PIECE OF ADVICE YOU WOULD GIVE TO SOMEONE WANTING TO GET STARTED WITH RED AND WHITE HOLSTEINS?**

ANDRÉ: We would advise someone interested in getting started with R&W holsteins to buy embryos out of the best R&W families, or invest in a deep pedigreed R&W or RDC cow and flush her to hopefully get a few heifer calves!

8 **ASIDE FROM YOUR LOVE OF RED & WHITE HOLSTEINS, IS THERE ANYTHING ELSE ABOUT YOUR FARM THAT YOU ARE PROUD OF, OR THAT READERS WOULD FIND INTERESTING?**

ANDRÉ: While we love to breed good cows, at the end of the day, producing milk is our main business. Management is a very big part of our operation's success, and we are proud to have been in the top five in Russell County for the DHI Herd Management Score since 2001. Since 2008, we have been ranked either first or second in the county and in 2012 we received the top award with 960 points. 🇨🇦



LEFT TO RIGHT: Etienne, Samantha with Rosenhill Heztry RC Michelle, Judith, André, Celina with Rosenhill Heztry Flavia and Eveline with Rosenhill Shottle Yolanda (RDC).



ROSENHILL REALITY ALICE GP-83-2YR-CAN – Herd favourite and daughter of Rosenhill Shottle Sheryl VG-87-4YR-CAN 1*

coat colour relationships

Coat colour, carrier codes and alleles / genotypes are linked in the breed database for Herdbook administration, exchange of information with other herdbooks and producer and industry utilization and understanding.

GENOTYPE	RESULTS	GENE & EXPRESSION CODES	ANIMAL COLOUR
ED/ED	Homozygous Black (true)	RDF = Tested non-carrier of red gene	B&W - black & white
ED/E	Red Carrier	RDC = Carrier of red gene	B&W - black & white
E/E	Homozygous Red (true)		R&W - red & white
E/E+	Heterozygous Red/Wildtype		B/R - black/red colour pattern RW - red & white
ED/E+	Heterozygous Black/Wildtype	BRC = Carrier of black/red gene	B&W - black & white
E+E+	Homozygous Wildtype	BRC = Carrier of black/red gene	B&W - black & white R&W - red & white B/R - black/red colour pattern
N/A	N/A - test not available	VRC = Carrier of variant red gene BKC = Carrier of black gene	R&W - red & white

E+ can be black, black/red, or red

Dairy Farming

is NOT a Spectator Sport

By Tars Cheema, Freelance Dairy Journalist

Located in the scenic Comox Valley, Viewfield Farm is about a three-hour drive north of Victoria on Vancouver Island. Brothers Dave and Will Taylor are the third generation to dairy farm with the Saanwood prefix, supported by their wives, parents Joe and Jeanette, and their families. It all began with a hard-working and determined Bill Taylor, who, after working many years dairying for others, purchased his first registered heifer for \$150 in 1947 from Heatherbank. He then grew his herd to be the island's largest throughout the 60's and 70's.



LEFT TO RIGHT:
Will, Heather,
Jeanette, Joe,
Lisa, Dave.

But, it has not been a smooth road. When Joe's Father Bill passed away in 1973, a young Joe was left to carry on with the 250-cow operation. Unfortunately, *Saanwood* was caught by the devastating interest rates of the early 1980s. While developing a major market-garden operation; it proved catastrophic, but not fatal. Joe, along with son Will, started over in Duncan in 1986 with 20 cows and 10 heifers. Dave completed his Business Administration degree at Trinity Western University in 1990. After four years in banking in Vancouver, he returned home and joined his family in purchasing a much larger dairy operation in Courtenay. The Taylors would merge their 45 registered cows with the 110 commercial cows there, and begin an ambitious overhaul of the aging infrastructure, and full-spectrum registration of the herd. During this time, both brothers also tried to carve out time for their growing families. "The first five years was survival and putting out fires, followed by five years of just keeping up with the curve," recalls Dave.

Service to the dairy industry runs deep in the Taylor family, as many will remember Joe Taylor's long tenure as Director on Holstein Canada's Board, and his Presidency in '94. Joe was at the helm of the ship as a pivotal transition began. Major restructuring took place, transforming Holstein Canada into a leaner, more customer-sensitive and membership-driven organization, which has remained profitable and innovative ever since.

Dave served as a director of the Vancouver Island Holstein Club for 14 years and on the executive of the Vancouver Island Milk Producers for five years. He became Board Chair of the B.C. Dairy Association last year and describes his goals with clarity, comprehension and passion.

comprehensive Environmental Farm Plan.

Dave sees great opportunity to foster synergistic relationships nationally with Dairy Farmers of Canada (DFC) and Holstein Canada utilizing their complementary resources and skills to support one another while generating value for the members. "We're all on the same team and these organizations all represent the same producers," he says. "We all need to support and demonstrate the value of our industry to stakeholders and the public."

In Dave's opinion, this is especially important when it comes to supporting supply management. He encourages every producer to become an ambassador for the dairy industry and educate the public about economic farming benefits, appropriate animal care, environmental support and nutritional value.

"ProAction will be an excellent program that demonstrates clearly that our practices are sound and defensible – it will help us advocate for our industry," states Dave. "We know that we face trade, tariff and market issues, but I think our greatest challenge is to position the industry for future sustainability."

Dave firmly believes that the use of tools such as DHI, herd registration and classification all help to measure, manage and monitor herd performance. "I don't know how you can achieve your best without setting goals and using good data to get there," comments Dave.

Ever since his 4-H days, Dave has set his bar high for achievement, and that enthusiasm and passion infuses everything he engages in – his faith, family, farm and industry activities.

"I couldn't just milk cows twice a day. I need to strive for something more," he says. "We've made great strides in breeding

"We as an industry need to set the bar high for milk quality and safety, sustainable practices, animal care and environmental stewardship. We are highly visible to public scrutiny, and we can't hide behind excuses. We have to tackle the challenges and public misperceptions, and get it right!" – Dave Taylor

"We as an industry need to set the bar high for milk quality and safety, sustainable practices, animal care and environmental stewardship," says Dave. "We are highly visible to public scrutiny, and we can't hide behind excuses. We have to tackle the challenges and public misperceptions, and get it right!"

He certainly practices what he preaches! Dave and Lisa were honoured to be recognized as the Outstanding Young Farmers provincially and nationally in 2008. The Taylors have achieved the Top Milk Quality Award on Vancouver Island for five years running with their DHI somatic cell count being the second-lowest in all of Western Canada for the last two years, and have completed a

a better herd since 1995, and I am hopeful that we can earn a Master Breeder shield!" His passion originated with the cows, and that can be seen in the accomplishments of some of his herd favourites.

Farming at *Viewfield Farm* is a family affair. At 74, Joe still plays an active role, assisting Will with cropping and mechanics while Dave manages the herd; a task made more challenging by his industry responsibilities away from home. Dave and Lisa's three children have been encouraged to explore many interests, including French immersion, dance, various sports, extracurricular activities and 4-H activities. Jordan (18) enjoys all aspects of the

farm and looks forward to returning after university, while Christian (15) has an interest in showing. Annemarie (11) is active in 4-H as well.

Balancing teaching, family and Dave's schedule on the farm is a constant challenge for Lisa, who also recently completed her Master's in Education. The energetic family welcomes many students to *Viewfield Farm* from Lisa's school as well as the kids' schools to learn more about dairy farming and nutrition. Both she and Dave share a desire to excel in their fields and hope to model values of working hard to do one's best for their family.

The Taylors represent a modern dairy family – engaging enthusiastically in dairy and non-dairy worlds and taking great pride in promoting dairy every chance they get. They are leaders in farming practices and leaders in industry organizations. The future of the dairy industry depends on strong leadership supported by devoted dairy producers, and with numbers declining steadily, EVERY VOICE COUNTS! 🇨🇦

fast farm facts at Taylor's

- > 160 ACRES TOTAL; 100 ARABLE AND IRRIGATED, ADDITIONAL RENTED.
- > GRASS AND CORN SILAGE FED IN ONE GROUP TMR
- > 120 COWS (100% REG.) MILKED 2X/DAY IN A DOUBLE 6 PARLOUR
- > OLDER FREE-STALL BARN, DEEP STALL BEDS WITH TIRES AND SAWDUST
- > NEW ABOVE-GROUND 750,000 LITRE MANURE STORAGE
- > PRODUCTION: 10,639M, 413F, 351P BCA'S 235-243-244
- > SCC: 56,000 (2012); 51,000 (2011)
- > CLASSIFICATION: 58% VG OR BETTER. 3 MULTI EX, 3 EX, 75 VG, 62 GP, 2 G.
- > BREEDING: 80% TOP GLPI/GTPI SIRES, 20% GENOMIC SIRES

COW	RESUMÉ
SAANWOOD MASON ORANE EX 2E 1* (272-309-282)	Saanwood's first modern day EX. All-BC Mature Cow in 2005, she could also work, having produced 3 superior lactations and a Super 3 Award.
SAANWOOD RUDOLPH NIKEL VG 87 10* (252-255-256)	A seventh generation VG with an impressive family boasting 2 EX and 8 VG daughters including: Goldwyn Anne EX-92-2E (LPI 2616) 294-353-301, Goldwyn Granite EX-90 (LPI 2193) 264-294-265, Goldwyn Merry VG-88 (LPI 2386) 288-298-282, Goldwyn Grailie VG-87 (LPI 2633) 269-316-287
WEDGWOOD LIENE LEE EX 92 2E 2* (269-342-279)	A savvy cowman, Dave recognized the benefits that can come from buying into a famous cow family. <i>Liene</i> , a daughter of <i>Idee Lustre</i> , is easy to market from, can show (Grand Champ. at BC Fall Harvest 2008) and she can breed, with 1 EX, 6 VG and 5 GP daughters to date.



GRASS AND CORN grew well in the silty soil with irrigation.



Frank Robinson



DAVE with Saanwood Goldwyn Anne in the pack barn.
<< Wedgwood Liene Le
EX-92-2E-CAN2*

HOLSTEIN CANADA SUPPORTS DFC'S PROACTION INITIATIVE

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IN AN AGE WHERE consumers want and need to know where their food comes from and how it is produced, we cannot afford to live by the outdated advice: "If it ain't broke, don't fix it." We need to be constantly thinking and acting proactively when it comes to anticipating potential issues, whether it is on our own farms or with our industry as a whole. To this end, Holstein Canada fully supports the recent Dairy Farmers of Canada's (DFC) initiative to promote all that is good about supply management and our industry. This now includes a new program called proAction – which, as the name suggests – encourages farmers to "be proActive!"

Today's consumers are more aware and interested in the source of their food. They want to know their milk and dairy products are safe, wholesome, produced responsibly and meet clearly defined social and quality standards. This trend is spreading across all food sectors and, as a result, food manufacturers and retailers are developing their own standards to show their commitment. This spring, eight major Canadian supermarket chains announced that by the end of 2022, they may no longer offer pork from sows confined to gestation crates. To keep at the forefront of any changing regulations and societal pressures, DFC delegates have voted in favour of proAction's vision and guiding principles. They chose to be proactive, consult with farmers and develop the proposal on the industry's own timelines and terms.

This initiative is designed to be an efficient and coordinated national framework that will allow Canada's dairy industry to continue its leadership role in producing quality milk. proAction sets national standards and regroups, under one single umbrella, six programs:

- 1. MILK QUALITY
- 2. FOOD SAFETY (CANADIAN QUALITY MILK PROGRAM)
- 3. LIVESTOCK TRACEABILITY
- 4. ANIMAL CARE
- 5. BIOSECURITY
- 6. ENVIRONMENT

Currently, the regulations and standards for these programs vary from province to province. proAction aims to standardize guidelines across the country so that every dairy farmer has the ability to say, "This is what I am doing on my farm. I guarantee the quality of my milk and that I produce it responsibly. I'm a Canadian dairy farmer."

As a program designed by farmers for farmers, the proAction Initiative takes into consideration that each element will need to be implemented in a reasonable timeframe. For this reason, the program is proposed to be rolled out over a ten-year timeline with all farms 100% validated for all programs by 2023. To make the implementation of the programs fair to all Canadian producers, there will be two years between the implementation of one proAction program to the next.

Holstein Canada's Board of Directors recognizes the importance of being proactive and fully supports the proposed proAction Initiative, already being actively involved in a few of the programs in recent years. To this end, Holstein Canada will keep our members informed on the various steps and will cooperate with DFC to develop other ways to support proAction.

Canadian dairy farmers are recognized around the world as leaders in producing top quality, safe and nutritious milk and milk products. The Canadian public trusts the dairy industry (studies show farmers are among the most trusted profession after doctors and nurses!) and farmers are very proud of this. As we move forward into an era of informed consumers, it will be more important than ever for everyone to know where their food comes from and how it is produced. With this in mind, the proAction initiative will keep the dairy industry transparent, leading from the front and committed to producing the highest quality milk products while demonstrating responsible animal and environmental stewardship. Yet another great way to show how supply management works at so many levels! 🇨🇦

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For more information, visit <http://www.dairyfarmers.ca/news-centre/news/policy/resolution-on-proaction> and/or contact Thérèse Beaulieu, Assistant Director, Strategic Communications, Dairy Farmers of Canada at 613-371-5023

REPORTS FOR GENOMICS RESULTS: ACCESSIBLE AND INFORMATIVE!

WHEN A SAMPLE is sent off to the lab to be genomic tested, the producer is expecting to receive information to help make better management, mating or marketing decisions for that animal.

There are a lot of questions regarding where the test results are published, how to access them and what to use them for.

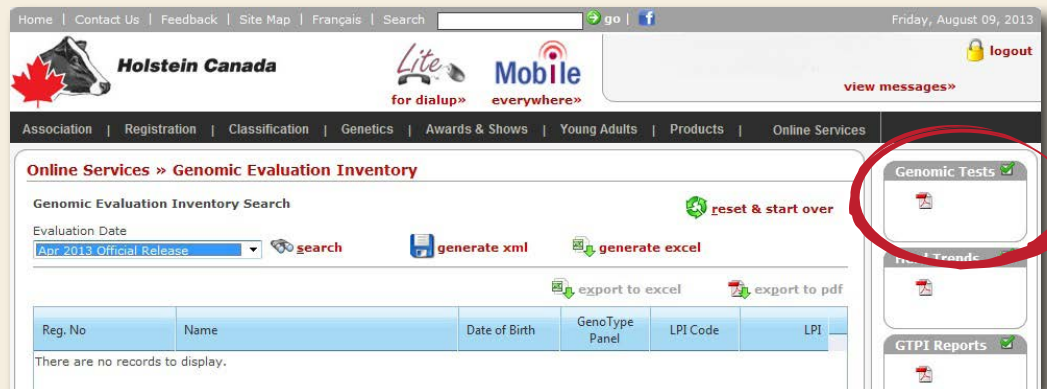
Results for animals in your ownership are available through your

Holstein Canada web account. If you do not have a web account, please contact Customer Service at 1-855-756-8300 ext. 600 to obtain one.

Once you have logged into Holstein Canada's website, you have the following options to obtain your Genomic Evaluations:

1 PDF DOCUMENT UNDER 'GENOMIC TESTS':

This provides detailed genomic evaluations, one animal per page, for all genotyped animals in your ownership. Reports are updated with each genetic evaluation release.



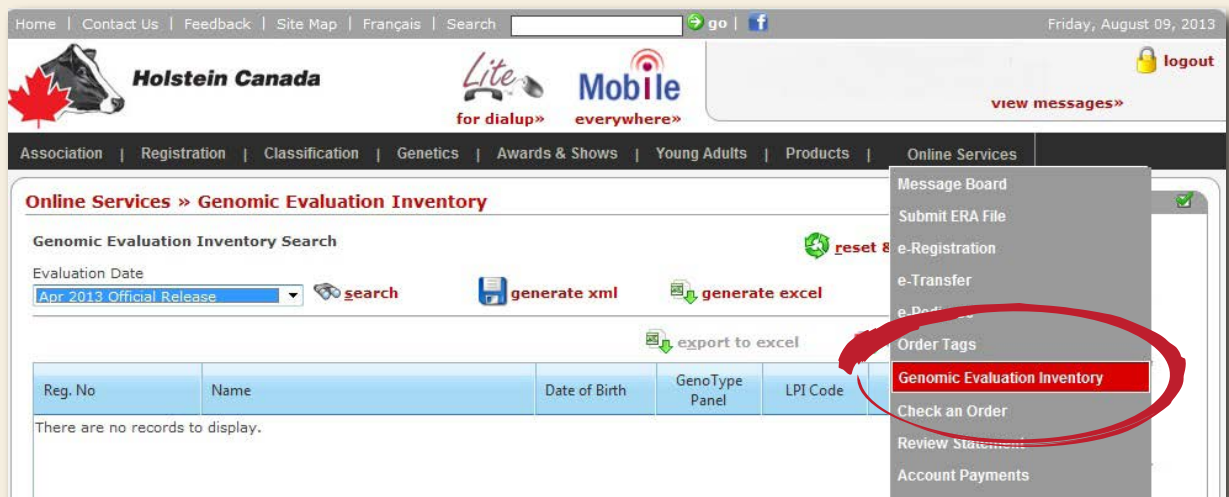
2 SEARCH TOOL

FROM ONLINE SERVICES MENU:

1. Select genomic evaluation inventory search
2. Select a specific evaluation date or all
3. Select 'search' to retrieve a list of animals by lpi
4. This information can then be exported to excel or a pdf file

OR

1. Select genomic evaluation inventory search
2. Select a specific evaluation date or all
3. Select 'generate excel' or 'generate xml' to export detailed genomic evaluations (all traits) for each animal to a file



I HAVE MY RESULTS...NOW WHAT?

This all depends on the reason why you tested the animal in the first place. Many producers use it for herd selection and to make culling decisions. Genomics is more precise and will improve the reliability of the traditional genetic evaluation. This allows you to identify animals that are more likely to breed great progeny. However, it is important to understand that if you only test a portion of your heifer population, or test them at random, using the data for culling decisions may not be ideal. This is because you do not have results on all animals in your heifer/cow population. You need a complete picture of your herd's potential to make accurate decisions. If testing the whole population is not an option, a possible solution is to test the animals that fall in the average of your actual parent averages. This can work as the top animals, even if their DNA brings them lower, will not decrease as much as your lowest ones. The ones with parent averages that are very low will not increase enough to be worth keeping. It is the average ones that fall into the gray area, so you will be able to identify which have the best and least potential.

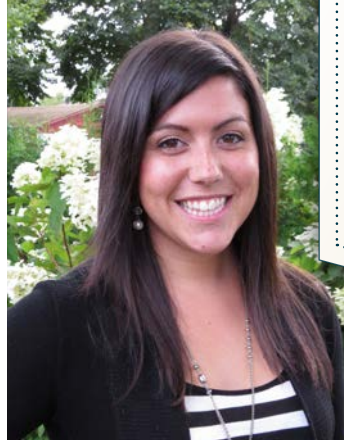
However, it is important to keep in mind that genomics is only one piece of the puzzle to use for herd selection. Other criteria should be used in addition to genomic values according to your herd objectives. If production, classification, cow families or type is of importance, use them accordingly. While it is a valuable and informative addition to your herd management tools, genomics is not a 100% reliable science.

In addition to culling, genomics can also be used to make better mating decisions. You can better sort your herd and decide which bulls to use, either on individuals or in each group to meet your breeding objectives. Whether it is sexed semen, corrective matings, genomic young sires or embryo donors, you will have a more reliable genetic evaluation to help make informed breeding decisions.

It is a well-known fact that tested animals with good results have greater marketability. Buyers appreciate animals that are tested because it provides them with more information on what they are buying. This is true for all categories of the market. It also confirms the sire, and if more than one generation is tested, it gives more value to the information provided.

When used with other herd management tools, genomics will help you to identify the best transmitting females within the herd at a much younger age. Regardless of your herd objectives, this will give you the ability to focus on the desired animals to move your herd forward.

Reports available to you will assist you in working with genomic data and can be a vital part of your management tools. For any questions regarding your herd's genomic evaluation reports, please contact customer service at 1-855-756-8300 ext. 600. 🐄



YOUTH CORNER

ROXANNE MONTPLAISIR NAMED 2014 CANADA-AUSTRALIA EXCHANGE WINNER

HOLSTEIN CANADA and Semex are extremely proud to announce that Roxanne Montplaisir of Trois-Rivières, QC will represent Canada on the 2014 Holstein Canada-Semex sponsored Young Adult Australia Exchange.

"Roxanne's knowledge of the Canadian dairy industry and hands-on experience working with dairy cattle, as well as her enthusiasm, passion and leadership abilities make her a fantastic ambassador of the Canadian dairy industry," says Holstein Canada Chief Executive Officer, Ann Louise Carson.

Fully bilingual, Roxanne grew up on a dairy farm, Ferme Monyka, where she is still actively involved on the family operation. Along with helping out on the family farm, Roxanne is employed full-time by Valacta as a Dairy Production Advisor as well as working part-time as the Marketing and Communications Coordinator for Eastside Holsteins in PEI. A graduate from the Université de Laval with a degree in agricultural science, Roxanne was involved in many university clubs and committees, including the judging team and the animal science club. She was also involved with Québec's Rural Youth Organization, the Association des jeunes ruraux du Québec (AJRQ) for 17 years, serving as president for two years at the provincial level and at the national level as a member of 4-H Canada's Youth Advisory Committee for three years. Additionally, Roxanne worked as a Summer Intern for La Coopérative Fédérée and Centre d'insémination artificielle du Québec (CIAQ).

"I feel extremely fortunate to be selected to represent Canada's dairy youth in Australia and to have the chance to meet many passionate industry and genetic enthusiasts to discuss the various issues in the dairy industry," says Roxanne. "I hope to expand my knowledge in agriculture and take in as much of the dynamic Australian dairy industry as I can!"

The 2014 exchange program to Australia will see Roxanne spend approximately three months working on leading Holstein farms and artificial breeding centers in Australia, beginning in January 2014 at Australia's International Dairy Week and continuing through March 2014.

The Young Adult Australia Exchange is one more way Semex and Holstein Canada foster the development of the next generation of agricultural leaders.

Congratulations Roxanne! 🐄

Registration Procedures for Repromix Calves

THE SEMEX ALLIANCE has developed the semen cocktail, *Repromix*, to aid in improving conception rate. There are several different cocktails available, with each assigned the unique breed code "PS" for pooled semen as well as a set code (ie. Sire code 200 PS 0001). The semen cocktails contain semen from three Holstein bulls or a mix of Holstein and other dairy or beef breeds.

Applications for registry for resulting progeny should be submitted with the appropriate Repromix semen code and the sire's name indicated as "Repromix". All resulting calves are eligible to be registered as Holstein or Holstein cross depending on the breed phenotype of the resulting calves. In many cases, the sire's breed

can be determined by the calf's appearance. However, this may not always be possible given colouring issues, twinning and dairyness ie. (HO x JE). In cases of doubt, it is the responsibility of the owner/ breeder of the calf to confirm the sire via parentage testing to resolve any confusion and to assure the integrity of the *herd book*. Parentage can be tested via microsatellite or SNP; the latter confirms parentage as well as provides a genomic evaluation which can be used by the breeder for management decisions.

Below are different scenarios with the appropriate procedure for each case.

COCKTAIL	DETAILS	PARENTAGE TEST REQUIRED
3 HOLSTEIN BULLS	Sire conformation is required	Yes
1 HOLSTEIN BULL & 2 OTHER BREED BULLS	The calf may be registered as holstein only if it is typical of a pure holstein animal (colour markings, bw, size, body conformation, etc.)	No
1 HOLSTEIN BULL & 2 OTHER BREED BULLS	If the color of the resulting heifer is r/w	May be required
1 HOLSTEIN BULL & 2 OTHER BREED BULLS	If size is small or gestation variance is in question	Yes

When producers are unsure of the sire based on appearance, they can ask that a parentage test be done to determine the sire at the time of application for registration, or they may choose to register the animal without a sire. Once the animal's sire is confirmed, the Certificate of Registry can be returned to have the sire and purity of the animal updated. Typically, to confirm parentage, only the heifer will need to be done. However, in some cases, the dam may also be required to be done at the owner's expense for parentage validation. If the calf has been registered as Holstein and the lineage is later determined to be incorrect, Holstein Canada should be notified so the herd book can be corrected accordingly. Anytime there is any doubt surrounding the breed of a calf as a result of pooled semen, parentage testing should be performed to confirm the sire. 🐄

RETIRING A PREFIX

MUCH LIKE PROFESSIONAL ATHLETES having their jersey retired, our Holstein Members are proud of their herds and their accomplishments over the years, and may want to reserve their prefix for their exclusive use even after they are no longer active members and registering animals.

When no longer active members, those breeders who have received Master Breeder status have their prefixes automatically reserved from future use by other members. This is not the case for breeders who have not attained their Master Breeder shield.

Currently, when a prefix has not been used for the purposes of

registering any animal for a period of 15 years after the member entitled to its use ceases to be a member, the Board reserves the right to retire it and make it available for use by another member.

Every member does have the opportunity to have their prefix reserved for exclusive use with a written request and the payment of a \$50 fee, thus retiring it from future use by other members.

If you would like more information on retiring your herd prefix, please contact Debbie Hibbert, Client Services at 1-855-756-8300 ext. 203.



Congratulations!

CONGRATULATIONS to Ferme Sylvain Laquerre Inc (Niagareth) of Saint-Casimir, Québec on receiving the 2013 Dairy Farm Sustainability Award presented by Dairy Farmers of Canada and sponsored by DeLaval. The Laquerre family milks 120 head of registered Holsteins and farms 160 hectares of land along the Niagarette River. The family is recognized for their continued efforts in reducing their farm's environmental footprint. To learn more about their on-farm environmental sustainability practices, scan the QR code with your smartphone to view a video about the farm. 🇨🇦



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

Based on 1st Lactation Classifications from May/June 2013

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
FEVER	133	81.77	81.91	AFTERSHOCK	86	82.13	82.73
BRAWLER	146	80.77	80.51	ARTIE-RED	38	81.16	81.24
TEE OFF	130	80.73	80.32	ALFREDO	47	81.06	80.91
KNOWLEDGE	136	80.35	81.26	MR SAM	99	80.99	80.82
RE DESIGN	142	80.31	80.63	STANLEYCUP	36	80.97	80.75
STEADY	476	80.24	80.47	FINAL CUT	35	80.91	80.66
SAMUELO	166	80.06	80.34	ALTADAZZLER	40	80.85	81.15
PROMAR	153	80.05	80.46	RADIUS	48	80.71	80.58
DENZEL	259	80.00	80.53	BONAIR	68	80.65	78.96
STALLION	384	79.93	79.83	BALTIMOR	87	80.46	80.39

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

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

SEPTEMBER

ON Leeds
 ON **MR** Prescott, Niagara, Wentworth
 QC Arthabaska
 QC **MR** Châteauguay, Beauharnois, Laprairie, Napierville, Saint-Jean, Iberville, Shefford, Richmond, Missisquoi

MID

ON Grenville, Renfrew
 ON **MR** Brant, Haldimand, Norfolk, Carleton, Russell
 QC Mégantic

LATE

OCTOBER

ON Lanark, Grey, Bruce, Huron, Peel
 QC Wolfe, Lotbinière, Nicolet
 QC **MR** Compton, Brome, Sherbrooke, Stanstead

EARLY

ON Halton & York
 QC Yamaska

MID

ON Dufferin, Simcoe
 QC **MR** Frontenac, Beauce, Lévis, Québec, Montmorency, Drummond, Bagot

LATE

AB **MR**
 MB **MR**

COMING SOON:

Holstein Canada's Website Facelift – *Almost ready for the Big Reveal*

ONE OF THE TOP PRIORITIES in the 2013-2014 Strategic Plan is the redevelopment of the Holstein Canada website, "holstein.ca." Given the size and complexity of the Holstein database, great care has been taken in evaluating and developing the new site internally to ensure each component interacts as it should and online services are uninterrupted and, in many cases, improved. The latest technology is being used to get the longest life out of this new system and to have the ability to make future changes as required. This project is a huge undertaking and because of this, the web facelift will take place in two phases. Phase I will go live later this fall with the launch of the new www.holstein.ca website and subsequent phases will be implemented throughout 2014.

WHAT CAN YOU EXPECT WITH PHASE I?

- A completely NEW look and feel!
- Improvements to the functionality of the online services currently offered! Services such as registering and transferring animals will be faster and more user friendly.



- Find what you are looking for in three clicks or less! Content and articles will be updated and easier to find!
- No more on-line registration frustration! Current issues with the website freezing will be eliminated!
- Holstein Canada's services at your fingertips wherever you go! On-line services will be available for multiple platforms (computers, tablets & smartphones) and all types of browsers such as Firefox, Chrome and Safari.

Phase I will include updates and improvements to existing on-line services only. New services and on-line tools will be developed in later phases throughout 2014 as the Herdbook redesign project gets underway.

Watch for the new website to go live in late-October with the official launch and promotion happening at this year's Royal Agricultural Winter Fair (RAWF)! Make sure to stop by Holstein Canada's RAWF booth in November to view and chat about the new website! 🇨🇦

info Holstein 

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