

info Holstein

February/March 2013 issue no. 120

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



***Rewarding for Excellence
in Breeding
2012 Master Breeders Named***

VOTE

to pick your...



Holstein Canada

Read the profiles of the nominees in the **2012 Cow of the Year** Booklet inserted in this edition of *Info Holstein*.

You can vote for your favourite cow in 1 of 4 ways:

- 1) Mail your postage-paid, tear-off ballot found in the 2012 Cow of the Year Booklet
- 2) Fax your ballot
- 3) Email your vote to cowoftheyear@holstein.ca (ensure you include your prefix!)
- 4) Vote from your confidential Holstein Canada online account

Voting closes March 29th, 2013, so make your vote count SOON!

The winner of the 2012 Cow of the Year competition will be announced at the 2013 AGM on Friday, April 12th in Niagara Falls, ON.

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ON THE COVER: The Ricka family of Chilliwack, BC are pictured on the cover as one of the 21 Master Breeders being recognized by Holstein Canada in 2012 for their excellence in breeding. Farming under the *Brooknook* prefix, John and Colleen Ricka are pictured with their sons Mark and Jason and their families to celebrate their first-ever Master Breeder shield win.



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An Integral Part of Business**
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Canadian Breeders**

by Holstein Canada Chief Executive Officer,
Ann Louise Carson

We are Listening

I TRY – NOT ALWAYS SUCCESSFULLY I WILL ADMIT – to go by the ‘two ears, one mouth’ theory. Listening is indeed twice as important as talking. To the many members who have been so great about answering my question ‘So, any advice for me as I start my Holstein Canada career?’ – I say THANK YOU!

When visiting farms or attending industry events, Holstein Canada staff and the Board of Directors are always listening. I have loved some of the ‘gems’ members have shared with us when we ask “what are we doing well and what can we do better to meet your evolving needs as a member?”

As you read this, Holstein Canada Board members and senior staff are in full swing, attending Branch AGMs, which are the ultimate opportunity to meet and listen to members before the Holstein Canada AGM in April. The By-law process and subsequent discussions are democracy at its best! Isn't it great how a local member can bring something up at his/her club for discussion, take

it to the Branch, and if passed, send it on to the Holstein Canada AGM? One member – including YOU – can make a difference that can benefit other members across Canada.

Holstein Canada is a grassroots association and we will continue to ask for your feedback and listen to your answers! We won't be able to adjust to every request as changes impact many, however trust me, if we hear the same subject come up on a regular basis and it yields a positive effect for a majority of members and our industry, we will be on it!

Going forward, it will be even easier to chat with us! In recent months, we have been asked by members to look into providing a toll free number. We are pleased to announce as of March 1st, 2013 you can reach us toll free at 1-855-756-8300. We know many of you know our regular number by heart – so now, just remember we are open ‘8 to 5, 5 days a week’ – and you will easily remember the new number! 🇨🇦



WHETHER LISTENING TO MEMBERS and dairy farmers from Canada or abroad, Holstein Canada CEO Ann Louise Carson is committed to listening and hearing what Holstein Canada is doing well and what the Association can do better to meet the evolving needs of its members.

THE CREAM RISES TO THE TOP

Holstein Canada Names 6 Recipients for 2012 Education Awards



Brittney Schurmann - *Abbotsford, BC*

- EDUCATION** University of Saskatchewan - B.Sc. (Agr) (Major: Animal Science; Minor: Agricultural Business, graduated 2011 - Masters (Ruminant Nutrition)
- YOUTH PROGRAM INVOLVEMENT** 4-H member (10 years), WCC participant (5 Years), University of Saskatchewan Dairy Team, Young Farmers of Saskatchewan
- WORK EXPERIENCE** Schurstar Dairy Inc. (family farm), WestGen, University of Saskatchewan dairy farm
- FARM INVOLVEMENT** Milking, feeding calves, managing breeding, managing calving records.
- CAREER CHOICE** Owning independent dairy nutrition consulting company, involvement in family farm through breeding, showing, and improving the feeding management system.
- AWARDS/HONOURS** High Aggregate Award (2001-2006), FCC Top Business Plan Award



Ron Groen - *Teeswater, ON*

- EDUCATION** Michigan State University's Institute of Agricultural Technology – Dairy Management Program. In Fall 2013, plans to enroll in Agribusiness Management degree at MSU
- YOUTH PROGRAM INVOLVEMENT** Many school sports teams including nordic skiing and soccer, Dairy Sen\$, Growing Forward's "growing."
- WORK EXPERIENCE** Dalvis Farms (family farm), Visser Farms in California, Michie Farms
- FARM INVOLVEMENT** Treated fresh and sick cows daily, managed non-financial aspect of farm, milking, feeding, pregnancy checks, culling decisions, calf care.
- CAREER CHOICE** Ownership and management of Dalvis Farms after traveling.
- AWARDS/HONOURS** First in the dairy youth innovation challenge hosted by Progressive Dairy Operators



Jennifer Charlton - *Brantford, ON*

- EDUCATION** University of Guelph's Ontario Agricultural College – B.Sc. (Agr) Animal Science
- YOUTH PROGRAM INVOLVEMENT** 4-H member (9 years), Brant County team member at Royal Agricultural Winter Fair (5 years), TD Canadian 4-H Dairy Classic, University of Guelph's Judging Team, Junior Farmers, Paris Agricultural Society
- WORK EXPERIENCE** Charbend Farms, Relief milker, Agronomy Assistant for Cargill, Veterinary Assistant for Paris Veterinary Clinic
- FARM INVOLVEMENT** Milking cows, feeding cows, heifers and calves, treating sick animals, cleaning the animals and facilities, preparing the animals for picturing or show.
- CAREER CHOICE** Interested in dairy nutrition or genetics before returning home to manage her own herd.
- AWARDS/HONOURS** Artificial Insemination course, 2009 Queen of the Furrow, member of team to win Herdsmen Competition at TD Canadian 4-H Dairy Classic 2012



Pier-Olivier Lehoux - Saint-Elzéar, Qc

- EDUCATION** Institut de Technologie Agroalimentaire
- YOUTH PROGRAM INVOLVEMENT** Holds positions on l'AJRO, the Expo-Poc sale and socio-cultural school committee. Volunteers for the Audrey Lehoux Inc. Foundation. Member of dairy judging organization, participated in the RAWF for the 13th time in 2012, plays hockey, football, and referees soccer.
- WORK EXPERIENCE** Lehoux Holstein, Lewisdale Holstein. Prepared animals at 22 different shows in Canada, USA, and France. Also helped at various sales across Canada.
- FARM INVOLVEMENT** Feeding the herd, calf health, milking, treat sick cows, help with calving, rock picking, field work
- CAREER CHOICE** Plans to spend time working off-farm, but within the industry before returning home to take over the farm with his sister. Goal is to win Lehoux a second Master Breeder shield.
- AWARDS/HONOURS** Academic Merit Foundation Medal, Education Project Award



Mathieu Rouleau - St. Chrysostome, Qc

- EDUCATION** MacDonald College of McGill University – Farm Management and Technology
- YOUTH PROGRAM INVOLVEMENT** 4-H member (13 years), Canadian 4-H exchanges (3 times), President of Quebec 4-H (2 years), Vice President of MacDonald Judging Competition, Treasurer of CRV student body
- WORK EXPERIENCE** Ferme Rouleau Enr (family farm), CIAQ – Semex, Gelnhaven Farms, relief milker, showed animals in sale ring, Gérard Maheu feed mill
- FARM INVOLVEMENT** Sire selection, clipping, feeding, calving assistance, heifer registrations, animal sales, animal eliminations, field work, crop rotations, financial budgets.
- CAREER CHOICE** Take over management of family farm, create agriculture awareness so people realize where their food comes from.
- AWARDS/HONOURS** Recipient of Queen Elizabeth II Diamond Jubilee Medal, La Financière Agricole du Quebec Prize, Leadership Award, Overall Québec 4-H Judge of the Year, Student Union Award for Contribution to School Life



Rianne Dykstra - Moncton, NB

- EDUCATION** Nova Scotia Agricultural College - 2 year Pre-Vet Program, Atlantic Veterinary College – 2nd year of DVM
- YOUTH PROGRAM INVOLVEMENT** 4-H member (13 years), Atlantic Judging school, Bovine Club, Theriogenology club, New Brunswick Royal team (5 years), NSAC varsity soccer.
- WORK EXPERIENCE** Butternut-Hill Farms (family farm), Leighside Farm, Goldenflo Holsteins
- FARM INVOLVEMENT** Milking, health management, feeding cows, heifers and calves, field work, preparing cows for classification and show ring, showing, designed young calf barn, mastitis treatment
- CAREER CHOICE** Bovine veterinarian, plans to practice embryo transfer
- AWARDS/HONOURS** Atlantic Scholar's award from NSAC, Member's Choice Award – 4-H Club, Artificial Insemination course

EDUCATION AWARD WINNERS SHARE THEIR THOUGHTS ON EVERYTHING FROM THE FUTURE OF FARMING TO WHAT GRAND CHAMPION COW THEY WOULD BE

Q1 WHAT DO YOU SEE AS YOUR CONTRIBUTION IN THE FUTURE TO BETTER THE CANADIAN DAIRY INDUSTRY?

BRITTNEY I am optimistic that the study I performed on ruminant nutrition, which evaluates changes in the rumen when a change of diet is given to dairy cattle (modeling dairy cows during the transition period) will help the industry better understand dairy cattle nutrition and thus facilitate diet formulation on-farm.

JENNIFER I hope to help other producers better their herds through nutritional improvements that will make them more profitable and environmentally sustainable. I also hope to become a part of the industry, helping to better it through breeding of quality cattle that will advance other herds as well as my own both in conformation and production.

Q2 WHO DO YOU ADMIRE MOST PROFESSIONALLY? WHY?

RIANNE I admire all Master Breeders. Not any individual more than others, I just really love the idea of having bred great cows yourself. I feel like anyone can buy a great cow and breed it to one of the popular bulls at the time and still get a nice daughter, but it's the people who started with an okay cow, and took the time to match her to the perfect bull with complimentary traits, to get a better daughter, who show real talent and determination.

MATHIEU The person I admire the most is my dad. He has been very involved in the development and the future of the Holstein breed. As a breeder and a family farm owner, he contributes to the improvement of the breed each and every day. My dad taught me to love whatever it is I do and to be happy.

RON The most influential and inspirational person I have met in the dairy industry would have to be Brian Schaap. Brian is a producer that manages dairies in California and Texas. While working alongside him, it became evident that managing a large herd was only as hard as a person makes it.

Q3 TO DATE, WHAT HAS BEEN YOUR BEST LEARNING EXPERIENCE? WHAT DID YOU LEARN FROM IT AND WHY HAS THIS IMPACTED YOU?

PIER-OLIVIER My best learning experience was the summer I spent in Prince Edward Island. I learned a lot by observing what world-renowned breeders were doing. From it, I learned that good cows are not enough and that you must always strive to do better.

MATHIEU I would say that my best learning experience was my summer internship at CIAQ where I spent time on the road with progeny analysts and also at the office. This experience was particularly important to me as it helped me understand the logistic aspect of the business.

BRITTNEY To date, my top learning experience is 4-H. I was a 4-H member for 10 years, and I learned many practical skills including public speaking, and learning to work as both an individual and as a team while making lifetime friends at the same time. The contacts I made have helped create summer jobs during my post-secondary education and I believe that will continue in the future as I continue my career in the dairy industry, and the lifetime friends I made have been absolutely

Q4 IF YOU COULD BE A ROYAL GRAND CHAMPION, WHO WOULD YOU BE AND WHY?

RIANNE *Rainyridge Tony Beauty.* Rainyridge Tony Beauty. She was so much older than other cows when she won! A lot of past Grand Champions would have already come and gone at this point and Tony Beauty was still going strong and beating young cows. Her progeny live on and are very prominent in the industry. This goes to show how Tony Beauty has stood the test of time.

PIER-OLIVIER *Eastside Lewisdale Gold Missy.* I have had the opportunity to work and mingle with Missy's breeders who are exceptional people.

MATHIEU *Blondin Redman Seisme.* She is an exceptional cow, refined, with dairy qualities from head to tail. Seisme represents the ideal Holstein cow; a complete cow with lots of qualities and who has been bred in Canada.

RON *RF Goldwyn Hailey.* I saw her in 2011 and was very impressed by her conformation and elegance that she exhibited when I attended the show. I was pleased to see that she was the 2012 Grand Champion.

BRITTNEY *Acme Star Lily.* This remarkable 3-time Royal Grand Champion from 1997-1999, was bred, born, and owned in Alberta, where I have a strong connection through friends and family.

JENNIFER *Thrulane James Rose.* Her excellence has been proven by joining an elite group of 97-point cows and being unbeaten by claiming Grand Champion three times at the Royal. She has also proven that she is not just a pretty face as she has 2 superior production awards. Rose is breath taking with beautiful sweep of rib and an udder will be hard to match for years to come.



JANET WALKER, Holstein Canada Market Development Coordinator, works with producers and members across western and eastern Canada to deliver Holstein Canada services and programs.

Field Service — an Integral Part of Business

FIELD SERVICE WORK is an essential tool for Holstein Canada staff to connect with existing members or potential customers beyond the traditional means of phone or email. Holstein Canada staff work diligently to respond to customer requests in a timely manner. Meeting members face-to-face provides the perfect opportunity for members to see how Holstein Canada services can benefit their operation. Field service work is necessary when targeting new customers, but also ensures our long-standing customers remain satisfied with their services.

Primary field staff from Holstein Canada would be any of the twenty plus classifiers who are active across Canada in visiting all dairy breeds on a regular basis. For many producers, the classifier represents the 'face' of Holstein Canada. In the provinces of Québec and Ontario, Holstein branches have full-time staff devoted to field support to help engage new customers and respond to customer requests as needed.

In years past, Holstein Canada partnered with branches in Western Canada to create an opportunity to provide field support where no full-time staff were present to assist with customer needs. Partnering with Holstein Canada, this program has been highly successful with new customers gained each year. This same partnership between the Association and branches has expanded to Atlantic Canada in recent years. Holstein Canada field staff work closely with branches and

industry partners to help producers with their genetic improvement programs to help enhance their profitability and recognize the benefits these programs offer.

Recently hired, Janet Walker joined Holstein Canada in July 2012 in the position of Market Development Coordinator. Janet provides field support in both Western and Atlantic Canada and also leads Holstein Canada's Young Adult Program. Janet has a Bachelor of Education from St. Thomas University as well as a Bachelor of Science in Agriculture from Nova Scotia Agricultural College (NSAC). Raised on her family's Holstein purebred dairy farm, Lonsview, in Sussex, New Brunswick, Janet brings an excellent knowledge of the dairy industry and the many services Holstein Canada has to offer to clientele.

Attracting new customers is essential in a competitive environment. Holstein Canada appreciates the opportunity to work with existing customers and looks forward to working with more producers across the Canadian dairy industry. Holstein Canada is proud to offer efficient and effective genetic improvement services for all dairy farmers across Canada.

If you know a producer who would benefit from a field visit, please contact your local Holstein Branch or Janet Walker, Market Development Coordinator at 519-756-8300 ext. 267 or via email at jwalker@holstein.ca. 🇨🇦



..... TOLL FREE NUMBER FOR HOLSTEIN CANADA MEMBERS

Holstein Canada members asked and now a toll free number has been created! Beginning March 1st, 2013, a toll free number will be available for Holstein Canada members to call in to Holstein Canada's head office.

TOLL FREE NUMBER: 1-855-756-8300

When members use the new toll free number, the same prompts will welcome members as if they were calling using the local telephone number of 1-519-756-8300. The option of having both a local and toll free number will allow members a cheaper alternative when calling long distance to better serve our members across Canada!

.....



280,260

THE NUMBER OF ANIMALS REGISTERED IN 2012 BY HOLSTEIN STAFF, WHICH SET A NEW RECORD FOR NUMBER OF ANIMALS REGISTERED IN A YEAR BY THE ASSOCIATION. THIS RECORD NOW SURPASSES THE EXISTING ALL-TIME RECORD SET IN 2010 WHEN 280,158 ANIMALS WERE

REGISTERED. CONGRATULATIONS TO HOLSTEIN CANADA STAFF WHO PROCESSED THE INFLUX OF REGISTRATIONS CLOSE TO YEAR-END DURING THE HOLIDAY SEASON AND THANK YOU TO HOLSTEIN CANADA MEMBERS FOR CONTINUALLY SUPPORTING THE ASSOCIATION'S SERVICES!

Recognizing our Members Accomplishments

by Holstein Canada President, Glen McNeil, Goderich, ON

As residents and dairy producers in Canada, we are fortunate and privileged to work and do what we love in a supply managed environment. This system is mutually beneficial for our consumers, our producers, our governments, and indeed for Canada's economy. Holstein Canada supports supply management and commends our 11,000 members who work on a daily basis to produce the highest quality milk for Canadian consumers.

IN ADDITION TO the underlying goal of every dairy farm across Canada—to produce high-quality milk—genetic improvement programs offered by Holstein Canada help to enhance profitability for all dairy producers and help play a role in ensuring high-grade milk from each and every animal.

BY USING REGISTRATION SERVICES, GENOMIC TESTING, BREED-IMPROVING SIRES, CLASSIFICATION, AND MILK RECORDING, PRODUCERS CAN EASILY IDENTIFY OUR MOST PROFITABLE COWS AND MAXIMIZE PROFITABILITY ON OUR FARMS.

Holstein Canada congratulates our 21 new Master Breeders who have attained the highest award Holstein Canada presents to our members. High classification combined with high production for many years in relation to animals registered over a 14 to 16 year period earns the Master Breeder award. These presentations will be made at the upcoming Master Breeder Gala during the National Holstein Convention.



In addition to the Master Breeder Gala, the Annual General Meeting (AGM) further provides an opportunity to recognize our members and their accomplishments. Well-known livestock photographer Patty Jones will be awarded the Certificate of Superior Accomplishment to recognize her exceptional photography skills, professionalism, and mentorship in Canada and around the world. The prestigious Cow of the Year award will be presented to a deserving cow and breeder/owner who members feel warrants this prominent title. A record five Century of Holstein award recipients will be acknowledged for their 100 years of membership with the Association and a highlight following this year's AGM is the Guest Speaker who will be none other than Holstein Canada's own Head Classifier, Tom Byers.

I extend an invitation to all our members and industry partners to join us at the upcoming National Holstein Convention from April 10-13, 2013 and look forward to interacting with the many young adults who will also be in attendance as are our future leaders of tomorrow—we will celebrate together in recognizing the many achievements of our Holstein Canada membership! 🇨🇦

THE ASSOCIATION IS THRILLED TO CELEBRATE THE BREEDING ACHIEVEMENTS OF THE FOLLOWING 21 NEW MASTER BREEDERS WHO WILL BE HONOURED AT THE UPCOMING 2013 NATIONAL HOLSTEIN CONVENTION IN NIAGARA FALLS, ON, DURING THE MASTER BREEDER GALA ON FRIDAY, APRIL 12TH, 2013.



ALPINA DAIRY FARM LTD., BC
Rudy & Trudy Russenberger

ALPINA
ALPINA DAIRY FARM LTD
Rudy & Trudy Russenberger
Abbotsford, BC

BERWEN
BERWEN HOLSTEINS
Bert & Wendy Molenaar
Cumberland, ON

BROOKNOOK
BROOKNOOK FARMS
John & Colleen Ricka
Jason & Mark Ricka
Chilliwack, BC

CEDARPATCH
CEDARPATCH HOLSTEINS
Glen & Sheila Burgess
Mildmay, ON

DESDEUXLACS
LA FERME HUDON & FILS INC
Michel Hudon
St. Anaclet, Qc

DULET
FERME DULET INC
Francis Dumais
St. Pascal, Qc

GEPAGUETTE
FERME GEPAGUETTE (2009) INC
Éric Paquette & Chantal Clément
St. Paul D'abbotsford, Qc

GLENNHOLME
GLENNHOLME HOLSTEINS
Brian & Jill Rivington & Family
Carp, ON

HICKLEE
CAMERON HICKLING
Cameron & Tammy Hickling
Hanover, ON

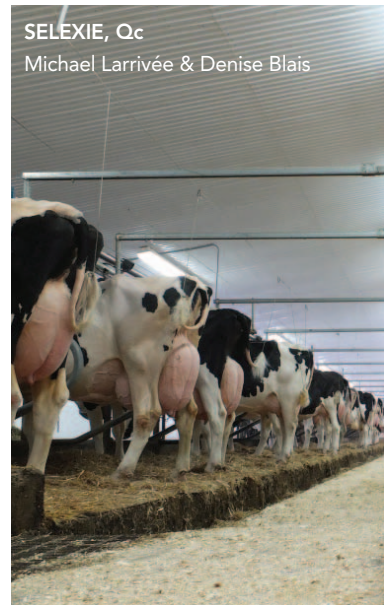
CEDARPATCH HOLSTEINS
Glen & Sheila Burgess and family



FERME VAUDAL INC., Qc Alain Boyer & Suzanne Deufresne and family



SELEXIE, Qc
Michael Larrivée & Denise Blais



STARTING 2013 WITH A BANG

21 New Master Breeders Recognized for Breeding Achievements

WHAT A BETTER WAY to start off a New Year than by recognizing the achievements of Holstein Canada members in awarding them with the highest honour of the Association—the distinction of Master Breeder. Of the 21 receiving Master Breeder shields for 2012, sixty-seven percent (14) were first-time shield recipients while the remaining seven are previous shield winners. Eight breeders were from Québec; eight from Ontario; three from British Columbia; one from Manitoba; and one from Saskatchewan. This award is the pinnacle of

success for any Holstein Canada member—members who are acknowledged for having the best ratio for breeding cows that possess the complete package. These Holstein Canada members breed and manage animals that exhibit high production and outstanding conformation with high proficiency in reproduction, health, and longevity—truly the Canadian kind of cows! Holstein Canada congratulates these members for their excellence in breeding and looks forward to honouring them in April!

HOLZER

UNHOLZERS - BUSHY VIEW
Michael & Robert Unholzer
Joe & Nancy Unholzer
Lakeside, ON

JACOBS

FERME JACOBS INC
Jean Jacobs & Marian Ghielen
Cap Sante, Qc

KAWARTHA

KAWARTHA HOLSTEINS
Dave & Melissa McMorro
Lindsay, ON

KENMAR

NEXGEN FARMS
Ken Lischka
Steelman, SK

LINDRIAN

JOHN TAMIS
John Tamis
Surrey, BC

LISON

FERME LISON INC
André, Sylvie & Steve
Grenier
Audet, Qc

RAINYRIDGE

RONALD BOERCHERS
Ronald Boerchers
Laurier, MB

SEELBY

SEELBY HOLSTEINS LTD
Daniel & Cynthia Simpson
Seeleys Bay, ON

SELEXIE

MICHEL LARRIVÉE
Michel Larrivée & Denise Blais
Ham Nord, Qc

VAL-BISSON

FERME VAL-BISSON INC
Jean Bissonnette & Elyse
Gendron
St. Polycarpe, Qc

VAUDAL

FERME VAUDAL INC
Alain Boyer & Suzanne
Dufresne
Vaudreuil, Qc

WESTPORT

SCOTT J. WILSON
Scott J. Wilson
Port Perry, ON



THE MASTER BREEDER PROGRAM IS THE MOST PROLIFIC HOLSTEIN CANADA ACCOLADE, WHICH BEGAN IN 1929 WHEN THE FIRST SHIELD WAS AWARDED. SINCE THEN, ONLY 924 MASTER BREEDER SHIELDS

HAVE BEEN BESTOWED TO HOLSTEIN CANADA MEMBERS. CONGRATULATIONS TO THE 2012 MASTER BREEDERS WHO NOW JOIN AN ELITE LIST OF BREEDERS ACROSS CANADA!

LOOK FORWARD TO READING MORE ABOUT THESE 21 NEW MASTER BREEDERS AS PROFILES WILL BE FEATURED IN A MASTER BREEDER BOOKLET IN THE APRIL-MAY 2013 INFO HOLSTEIN. 🐄

2013 NATIONAL HOLSTEIN CONVENTION SCHEDULE

Revamped Convention Schedule

April 10th to 13th
Niagara Falls, ON

WEDNESDAY, APRIL 10TH, 2013

- 11am to 3pm **TASTE OF ONTARIO NATIONAL CONVENTION SALE**
At Cranston Farms, Home of Doug, Joan, and James Cranston
37 Carluke Road East, Ancaster, Ontario
- 4:30pm to 6pm **OPEN 4-H SHOWMANSHIP COMPETITION**
Ancaster Fairgrounds, Ancaster, Ontario
- 6pm to 7pm **LEGENDS OF 4-H SHOWMANSHIP COMPETITION**
Ancaster Fairgrounds, Ancaster, Ontario
- 7pm to 9:30pm **ONTARIO SPRING DISCOVERY JERSEY SHOW**
Ancaster Fairgrounds, Ancaster, Ontario

THURSDAY, APRIL 11TH, 2013

- 9am to 4pm **ONTARIO SPRING DISCOVERY HOLSTEIN SHOW**
Ancaster Fairgrounds, Ancaster, Ontario
- 9am to 4pm **NIAGARA REGION SIGHTSEEING TOUR**
STOPS INCLUDE:
MacKenzie Printery & Newspaper Museum, Laura Secord House, Sir Adam Beck Generating Station, Lunch at Whirlpool Restaurant, and Reif Estate Winery
- 7pm to 10pm **EASTGEN CASINO & GAMES NIGHT**
Sheraton on the Falls, Niagara Falls, Ontario

FRIDAY, APRIL 12TH, 2013

- 9am to 12pm **HOLSTEIN CANADA ANNUAL MEETING (AGM)**
Sheraton on the Falls, Niagara Falls, Ontario
- 6pm to 12am **MASTER BREEDER GALA**
Sheraton on the Falls, Niagara Falls, Ontario

SATURDAY, APRIL 13TH, 2013

- 7am to 5pm **FARM TOURS - THREE OPTIONS INCLUDE:**
- TOUR A (BUS LEAVES AT 7:00 A.M.)**
FARMS INCLUDE: Vellhaven Farms Inc., Mapel Wood Farms, Cranholme Holsteins, Parklea Farms, Summitholm Farms, Ardross Holsteins
- TOUR B (BUS LEAVES AT 8:00 A.M.)**
FARMS INCLUDE: Luxury Holsteins, Freurehaven Farms, Devans Holsteins, Heatherick Farms, Abbylayne Farms Ltd., Greenview Farms Inc.
- TOUR C (BUS LEAVES AT 8:30 A.M.)**
FARMS INCLUDE: Spierdyke Farms, Whitnell Holsteins, Rosetone Holsteins, Huiztein Farms, Feederlane/Mottle Farms
- 9:30am to 4:30pm **NIAGARA-ON-THE-LAKE TOUR**
STOPS INCLUDE: Rossi Glass, Butterfly Conservatory, and shopping/dining in Niagara-on-the-Lake
- 5:45 pm to 10:00 pm **TASTE OF NIAGARA DINING EXPERIENCE**
Choice between dining at the Syndicate Restaurant & Brewery or the Skylon Tower Restaurant

REGISTER NOW!

Early-bird registration deadline is March 1st, 2013
so head over to events.holstein.ca



HIGHLIGHTS AT 2013 NATIONAL HOLSTEIN CONVENTION

THE 2013 CONVENTION will offer the opportunity for members to congratulate and learn from two of Canada's esteemed dairy industry professionals when Patty Jones, Puslinch, ON is honoured with the **Certificate of Superior Accomplishment** by Holstein Canada at the Annual General Meeting. Following the AGM, a presentation from none other than Holstein Canada's own Head Classifier, Tom Byers, Elmira, ON will serve as the **Guest Speaker**.



2012 CERTIFICATE OF SUPERIOR ACCOMPLISHMENT AWARD WINNER: PATTY JONES

Considered the highest honour of the Association, Patty will be recognized as the 20th recipient of the Certificate in Superior Accomplishment given by Holstein Canada. This award is presented to successful candidates who display outstanding business achievements, mentorship, leadership, and promotion of the Holstein breed and/or Association programs.

Patty Jones co-founded Canadian Livestock Photography Inc. in 1981 and has been a tremendous force within the Canadian dairy industry ever since. In her over 40 years of experience as a professional livestock photographer and successful business owner, Patty has become a well-known ambassador for the dairy industry both in Canada and abroad. Her encouragement of using photographs as a marketing tool to develop and enhance a farmer's advertising program has changed the way dairy cattle are marketed across Canada and around the world.

Patty's reputation precedes her as her skills are continually sought after—more than 60,000 photographs have been taken by Patty in her lifetime and she

continues to photograph anywhere from 1,800 to 2,500 cattle a year. Patty also owns and markets animals under the **Silvercap** prefix.

GUEST SPEAKER, AGM: TOM BYERS, HOLSTEIN CANADA HEAD CLASSIFIER

This year, a first for the AGM, the guest speaker will be none other than Holstein Canada's own, Tom Byers.

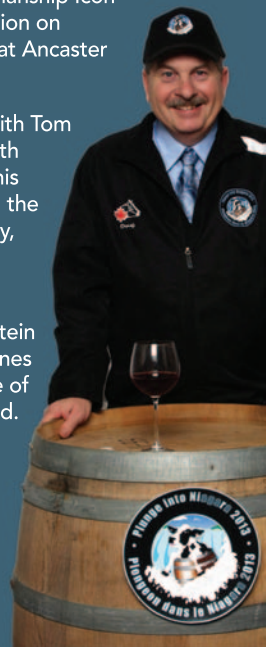
One of the most recognizable faces at Holstein Canada, Tom Byers has been with the Association for 30 years as a well-known Classifier. As Head Classifier, Tom shares his extensive knowledge with fellow Classifiers in accessing all-breeds of dairy animals across Canada. In his role, he has identified the strengths and weaknesses of animals to help producers use corrective mating to ensure the advancement and progression of the dairy breed. Tom has been a relentless advocate for the Holstein Canada Classification system as a profitability tool for dairy producers across Canada.

Over the past 30 years, Tom has classified more than 300,000 cows and has experienced many changes as the Classification system has evolved. As Guest Speaker, Tom will share his insight, thoughts, and amusing stories through a presentation titled **'Old Stories, New Beginnings.'** Tom takes the audience down memory lane on how the breed has evolved in recent decades; how the job of the Classifier has changed; where he believes the Classification program will go in the future; and Tom will share many of the enjoyable stories along the way over the more than 1.3 million miles he has travelled. The job and breed have certainly changed over the past 30 years, but Tom's humour, larger-than-life personality, his knack for storytelling, and the undeniable passion he has for the Holstein cow and Classification program certainly have not! 🐄

TOP 10 REASONS TO ATTEND THE 2013 NATIONAL HOLSTEIN CONVENTION

by 2013 Convention Chairman, Doug Peart, Hagersville, ON

- 10 Treat yourself to a vacation that you can claim as a farm expense and visit with your fellow Holstein cow enthusiasts.
- 9 Relax and enjoy the amenities of the luxurious Sheraton on the Falls Hotel. These include Casino Niagara, a three-acre indoor water park, arcade and mini-golf, and a memorable view of the Falls. Take a stroll on Clifton Hill to experience the wonder and magic of the downtown!
- 8 Don't miss the Taste of Niagara Dining experience that is taking place on the evening of Saturday, April 13th. Pick between a casual meal at a local brewery or a spectacular night-time view of Niagara Falls while dining at the Skylon Tower Restaurant.
- 7 Immerse yourself in Canada's remarkable history by participating in the bicentennial anniversary of the War of 1812-1813 and join us on the Niagara Region History Tour on Thursday, April 11th. Be sure to meet Laura Secord & Sir Isaac Brock at the Master Breeder Gala while you savour the flavour of delicious "historical ice cream," which were created to commemorate the War of 1812-1813 by Hewitt's Dairy Ltd in Hagersville, ON.
- 6 Be prepared to shop until you drop – either by investing in the future of the Holstein breed at the Taste of Ontario Convention Sale at Cranston Farms on April 10th or at Niagara-On-the-Lake shopping district on April 13th.
- 5 Try your luck at the Eastgen Casino & Games Night and we can assure you that the grand prize is worth playing for!
- 4 Cheer on your favourite Showmanship Icon in the Legends of 4-H competition on Wednesday, April 10th at 6pm at Ancaster Fair.
- 3 Attend the "Lunch 'N Learn" with Tom Byers, an excellent Classifier with Holstein Canada, as he shares his 30 years of memories following the 130th Annual Meeting on Friday, April 12th.
- 2 Join us in saluting one of the greatest promoters of the Holstein breed – photographer Patty Jones – as she receives the Certificate of Superior Accomplishment award.
- 1 Take time to congratulate the 21 recipients of the coveted "Master Breeder" award and join in the celebration at the Master Breeder Gala on Friday, April 12th.



Proposal of Amendments to By-laws

For 2013 National Convention AGM

HOLSTEIN CANADA BY-LAWS are rules and regulations established to ensure the Association meets its legal obligations. These By-laws provide directions under which the owners determine how the Association operates. Proposed amendments to By-laws

can only be approved at the AGM, when members come together to discuss governance issues. The following five By-law amendments/additions will be presented at the April AGM by the Board of Directors, as printed on the following pages.

1.

Repeal Subject: Electoral Districts (Articles 9.1 to 9.2), which read as follows:

- Electoral Districts
- 9.1 The electoral districts shall consist of the following provinces, counties, districts or regional municipalities as they existed on November 1st, 1981:
- 9.1.1 British Columbia;
- 9.1.2 Alberta and the Northwest Territories;
- 9.1.3 Saskatchewan and Manitoba;
- 9.1.4 New Brunswick; Newfoundland; Nova Scotia and Prince Edward Island;
- 9.1.5 Western Québec, which shall consist of the counties of Deux-Montagnes, Laval, Beauharnois, Châteauguay, Napierville-Laprairie, St-Jean, Iberville, Missisquoi, Chambly, Verchères, St-Hyacinthe, Richelieu, Sherbrooke, Richmond, Compton, Stanstead, Brome, Shefford, L'Assomption, Abitibi (West & East), Rouyn-Noranda, Témiscamingue, Pontiac, Gatineau, Papineau, Labelle, Argenteuil, Terrebonne, Montcalm, Joliette, Berthier, Maskinongé, St-Maurice, Laviolette, Champlain, Vaudreuil-Soulanges, Huntingdon, Rouville, Bagot, Nicolet, Yamaska, Drummond, Jacques-Cartier, Hull;
- 9.1.6 Eastern Québec, which shall consist of the counties of Beauce, Frontenac, Wolfe, Mégantic, Arthabaska, Dorchester, Lotbinière, Lévis, Bellechasse, Montmagny, L'Islet, Kamouraska, Rivière-du-Loup, Témiscouata, Matapédia, Matane, Gaspé-Nord, Gaspé-Sud, Bonaventure, Portneuf, Québec, Montmorency, Charlevoix, Roberval, Lac St-Jean, Jonquière, Kénogami, Chicoutimi, Lapointe, Dubuc, Rimouski;
- 9.1.7 Western Ontario, which shall consist of the counties of Essex, Kent, Lambton, Huron, Bruce, Perth, Middlesex, Elgin, Oxford and Brant, Haldimand-Norfolk, Hamilton-Wentworth, Niagara, and Waterloo;
- 9.1.8 Central Ontario, which shall consist of the counties of Grey, Dufferin, Wellington, Northumberland, Peterborough, Victoria, and Simcoe, the regional municipalities of Peel, Halton, Durham and York, and the district of Parry Sound;

And substitute therefor the following:

- 9.1 The electoral districts shall consist of the following:
- 9.1.1 British Columbia;
- 9.1.2 Alberta and the Northwest Territories;
- 9.1.3 Saskatchewan and Manitoba;
- 9.1.4 New Brunswick; Newfoundland; Nova Scotia and Prince Edward Island;
- 9.1.5 Western Québec, which shall comprise the geographic areas served by the following Clubs of the Association: Abitibi, Centre-du-Québec, Champlain-Laviolette, Huntingdon-Ormstown-Beauharnois, Lanaudière, Laurentides, Montréal-Vaudreuil-Soulanges, Papineau, Pontiac, Richmond, Shefford-Brome, Sherbrooke, St-Hyacinthe, St-Jean, St-Maurice-Maskinongé, Rouville, Témiscamingue;
- 9.1.6 Eastern Québec, which shall comprise the geographic areas served by the following Clubs of the Association: Bas-St-Laurent, Beauce, Bois-Francs, Dorchester, Lévis-Bellechasse, Lotbinière, Montmagny-L'Islet-Kamouraska, Portneuf, Saguenay-Lac-Saint-Jean-Charlevoix;
- 9.1.7 Western Ontario, which shall comprise the geographic areas served by the following jurisdictions: the County of Brant, the City of Brantford, the County of Bruce, the Municipality of Chatham-Kent, the County of Elgin, the County of Essex, the County of Haldimand, the City of Hamilton, the County of Huron, the County of Lambton, the City of London, the County of Middlesex, the Regional Municipality of Niagara, the County of Norfolk, the County of Oxford, the County of Perth, the Town of St. Mary's, the City of St. Thomas, the City of Stratford, the Township of Pelee, the Regional Municipality of Waterloo and the City of Windsor;
- 9.1.8 Central Ontario, which shall comprise the geographic areas of the following jurisdictions: the City of Barrie, County of Dufferin, the Regional Municipality of Durham, the County of Grey, the City of Guelph, the Regional Municipality of Halton, the City of Kawartha Lakes, the County of Northumberland, the City of Orillia, the District of Parry Sound, the Town of Parry Sound, the Regional Municipality of Peel, the City of Peterborough, the County of Peterborough, the County of Simcoe, the County of Wellington and the Regional Municipality of York;

Repeal Subject: Electoral Districts (Articles 9.1 to 9.2), which read as follows:

9.1.9 Eastern and Northern Ontario, which shall consist of the counties of Hastings and Prince Edward, the united counties of Lennox and Addington, Leeds and Grenville, Dundas, Stormont and Glengarry, and Prescott and Russell, Frontenac, Renfrew and Lanark and the regional municipality of Ottawa-Carleton, the districts of Manitoulin, Timiskaming, Nipissing, Algoma, Sudbury, Cochrane, Thunder Bay, Kenora and Rainy River, Muskoka and the provisional county of Haliburton.

9.2 The number of Directors to be elected from each electoral district shall be as follows: British Columbia, 1; Alberta and the Northwest Territories, 1; Saskatchewan and Manitoba, 1; New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island, 1; Western Québec, 1; Eastern Québec, 1; and Québec (at large), 1; Western Ontario, 1; Central Ontario, 1; and Eastern and Northern Ontario, 1.

And substitute therefor the following:

9.1.9 Eastern and Northern Ontario, which shall comprise the geographic areas of the following jurisdictions in Eastern Ontario: the City of Belleville, the City of Brockville, the City of Cornwall, the County of Frontenac, the Town of Gananoque, the County of Hastings, the City of Kingston, the County of Lanark, the United Counties of Leeds and Grenville, the County of Lennox and Addington, the City of Ottawa, the City of Pembroke, the Town of Prescott, the City of Prince Edward County, the United Counties of Prescott & Russell, the City of Quinte West, the County of Renfrew, the Town of Smith Falls and the United Counties of Stormont, Dundas and Glengarry; and, in Northern Ontario, the following districts: Algoma, Cochrane, Kenora, Manitoulin, Nipissing, Rainy River, Sudbury, Thunder Bay, Timiskaming, along with the following jurisdictions: The Town of Cochrane, the Municipality of Central Manitoulin, the City of Greater Sudbury, the County of Haliburton, the City of Kenora, the District Municipality of Muskoka, the Township of Nipissing, the Town of Northeastern Manitoulin and the Islands, the Town of Rainy River, the City of Temiskaming Shores, the City of Thunder Bay and the Municipality of West Nipissing.

9.2 The number of Directors to be elected from each electoral district shall be as follows: 1 for British Columbia; 1 for Alberta and the Northwest Territories; 1 for Saskatchewan and Manitoba; 1 for New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island; 1 for Western Québec; 1 for Eastern Québec; and 2 for Québec at large; 2 for Western Ontario; 1 for Central Ontario; and 1 for Eastern and Northern Ontario.

To restore the size of the Board of Directors to twelve directors as had historically been the case and to restore one of those directors to be elected from Québec at large and one additional director to be elected from Western Ontario. This has resulted in the changes in Articles 9.2. Articles 9.1.5 and 9.1.6 have been revised so that the electoral districts for Western Québec and Eastern Québec respectively relate to the geographic areas designated by the clubs for those areas. Articles 9.1.7, 9.1.8 and 9.1.9, all of which relate to Ontario, have been updated to reflect current municipal jurisdictions.

2.

Repeal Subject: Term of Election to a Board and Eligibility (Articles 9.7.1, 9.7.2 and 9.3.3), which read as follows:

Term of Election 9.7.1 Directors of the Association shall hold office for a period of two (2) years, or until their successors are elected.

By-election 9.7.2 In the event of a vacancy on the Board, the Board may direct that a by-election be held.

Eligibility for Election as Director 9.3.3 A member who has served as a director for five (5) terms or parts thereof is not eligible for election.

And substitute therefor the following:

9.7.1 Directors of the Association shall hold office for a period of three (3) years.

9.7.2 In the event of a vacancy on the Board, the Board may direct that a by-election be held or make an appointment from the relevant electoral district.

9.3.3 A member who has served as a director for nine (9) years is not eligible for election with the exception that those persons who were directors on April 15, 2013 remain eligible for future election so long as they have not served as a director for more than ten (10) years as of the date for completion of election balloting. Once a person has served as a director for nine (9) years, or ten (10) years in the case of persons who were directors on April 15, 2013, that person is deemed to resign as a director.

In the interest of continuity, it is proposed to have three year terms instead of two year terms, particularly as new directors often have a period of orientation to Board duties in their first year. Currently, Board members may serve for a maximum of ten years (i.e. five terms of two years) and it is proposed that this rule stay in place for those currently on the Board. However, as a result of changing to three year terms, it is thought appropriate to otherwise make the maximum term length be nine years (i.e. three terms of three years).

3.

Repeal Subject: Officers of the Association and Their Term and Related Duties (Articles 9.11.1, 9.11.2, 9.12.1 and 9.16.3), which read as follows:

Officers of the Association	9.11.1	The Board shall, at its first meeting in each year, elect by ballot from among its members, a President and a Vice-President.
	9.11.2	The President, Vice-President, Secretary and such other officers as may from time to time be appointed by the Board shall be the officers of the Association.
Term of Office	9.12.1	The President and Vice-President of the Association shall hold office for a period of one (1) year, or until their successors are elected or appointed.
Duties of the Vice President	9.16.3	In the event that neither the President nor the Vice-President is able to be present at any of the Association meetings, those present at the meeting shall elect a Chair by majority vote.

And substitute therefor the following:

9.11.1	The Board shall, at its first meeting in each year, elect by ballot from among its members, a President, a Vice-President <u>and a Second Vice-President.</u>
9.11.2	The President, Vice-President, <u>Second Vice-President</u> , Secretary and such other officers as may from time to time be appointed by the Board shall be the officers of the Association.
9.12.1	The President, Vice-President <u>and Second Vice-President</u> of the Association shall hold office for a period of one (1) year, or until their successors are elected or appointed.
9.16.3	<u>If</u> neither the President nor the Vice-President are able to be present at <u>a meeting of the Board or a meeting of the members of the Association</u> <u>then the Second Vice-President shall act in their place.</u>

The Board considers it appropriate to have a Second Vice-President in the interest of providing appropriate governance experience and leadership succession and continuity.

4. Add to Section 9, Governance Committee (Article 9.14.6)

It is proposed that Article 9.14.6 be added to the By-laws to provide expressly for a Governance Committee for the Board.

Governance Committee	9.14.6	The Board may appoint a Governance Committee to assist the Board in developing, reviewing and assessing governance principles and guidelines for the Association that are consistent with high standards of governance and such other duties as may be determined by the Board.
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The Board considers it appropriate to expressly refer to the Governance Committee as it is to become a significant, permanent committee of the Board.

5.

Repeal Subject: Administrative Timing Changes (Articles 9.3.2, 9.5.1, and 9.5.3), which read as follows:

Administrative Timing Changes	9.3.2	To be eligible for election, a member must first be nominated by five (5) members of the Association in good standing, resident in the candidate's electoral district, in writing on the approved nomination form, signed by the nominee and filed with the Secretary on or before December 15th preceding the election.
Administrative Timing Changes	9.5.1	The Secretary shall forward a ballot, by mail, e-mail, facsimile transmission or other reasonable means approved in advance by the Board to each member in good standing resident in the district where the election is to take place, by January 15th.
Administrative Timing Changes	9.5.3	Subject to Section 9.5.4, only ballots which are received on or before February 15th by the Chairman of the Election Committee at the address of the Head Office, shall be counted.
Administrative Timing Changes	9.5.4	If, through mistake, inadvertence, accident or other cause, the ballots are not sent on or before January 15th, such shall be forwarded as soon as possible thereafter, and the time for returning the ballots shall be extended so that thirty (30) days shall elapse between the date of forwarding and the date for return.

And substitute therefor the following:

9.3.2	To be eligible for election, a member must first be nominated by five (5) members of the Association in good standing, resident in the candidate's electoral district, in writing on the approved nomination form, signed by the nominee and filed with the Secretary on or before <u>December 8th</u> preceding the election.
9.5.1	The Secretary shall forward a ballot, by mail, e-mail, facsimile transmission or other reasonable means approved in advance by the Board to each member in good standing resident in the district where the election is to take place, by <u>January 8th</u> .
9.5.3	Subject to Section 9.5.4, only ballots which are received on or before <u>February 8th</u> by the Chairman of the Election Committee at the address of the Head Office, shall be counted.
9.5.4	If, through mistake, inadvertence, accident or other cause, the ballots are not sent on or before <u>January 8th</u> , such shall be forwarded as soon as possible thereafter, and the time for returning the ballots shall be extended so that thirty (30) days shall elapse between the date of forwarding and the date for return.

The date in Article 9.5.3 for the completion of the balloting for the Board of Directors is proposed to be moved from February 15th to February 8th in order to allow for a week of additional time to be at an initial board meeting which is typically scheduled around February 20th. The dates in Articles 9.3.2 and 9.5.1 are each moved forward by the equivalent amount in order to allow a one month space between each of the dates expressed in these articles, as is the case now.

Disclaimer: By-law Sections may be moved to provide clarity and flow and will be renumbered accordingly to accommodate the accepted amendments. These amendments would come into effect following approval by the Federal Minister of Agriculture and in accordance with the Animal Pedigree Act.

Accessible Male Genotyping to Canadian Breeders

CANADIAN DAIRY NETWORK (CDN) has announced that effective April 1st, 2013 breeders across Canada will have the opportunity to receive a genomic evaluation for any herdbook registered male, which is done presently for Holstein cows and heifers. Effective immediately, breeder-owned bulls born in Canada can be genotyped through Holstein Canada's GenoTest program for the inclusion in genomic evaluations in Canada. There will also be an option to pay for receiving a genomic evaluation in the United States.

Genotyped females in Canada will continue to have official genomic evaluations including GLPI released freely through CDN. The process to obtain official genomic evaluations for breeder-owned genotyped males will be different. Genotyping males will initially provide an unofficial GLPI to the breeder and in order to attain official status for GLPI, it will

require a 50K genotype and payment of a one-time fee of \$7,500 paid to CDN before 12 months of age, which equates to the average cost per bull that A.I. member organizations are expected to pay CDN for genetic and genomic evaluation services.

Holstein Canada currently provides genotyping services for heifers and cows in Holstein, Jersey, Brown Swiss, and Ayrshire breeds. Holstein Canada also accepts genotyping requests for males with the procedures and fees being identical to those established for females. In addition, the current policy (excluding the GenoID program) that only animals registered in the herdbook can be genotyped will also extend to males.

The following diagram provides the various options for breeders interested in genotyping and subsequently marketing breeder-owned bulls:

OPTIONS FOR GENOTYPING BREEDER-OWNED REGISTERED MALES

Step 1: Breeder/owner chooses one of three GenoTest options:

1 LOW DENSITY (LD) PANEL
(6,000 SNP'S) = \$45

2 LOW-DENSITY PLUS (LD +)
(9,000 SNP'S) = \$60

3 STANDARD 50K PANEL
(50,000 SNP'S) = \$135

Owners who genotype registered males under three months of age will receive a \$2 credit on GenoTest fees. The unofficial Genomic Evaluation Report will be electronically posted on the owner's Holstein Canada online account for access and printing and will be regularly updated until the bull reaches 12 months of age or later if the \$7,500 fee is paid to CDN.

Step 2: Based on GenoTest results, the owner can choose to:

Option A

GENOTYPE, BUT REMAIN UNOFFICIAL NO ADDITIONAL FEE

PROVISION: Such genomic evaluations will not be considered official in the CDN database and will therefore not be displayed on the CDN website, included on listings, or transferred to breed associations for presentation on pedigrees.

For genomically tested bulls that reach three years of age without having more than 20 registered daughters born in Canada, CDN will officially release their Canadian-based genomic evaluation including GLPI at all subsequent official genetic evaluation releases in Canada.

Option B

GENOTYPE, GO OFFICIAL \$7,500 PER BULL

If owner would like an official GLPI and associated genomic evaluation in Canada, they would pay the one-time fixed rate fee to CDN prior to the bull reaching 12 months of age and ensure the bull is genotyped with the 50K panel.

For privately owned bulls that surpass 12 months of age without payment of the CDN fee for official status, the provision of all genomic evaluation services will cease and only traditional Parent Average values will be available for official documents and web site queries.

Option C

GENOTYPE AND REACH AGREEMENT WITH A.I. MEMBER ORGANIZATION OF CDN FOR RIGHTS TO CONTROL MARKETING

NO ADDITIONAL PAYMENTS TO CDN REQUIRED BY BREEDER AS CONTROL OF MARKETING RIGHTS ARE RELINQUISHED TO A.I. MEMBER ORGANIZATION OF CDN, WHO COVERS ADDITIONAL FEES AND ENSURES THE BULL IS GENOTYPED WITH THE 50K PANEL.

Polled genetics were in demand at many sales in 2012. Venture Man O Man Pretty P (VG-86-2yr-CAN) was one of the top sellers at the Venture Dispersal in December 2012 held in Guelph, ON selling for \$106,000.



In 2012, 336 animals who registered at Holstein Canada with a recessive code of polled, of which, 291 were born hornless.

DEFINITIONS 101

HAPLOTYPE

Short sections of the genome that are transmitted as a block of DNA from parent to progeny. By identifying haplotypes, it could enable producers to identify sires and cows carrying certain genes.

GENOTYPE

The gene or set of genes responsible for a particular trait. The genotype describes the entire set of genes inherited by an individual. It remains constant throughout life and is unchanged by environmental factors.

PHENOTYPE

Is the value of a trait that can be observed or measured. In some instances, the phenotype may remain unchanged throughout life, however for some traits, can continually change throughout life in response to environmental factors.

Polled Codes Updated to Complement International Standards

THE WORLD HOLSTEIN FRIESIAN

FEDERATION (WHFF) has recently updated the secondary birthcode PO, which represented animals born hornless, to the code **POR** (reported born hornless— not tested). For the purpose of international data exchange, Holstein Canada has aligned its codes accordingly.

If an animal is reported polled at the time of registration, as part of the verification process, Holstein Canada validates the source of the polled gene from a polled dam or polled sire or both. Until the horn-free animal has been tested, it will be coded **POR** (reported born hornless – not tested). **All animal records currently coded with PO will be updated with the new POR code effective March 1, 2013.**

Once an animal is tested and confirmed polled, there will be no change to the transmitting codes. These remain as follows:

POS = tested true polled (homozygous PP)

POC = tested carrier of polled (heterozygous Pp)

POF = tested free of polled

Polled in Holstein cattle refers to animals born naturally hornless with the absence of horns and scurs. The polled characteristic in cattle is inherited as a simple, dominant gene. Therefore, horns result from two copies of the recessive gene at that location on the

chromosome. The cause of polled is believed to be a single, dominant mutation which causes the polled phenotype.

An inconclusive result can occur when the haplotype of the tested animal cannot be associated with horned or polled status, as that particular haplotype was not seen in the reference population.

The population of polled animals is relatively small and could potentially be the reason for a small error rate because if more animals were tested and haplotypes defined then more haplotypes could be matched. Holstein Canada has worked with a lab as part of a research project to have additional animals tested to add to the reference population of polled animals in Canada.

Currently there is no direct gene test to determine if an animal is polled, but owners can officially verify the horn-free animal as homozygous or heterozygous through an indirect test. In the event that a direct test for polled becomes available, the test codes will be updated and further information regarding the new codes will be made available.

If requesting a polled test, which costs \$80, producers can find and complete the **GenoTest Application** form available on Holstein Canada's website at: www.holsetin.ca > **Genetics > Genomics > GenoTest Application under Related docs (top right-hand corner)**

For further questions or additional information, please contact Holstein Canada's Parentage Research team at 519-756-8300 or by email at parentageresearch@holstein.ca. 🇨🇦



Expired Swabs May Not Provide you with Results you'd Expect

EACH NASAL SWAB has an expiry date noted above the bar code located on the swab itself. To ensure samples pass quality control checks at the time of submission, the swab must be received at Holstein Canada two months before the expiry date listed on the swab.

With a shelf life of 30 months, swabs purchased between September 2010 and January 2011 will expire in March of 2013. Be sure to check the expiry date on swabs before submitting to avoid having to resample. 🐄

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

Based on 1st Lactation Classifications from November/December 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	292	82.40	83.13	AFTERSHOCK	83	83.00	82.65
BOLTON	154	80.71	81.16	DAMION	70	82.74	82.03
DENZEL	361	80.58	80.84	DUNDEE	36	82.44	82.14
DOLMAN	118	80.42	80.75	CHELIOS	33	81.97	80.48
STALLION	392	80.41	80.70	LIGHTNING	47	81.55	80.96
HOWIE	122	80.20	80.35	TALENT	54	81.26	81.22
SAMUELO	182	80.15	80.50	TEE OFF	83	81.18	81.73
MR BURNS	109	79.97	80.17	DURHAM RED	33	81.06	80.42
ASHLAR	315	79.57	79.96	BALTIMOR	73	81.05	81.51
MANIFOLD	117	79.21	79.83	ALTAOUTBOUND	54	81.04	81.41

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**

FEBRUARY

ON Leeds
QC Lotbiniere

EARLY

ON Renfrew, Grenville
ON **MR** Niagara, Wentworth, Brant, Haldimand, Norfolk, Carleton, Russell
QC Nicolet
BC Upper Fraser Valley, Okanagan, Vancouver Island

MID

ON Lanark
QC Drummond, Yamaska
QC **MR** Frontenac, Beauce

LATE

MARCH

ON Grey, Bruce, Huron
QC Bagot, Saint-Hyacinthe, Richelieu, Verchères, Rouville, Papineau & Gatineau
QC **MR** Lévis, Québec & Montmorency, Dorchester
AB **MR**

EARLY

ON Halton, York, Simcoe
QC Abitibi, Témiscamingue, Pontiac, Labelle, Argenteuil, Terrebonne
MB **MR**

MID

ON Peel, Dufferin, Ontario, Peterborough
ON **MR** Middlesex, Elgin, Essex, Kent, Lambton
QC Deux Montagnes, L'Assomption, Montcalm, Joliette, Berthier
QC **MR** Bellechasse

LATE

APRIL

ON Northumberland, Durham, Victoria, Lennox & Addington, Hastings
QC Maskinongé, Saint-Maurice, Champlain, Lavolette, Portneuf
QC **MR** Montmagny, L'Islet

EARLY

ON Frontenac, Prince Edward, Waterloo
QC Lac Saint-Jean, Roberval, Lapointe, Dubuc, Charlevoix, Chicoutimi, Vaudreuil & Soulanges, Châteauguay, Beauharnois
QC **MR** Kamouraska
PE, NS, NB, NL

MID

QC Huntingdon

LATE

2013 NEW HERD ENROLLMENT PROGRAM

NEW CUSTOMERS HELP KEEP HOLSTEIN CANADA SERVICES EFFICIENT


Customer retention and gaining new customers are two critically important aspects for any business. In Canada, Holstein Canada is very fortunate to have a high participation rate from members in genetic improvement services such as registration, classification, and milk recording. Thank you to our customers for helping to keep the Association's system and database robust and efficient!


New customers are important as they replace herds exiting the business and help keep services efficient. Each year, approximately 2% of dairy farms across Canada exit the industry.

To help entice new producers to enroll in Holstein Canada and realize the benefits that the many programs have to offer, the following enrollment program for 2013 has been created.

2013 ENROLLMENT PROGRAM DETAILS:

- Available to Holstein herds who have not classified in at least two years
- Consultation is provided with classifier to discuss the benefits of classification
- Free herd visit for the first classification
- Additional savings on registration for herds who have not registered for three or more years. Registration fees discounted by 50% for all animals (excluding base) for first 6 months and no charge to transfer ownership of animals currently in herd.





FACT #1

Registered Holsteins Bring More Profit

Selling price is based on a survey of auction markets conducted in 2012. Premium for registered Holsteins versus similar quality grade animals.

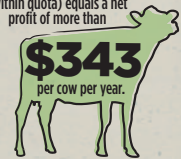
FACT #2

Herd Management Information Improves Profitability

Canadian Herds on Milk Recording in 2011


TRAIT	CLASSIFYING HERDS	NON-CLASSIFYING HERDS	ADVANTAGE
# of herds	7,152	2,148	
Milk (kg) - 305 day	9,512	8,632	+880
Fat (kg) - 305 day	362	327	+35
Protein (kg) - 305 day	303	275	+28
Number of Lactations	2.7	2.5	+0.2

The additional milk production (within quota) equals a net profit of more than



2013 HERD ENROLMENT PROGRAM DETAILS

- Available to all herds who have **not classified in two or more years**
- Herd consultation visit with an experienced classifier. Discuss the benefits of classification and how the information can be used on farm.
- No charge herd visit fee (regular or mid round) for first classification
- For qualifying herds with **no registration activity for 3 or more years** the program will also offer:
 - o Registration fee discounted by 50% for all animals (excluding base) registered within 6 months of commitment to the program.
 - o No charge to transfer ownership of animals resident in the herd prior.
 - o To qualify for the registration savings herds must agree to participate in at least one classification visit.



Holstein Canada

For additional information, please contact the **Classification & Field Services Department** at: **519-756-8300** or classification@holstein.ca

Experience the benefits of animal registration and classification!

Increasing the number of registered and classified herds helps strengthen our entire dairy industry. Higher participation rates leads to more accurate genetic evaluations and also builds confidence from potential buyers of Canadian genetics.

If you know of anyone who can take advantage of this opportunity contact the Classification & Field Services Department at: 519-756-8300 or via email at classification@holstein.ca



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