

# *info* Holstein

June/July 2013 issue no. 122



## Niagara Falls Sets the Stage

*As the 2013 National  
Holstein Convention  
Raises the Bar*

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





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Growing as a team. During the first week of June, all 25 Holstein Canada classifiers attended an annual classifier conference to build team relationships, harmonize assessments and develop their industry and business knowledge.

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Follow Holstein Canada President Richard Bosma on Twitter at @Richard\_Bosma

# MEET AND GREET WITH NEW PRESIDENT RICHARD BOSMA

**RICHARD BOSMA OF ABBOTSFORD, BC** is honoured to serve the membership in the capacity of President of the Board of Directors. Bosma is humbled to bring his leadership experience combined with a unified Board; fresh new ideas; and passionate staff to complete the two-year strategic plan with the help of Holstein Canada CEO Ann Louise Carson. The following is a meet and greet question and answer session with President Bosma to get to know more about the man who is passionate and positive about the future direction of the Association under his direction:

**Share with us your personal relationship with Holstein Canada as a member and history/background information on your farm.**

*Vedderlea Farm* dates back to 1967 and has been located in Abbotsford since 2004. The farm is operated along with my wife Judy, my son James and his wife Angela, and one full-time employee. We own 120 acres, rent another 50 acres, and also lease a neighbour's barn where we keep 70 heifers. We grow mostly corn using custom operators, and buy most of our hay. The herd presently contains 4 EX, 60 VG, and 112 GP cows with a herd average of 235-239-240 BCA.

**What motivated you to become involved with Holsteins and to participate in**

***Holstein Canada services?***

I can thank my father who got me started in dairy farming. As a young man, I wanted to breed cows like those featured in the breed magazines. My father encouraged my participation in the local Holstein club where I was impressed by the knowledge of several great cowmen and Master Breeders. I really believe everyone should be registering and classifying their cattle. It would be of great benefit to owners, employees and ultimately their farms. Classification is a great opportunity for continuing education from highly qualified people with incredible cow knowledge and people skills, right on your farm!

***On your farm, what are your personal breeding goals and what are personal highlights that you're proud to have achieved so far?***

We focus on conformation and generally breed for components not milk yield. We are watching health and fertility traits more and using about 15% young genomic sires. For the rest, we are using today's incredible proven bulls that combine great type and production. We have been partners since 1996 in *Mandelyn Holsteins* where we continue to acquire and market some elite genetics. Accomplishments include breeding over 200 VG or EX cows; 4 different female lines that contain 5 generations VG or EX females; 35 Star Brood cows; 14 cows over 100,000 kg

lifetime; and we were proud to have bred and exhibited the 2000 Chilliwack Exhibition Grand Champion. Recently, *Vedderlea Goldwyn Esther* (VG-87-2YR) was named Reserve Intermediate Champion at the 2013 U.S. Western Spring National in Utah for Elmbridge Holsteins of Chilliwack, BC.

***Is there a current cow in the Vedderlea herd that is the "apple of your eye?"***

A current favorite is *Vedderlea Goldwyn Lillian EX-2E* with four-year-old BCA record of 265-262-259. *Lillian* is backed by 3 homebred VG dams and already has a VG-2YR *Mr. Sam* daughter.

***You bring a great deal of experience to the role of President. Can you tell us more about your previous experience on the Board of Directors and other industry roles you may have had?***

I have been a Board member since 2005 and was elected Vice-President in 2012. I have sat on the Awards, Governance, Audit & Risk, Finance and Breed Advisory committees at Holstein Canada. Outside of the Association, I have been a BC Branch director since 1990 and was Branch President in 1998-99. I have also served on the Chilliwack Fair Board, the CanWest DHI Board, the Semex Genetic Advisory Committee, and DairyGen (formerly known as the Dairy Research Council).

### **What do you see as the greatest opportunity as Holstein Canada President?**

I see the President role as an opportunity to give back. I have received much satisfaction working with the great Canadian Holstein cow. While individual breeders have made great contributions, the breed today is also the legacy of past industry leaders, (Holstein Canada, DHI, AI, etc). I want to help lead this organization forward into a successful future.

### **What does Holstein Canada hope to accomplish this year?**

Our capable CEO, Ann Louise Carson is following the Strategic Plan for 2013-2014 as approved by the Board. While registrations hit a record level last year and classifications were close to record levels, we will strive to surpass those marks. New software is being written that will allow us to offer herdbook services to other breeds and sell our classification program internationally. We are also expanding field services by partnering with smaller Branches; rewriting the Breed Strategy document of 1997; considering bundling of services and volume discounts; and working to launch a new website coming this fall 2013.

### **What is your vision for Holstein Canada?**

To ensure that Holstein Canada's genetic improvement programs clearly demonstrate profitability on an individual herd basis. We need to continue to identify and promote our superior genetics while maintaining and creating export markets. While all aspects of the industry should be encouraged to thrive, it is essential to remember that farmer breeders are the core of our organization.

### **You are very much a family man. Tell us more about your family and their involvement in the family farm.**

Judy and I have four sons, four wonderful daughter-in-laws and eight grandsons. While I am away, James and Angela look after the operation with the help of occasional high school students who help do evening chores. I am certainly grateful for the sacrifice and extra effort made at home during my absence while I am travelling. We are optimistic and truly thankful to God for our family, our business, and the good life we have. 🇨🇦



## working towards a common goal

by Holstein Canada Chief Executive Officer,  
Ann Louise Carson

**I AM QUITE SURE** Holstein Canada members across our great country would say their secret to success is really no secret at all. It is largely due to the specific contribution of the people they work with: family, staff, nutritionists, veterinarians, financial advisors, suppliers, AI and DHI staff, Canadian Dairy Network (CDN), breed association staff—the list is endless. When all of these people work towards a common goal, things happen and obstacles, while they do occur, are overcome.

At Holstein Canada, we are taking yet another cue from you and we are working even more closely with our partners. We want to strengthen our 'traditional' partnerships with other breeds, AI, DHI, CDN, and of course Holstein branches and continue to expand our network. This just makes sense to us as you are a member of all these organizations! On the policy front, we continue to give vocal support to Dairy Farmers of Canada as often as we can to support their diligent efforts of promoting supply management and other issues important to dairy farmers across Canada.

On the **international** front, we feel the best approach is to work closely with those already specialized in this ever-changing area. To this end, Holstein Canada warmly welcomes Michael Hall, to his position as Executive Director of the Canadian Livestock and Genetics Association (CLGA), the umbrella group of Canadian exporters. Michael, a long-time Holstein Canada member and very active industry person, shares his thoughts with us in this issue of *Info Holstein* on today's changing, but still

present international market for Canadian genetics. Michael will keep us up to speed on market developments in future columns. I would like to take the time to also personally thank outgoing CLGA Executive Director Rick McDonald who dedicated his career to furthering Canadian genetics in the international marketplace. Enjoy a wonderful and well-deserved retirement Rick.

We recognize the importance of maintaining strong ties internationally in various ways. As an example, this summer, our classifiers trained their 'colleagues' in Brazil and Mexico and we have recently supported requests from Mexico, Colombia, Portugal, and Brazil to send Canadian judges abroad to share their talents and knowledge of the Canadian dairy industry and show circuit as great ambassadors of Canadian genetics.

Working **WITH** partners means just that – that each brings their expertise to the table to reach a common goal. Just as you wouldn't ask your nutritionist to do a C-section on a cow, we do not want to replace our partners. However, we can certainly offer a wide scope of expertise on your behalf. It never ceases to amaze me how well our Holstein Canada logo with its cow head and maple leaf is recognized on the international marketplace and we want you to know we are going to do all we can to make sure this never changes!

Meanwhile, enjoy your summer! May the weather cooperate for your field work so you can get some quality time with the best partner of all – your family! I look forward to meeting many members at summer events. 🇨🇦







## WHO?

Close to 600 Holstein Canada members and dairy enthusiasts attended the annual Convention.

## WHAT?

The 2013 National Holstein Convention organized by Holstein Canada and the 2013 Convention Organizing Committee co-chaired by Doug and Mary-Ann Peart.

## WHERE?

Ancaster, ON and Niagara Falls, ON in the Sheraton on the Falls Hotel.

## WHEN?

April 10-13, 2013

## WHY?

The Convention allows for the opportunity for members to meet and network with fellow Holstein Canada members while taking in and enjoying the farms and festivities in the local area for both business and pleasure.

# NIAGARA FALLS SET THE STAGE

## *As the 2013 National Holstein Convention Raises the Bar*



Situated in Ontario's wine country and one of Canada's entertainment capitals, the Niagara Falls, ON location promised to be the perfect backdrop for 2013 Convention-goers to mix the three loves of every dairy enthusiast—great cows; great people; and a fun, entertaining time.

**WHILE STAPLE CONVENTION EVENTS** such as the Master Breeder Banquet, farm tours, Convention Sale and Show, and Young Adult program remained highlights in the Convention schedule, the Annual General Meeting's (AGM) new placeholder in the Convention schedule on the Friday morning prior to the Master Breeder Banquet allowed for more time and convenience for members to enjoy other events and the attractions that Niagara Falls had to offer. This change certainly was a fan-favourite and well-accepted as a packed house of more than

400 people took in the meeting of members.

April showers certainly set the stage for the age old saying "April showers brings May flowers," but the rainy weather didn't seem to dampen the spirits of Convention attendees who enjoyed the company of members from every province across Canada. The 2014 Convention is set to take place next April 1-6, 2014 in Sherbooke, Qc, but before you mark this date in your calendar, take a moment to reminisce about 2013 Convention highlights and the fantastic time that took place in Niagara Falls!



## CONVENTION SALE AND SHOW

**LABELLED A 'MINI ROYAL'** by many, the Ontario Spring Discovery Convention Show was the first show of the year to kick-start the show season in Ontario. Many well-known herds from Ontario and Québec added tremendous depth to the show lineup including the addition of reigning 2012 Grand and Supreme Champion from the Royal Agricultural Winter Fair and World Dairy Expo, RF Goldwyn Hailey (EX-97-2E) owned by Gen-Com Holsteins Ltd, Notre-Dame-du-Bon-Conseil, Qc.

*Hailey*, still fresh from the 2012 show season and looking incredible, was an easy selection for Judge David Crack, Richmond, Qc who named her Grand Champion of the show, followed by First Three-Year-Old and Intermediate Champion, Valleyville Rae Lynn (VG-89-2YR), a fan favourite owned by Quality Holsteins, Ponderosa, Al-Be

Ro Land and Cattle, Woodbridge, ON. Following as Honourable Mention Grand Champion was the black, stylish first place Five-Year-Old, Gerann Roy Grendel (EX-95), also owned Quality Holsteins.

Named Junior Champion of the heifer show was first place Intermediate Yearling, Winright Sid Elegance, owned by Winright Holsteins, Winchester, ON with Reserve and Honourable Mention Junior Champion honours going to first-prize Summer Yearling, Belfontaine Attic Celya, Belfontaine Genetics Inc, Saint-Marc sur Richelieu, Qc and first place Junior Yearling, Crovalley Gold Rapcity, bred and owned by Crovalley Holsteins, Hastings, ON.

The Red and White Junior Champion was Hanelee G Busty Babe owned by Hanalee Holsteins and Marty Hazeleger, Embro, ON with Reserve Junior Champion going to Maple Wood RR Radiance, owned by Maple Wood Farms and Clarkvalley Holsteins, Jerseyville, ON and Woodville, ON. Honourable Mention Junior Champion

went to OConnors WH Gold Digger, a *Gillette Windhammer* daughter owned by Don Mair Farms and Legend Maker Holsteins of Mount Hope, ON. A total of 151 Holstein animals were shown with *Crovalley Holsteins* capturing the Premier Breeder banner and *Gen-Com Holsteins* taking the Premier Exhibitor banner back to Québec.

The day prior to the show, the Taste of Ontario Convention Sale was held at the home of Doug, Joan, and James Cranston in Ancaster, ON—minutes away from the Convention Show fairgrounds in Ancaster. A large crowd gathered at the sale to witness as 95 lots averaged \$7,960 with the sale topper, Pierstein Gold Chip Rockstar, a September *Gold Chip* daughter purchased by Jeff Butler of Chebanse, IL for \$79,000. *Rockstar's* grand dam is two-time Royal Winter Fair Champion, Thrulane James Rose (EX-97-2E 2\*). 16 lots at the sale were purchased for \$10,000 or more.







## LEGENDS OF 4-H COMPETITION

**THE FIRST TIME AN EVENT OF THIS KIND** was held at Convention, the Legends of 4-H competition brought together close to 30 of North America's finest, former showmen who competed for the title of "Top Legend" in the stiff field of competition. Judge Mike Deavers, Edgerton, WI worked the former show champions hard as he narrowed down his top contenders, and while it was a fun event aimed to raise money to celebrate the 100th anniversary of 4-H in Canada, Judge Deavers did select a winner. Holstein Canada Board of Director, John Buckley of Lindsay, ON was awarded first place, but Judge Deavers noted the amazing competition from top to bottom. A \$1,000 cheque was presented that evening to Rob Black, Past President of the Canadian 4-H Foundation to commemorate 4-H's centennial year from proceeds raised from



## EASTGEN CASINO NIGHT

**TO GET THE PARTY** started once everyone flocked from Ancaster, ON to the Sheraton on the Falls in Niagara Falls, ON where the majority of Convention events were held, participants played in the Eastgen-sponsored Eastgen Casino Night on Thursday evening. Attendees could purchase 'fake chips' to play various games such as Blackjack, Russian Roulette, and play on slot machines. Based on their winnings, casino-goers could wager their earnings into a variety of prize options, with a large amount of prizes handed out at the end of the evening to lucky winners.



## MASTER BREEDER BANQUET

**THE LARGE AUDIENCE OF 600** people in attendance for the Banquet saluted the efforts of the 21 Master Breeders who were recognized for their achievements as announced in early January 2013. Presentations on each shield recipient highlighted both farm and personal achievements of the following 2012 Master breeder recipients:

- Rudy and Trudy Russenberger (Alpina);
- Bert and Wendy Molenaar (Berwen);
- John and Colleen Ricka (Brooknock);
- Glen and Sheila Burgess (Cedarpatch);
- Serge, Steeve, Régis, and Michel Hudon (Desdeuxlac);
- Francis Dumais and Suzanne Ouellet (Dulet);
- Éric Paquette and Chantal Clément (Gepaquette);
- Brian and Jill Rivington (Glennholme);
- Cameron and Tammy Hickling (Hicklee);
- Joe, Nancy, Michael and Robert Unholzer (Holzer);
- Jean Jacobs and Marian Ghielen (Jacobs);
- Dave and Melissa McMorrow (Kawartha);
- Ken and Monique Lischka (Kenma);
- John and Linda Tammis (Lindrian);
- André, Sylvie and Steve Grenier (Lison);
- Ronald and Karen Boerchers (Rainyridge);
- Daniel and Cynthia Simpson (Seelby);
- Michel Larrivée and Denise Blais (Selexie);
- Jean Bissonnette and Elyse Gendron (Val-Bisson);
- Alain Boyer and Suzanne Dufresne (Vaudal); and
- Scott and Beth Wilson (West Port).





## FARM TOURS

**SATURDAY MORNING** saw a full-day of farm tours for Convention attendees to take in a diverse group of farms located throughout Brant, Wentworth, Haldimand, Norfolk, and Niagara counties. Farm tours varied in farm size, facilities, management practices, and breeding goals with different stops to herds including Master Breeder herds; homebred Excellent herds; All-Ontario and All-Canadian herds, and top-managed herds. One thing in common throughout all farm tour visits was the warm-welcome that was given to all Convention-goers. Participating in the farm-tour day were *Vellhaven, Maple Wood, Cranholme, Parklea, Summitholm, Ardross, Luxury, Freuehaven, Devans, Heatherick, Abbylayne, Greenview, Spierdyke, Whitnell, Rosetone, Huiztein, and Feederlane/Mottle.*

## YOUNG ADULT PROGRAM

**A KEEN GROUP** of approximately 30 young adults kick started the four-day Young Adult Convention with the inaugural "Carson bowl" quiz game named



after Holstein Canada CEO Ann Louise Carson and her well-known family from Sherbrooke, Qc. Organized by co-chairs Doug and Mary-Ann Peart, the rounds of quiz questions tested young adults on all current dairy industry and Association news and facts. The winners of the crystal bowl were Derek Wassink (AB), Melissa Marcoux (Qc), Marie-Phillip Brisson (Qc), and Jared De Jong (BC). Following the quiz, an information session featured presentations from Holstein Canada Manager of Classification and Field Service, Dr. Bethany Muir, on further understanding genomics and a presentation from EastGen Reproductive Specialist, Mark Carson talked to the breeding benchmarks and goals that herds should use in order to achieve reproductive success. A networking dinner with Holstein Canada's Board of Directors was also held later on in the evening so young adults could become more acquainted with the Board.

The crowd of young adults also took in the Convention's show and sale; casino night; Master Breeder Banquet; Brewery tour; and actively involved and engaged in the AGM. A Master Breeder panel was held for the third time after the AGM featuring three 2012 Master Breeders, Dave McMorrow (Kawartha), Rudy Russenberger (Alpina), and Ysabel Jacobs (Jacobs). This panel provided the perfect opportunity for young adults to ask questions to well-known and established breeders in a relaxed setting where honest answers were given. A new event planned as part of the Young Adult program was a Technology Forum with Holstein Canada's Business and

Technology Solutions Manger, Peter Brand, and Christina Crowley, Coordinator of Strategic Communications and Programs. They discussed the use of technology and social media going forward within the Association and what young adults expected to see moving forward as technological devices and needs change and evolve. This provided the perfect opportunity to gather feedback from young adults as the new Holstein Canada website





is set to launch this coming fall 2013.

A highlight for many young adults was the opportunity on Saturday morning during farm tours, to participate in a classification demonstration with Classifier Coordinators Bruno Jubinville and Carolin Turner and classifiers Allison Spence and Guillaume Gervais. Allison and Guillaume also participated in the Young Adult program over the four days at Convention. Many found it a fantastic opportunity to learn from classifiers first-hand how to score a cow by using handheld computing devices. Many commented afterwards that it was neat to see classification through the eyes of a Classifier and that they had gained further respect for what Holstein Canada Classifiers do in appraising cows each and every day.

.....

"I HAD THE OPPORTUNITY TO PARTICIPATE IN THE YOUNG ADULT CONVENTION AND OVERALL, IT WAS A GREAT EXPERIENCE. IT WAS VERY VALUABLE TO PARTICIPATE IN THE PROGRAM AND WORKSHOPS AS I COULD LEARN AND IMPROVE MY UNDERSTANDING ON CERTAIN TOPICS, AS WELL AS MEET SOME VERY DYNAMIC YOUNG ADULTS. BEING ABLE TO INTERACT WITH THEM ALLOWED US TO GET A DIFFERENT POINT OF VIEW ON VARIOUS ASPECTS OF HOLSTEIN CANADA'S ACTIVITIES AND PROGRAMS. ON A PERSONAL LEVEL, I FELT PRIVILEGED TO BE ABLE TO PARTICIPATE IN THE YOUNG ADULT PROGRAM, THE AGM AND THE MASTER-BREEDER GALA. I THINK IT'S A GREAT OPPORTUNITY TO BE THERE ALONGSIDE THE BREEDERS IN A DIFFERENT ROLE THAN AS A CLASSIFIER IN THE BARN. I LOVED THIS ALL-AROUND ENRICHING EXPERIENCE."

- Guillaume Gervais,  
Holstein Canada Classifier

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# ENGAGED AND ENTHUSED AT THE 2013 ANNUAL GENERAL MEETING

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**FOR THE FIRST TIME**, Holstein Canada's 130<sup>th</sup> AGM was streamed online for members across Canada to watch in on as a large crowd filled the auditorium when the AGM was held on the Friday morning of Convention. Reports from outgoing President Glen McNeil, Board Chairman Richard Bosma, and CEO Ann Louise were given in addition to the finance report, the budget, By-law changes, resolutions, and

many special awards to commemorate a busy year.

Holstein Canada CEO Ann Louise's report shared that the newly-unveiled 2013-2014 Strategic Plan will keep the Association busy. Under the four main pillars of the plan which include **Policy, Technology, Breed Improvement, and Membership**, the following projects were highlighted as priorities by Ann Louise during the AGM:



# 2013 AGM AWARD PRESENTATIONS



The Holstein Journal was presented with a congratulatory certificate by the Association in celebrating 75 years in April 2013. Holstein Canada outgoing President Glen McNeil and Director Robert Chabot thanked Holstein Journal current owner Peter English for the publications years of service to the Holstein industry in Canada and the close working relationship the two organizations have had over the years.



Patty Jones, Puslinch, ON was elated and touched to be honoured as the first-ever woman to receive the Association's prominent Certificate of Superior Accomplishment as the 21st recipient. Patty was recognized for her more than 40 years in the industry as a world-renowned livestock photographer founding Canadian Livestock Photographic Inc. Patty, pictured with outgoing President Glen McNeil and new President Richard Bosma told the audience in a beautifully written speech that "Anything and everything is possible.. I am living proof of it."



The award that everyone had been waiting for! Closing out the AGM agenda was the covenant Cow of the Year award as voted on by the membership. The most amount of votes were received for the 2012 competition, but it was Eastside Lewisdale Gold Missy (EX-95) who took home the title. Co-breeder, Jamie Lewis of Lewisdale Holsteins, York, PE was on hand during the announcement in Niagara Falls, ON to accept the award on behalf of Missy's owners, Morsan Farms Ltd, Ponoka, AB; Van Ruinen Dairy Ltd, Lacombe, AB; Mark Butz, Cedar Rapids, IA; and Gert Andreasen, Ponoka, AB.



Century of Holstein awards were given to 5 recipients celebrating 100 years as a Holstein Canada member. These recipients included descendants of Samuel Dickie (NS), Cloverlea Holsteins (Huntingdon, Qc), the Muir family (Courtice, ON), Macdonald College (Ste. Anne de Bellevue, Qc), and the Nova Scotia Agricultural College (Truro, NS.).



- A new Association website will be launched in fall 2013 to have more functionality, responsive design, a new clean look/feel, and new and improved content
- The Holstein Breed Strategy document will be updated to 2014 standards
- Field service Partner Program with Atlantic and Western provinces was launched in early 2013 for 'analysis' at end of 2014
- Revamped database for multi-breed herdbook to be completed by end of 2014
- Increased presence with DFC to support Supply Management



Many special award presentations were made to cap off a well-organized and interesting meeting before Guest Speaker, Tom Byers, took the stage and wowed the crowd!

## GERALD SCHIPPER TO REPRESENT WESTERN ONTARIO AS NEW BOARD OF DIRECTOR

**IT WAS ANNOUNCED** earlier this spring and was made official during the 2013 National Holstein Convention that Gerald Schipper, Aylmer, ON will represent Western Ontario as he joins the 2013-2014 Holstein Canada Board



of Directors. The vacancy in this geographical area was due to the retirement of former President, Glen McNeil.

Farming under the *Skipwell* prefix with his family in Elgin County, Gerald brings both a great expertise and experience level to the Board. Milking 320 cows in a free-stall operation with an outstanding classification of 15 EX, 178 VG and 164 GP and a herd BCA of 220-221-219, Gerald and his family have marketed genetics domestically including sires to AI as well as selling genetics internationally. His family has been proud to have bred and owned two All-Canadian nominated animals. They also farm 1,100 acres.

With a long-standing involvement in the Elgin County Holstein Club, including being a regular participant at the Elgin County Holstein Show, Gerald has been a recipient of the Ontario Dairy Youth Award as sponsored by Holstein Ontario; has been a past member of the National Branch Study Vision Report Team and a Breed Advisory committee member at Holstein Canada; and has also been a frequent speaker at meetings in the Netherlands representing Holstein Canada and AI.

Gerald has been very involved in many facets of the dairy industry, including serving as the Chair of University of Guelph, Ridgetown Campus Dairy Advisory Committee. He is also currently a delegate with Gay Lea Foods Co- Operative Ltd., taking part in their Advance Leadership Training Program.

As the new director for Western Ontario, Gerald is very excited to get down to business with his colleagues from across Canada. His priorities coming into his new role are to "Promote Canadian Holsteins and help create export markets for genetics; to increase producer participation in milk recording, registration and classification; and to focus on national dairy identification, traceability and food safety," comments Gerald. It is an honour for him to represent the Western Ontario riding and Gerald thanks his supporters in Western Ontario concluding, "I am here to work for the best interest of all Western Ontario members – and for the betterment of Holstein breeders from all regions of Canada. Holstein Canada has a legacy and a leadership role which is unique." 🐄

## HOLSTEIN CANADA BY THE NUMBERS IN 2012 AS SHARED AT THE 2013 AGM

Service Activity Levels	
Number of Registrations (including Purebred, percentage, and recorded registrations)	280,620 – <b>3% up from 2011</b>
Number of Transfers	33,196
Number of Memberships	10,949
Total Animals Classified	252,842 – <b>1% up from 2011</b>
Total Genomic Tests Submitted	10,481 – <b>7% up from 2011</b>
Finances	
Revenue	\$11,757,105
Expenses	\$11,737,537
Surplus	\$19,568
Reserve Fund	\$7,483,462

# RESOLUTIONS

NINE RESOLUTIONS WERE BROUGHT FORWARD FOR CONSIDERATION AT THE 2013 AGM. ALL RESOLUTIONS EXCEPT #9 IN THE LIST BELOW WERE PASSED:

- 1. Transfer fee** - That the transfer fee not be withheld by sales organizations when an animal sells and that transfer costs be left to the new owner- submitted by Holstein Ontario.
- 2. Transfer Notification** - Holstein Canada should provide an electronic message to the breeder and last recorded owner announcing that a transfer of ownership has occurred- submitted by BC Holstein Branch.
- 3. Veteran Breeder/Member Awards** - On an annual basis, Holstein Canada should send a list of veteran breeders/ members to each county secretary so these members can be recognized- submitted by Holstein Ontario.
- 4. Lifetime Production awards** - Holstein Canada should modify its method of publication so all cows achieving long-time production credits during a year are published- submitted by Holstein Québec.
- 5. Genomic Testing** - Breeders should be given a check-off option for genomic and diagnostic testing of an animal on the registration application- submitted by Holstein Ontario.
- 6. Tags** - Holstein Canada should continue to work with Allflex or other tag producers in developing a more durable NLID tag- submitted by Holstein Ontario.
- 7. Split Embryos** - Holstein Canada should request CDN release individual proofs on bulls resulting from a split embryo for a minimum of 3 years- submitted by The Eastern Manitoba Club.
- 8. Classification** - Holstein Canada review its classification schedule in order to minimize the length of time it takes to classify their area- submitted by The Central Québec Holstein Club.
- 9. Premier Breeder award** - Previous rules for the Premier Breeder award calculation should be reinstated- submitted by BC Holstein Branch.

## RECEIVE YOUR FREE COPY OF THE 2012 ANNUAL REPORT

A free copy of the 2012 annual report is available to any Holstein Canada members interested in obtaining a copy. If you would like a hard copy mailed to you, please contact Christina Crowley at [ccrowley@holstein.ca](mailto:ccrowley@holstein.ca) or request one by phone at 1-855-756-8300 ext.233.

An electronic copy of the annual report is also available to download for free from Holstein Canada's website at: [www.holstein.ca](http://www.holstein.ca)

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# the undeniable value in classification

Tom Byers provides thought-provoking and humorous commentary as AGM Guest Speaker

## WHEN THE ANNOUNCEMENT WAS

**MADE** that Holstein Canada Head Classifier and Association veteran Tom Byers was the Guest Speaker at the AGM, members knew it would be a worthwhile trip to Niagara Falls, ON to hear Tom's first-hand experience with his presentation "*Old Stories, New Beginnings.*"

A packed crowd of 400 people in addition to 330 people who streamed Tom's presentation online tuned in to hear how both the classification system and breed has evolved over Tom's 30-year career.

Dawning his classifier coveralls, Tom shared the progress and evolution of the Holstein breed in Canada and how the classification system has helped foster these changes. Travelling 1.3 million kilometers and classifying more than 170,000 cows himself, Tom showed pictures and reminisced of how the cows he has classified have changed according to the times.

Sharing milestones and highlights from the classification system, Tom also shared how technology within the program has evolved; how activity levels of Association services have increased from the time he began at the Association in 1983; and also how classification activity levels have continued to rise and be used by more members across Canada as the program's benefits have been realized. Tom relayed how the emphasis on traits in the classification program have evolved as the

importance on certain traits has changed.

Tom discussed that while classification remains a great marketing tool, its most important role has been in indicating functional conformation and proper animal welfare stating, "The program helps identify cows that maintain body weight, move around properly, reproduce, milk a lot to make money, and maintain proper animal welfare—it really is the best animal welfare product out there."

## MILESTONES OF HOLSTEIN CANADA'S CLASSIFICATION SYSTEM:

- **1988-** Handheld computer was developed for the classification system to generate scores. Canada was also the first country in the world to successfully score a cow with the use of a handheld computer.
- **1997-** Enhanced Reporting and measuring traits was introduced, which helped pave the way for a Multi-Breed Classification system years later.
- **2005-** Multi-Breed Classification system was launched and pointing of Excellent Cows was established.
- **2007-** A multi-national program was developed in Australia and a multi-media CD was also developed as an educational tool.

## OTHER HIGHLIGHTS INCLUDE:

- A focus on a larger percentage of VG two-year olds saw the VG two-year-old percentage rise 0.4% in the mid-90's to 3.5% in 2012.
- The numerical scorecard was developed so no "class" was designated for major traits.
- The Classification Advisory Committee was created at Holstein Canada to have members serve on the Committee to help suggest changes to the program. These members represent the vast landscape of the Association's membership and help make the appropriate suggestions which are approved by the memberships-elected Board of Directors to ensure the program continues to evolve as needed.
- Canada participates in the World Classifier Workshop and World Holstein Friesian Federation (WHFF) Type Harmonization Committee and has a strong international presence.
- A personal highlight for Tom included making Davidsons Raider Bronze (EX-97-9E) the first cow to score EX-97 in Canada and scoring Gillette E Smurf EX-91 when she was the World Champion for Lifetime Milk Production.



The crowd in attendance applauded when Tom shared the picture of the 25-people who make up Holstein Canada's classification team. Tom shared that it is a complete honour to work with his colleagues everyday—people who are dedicated to what they do and love scoring cows coast-to-coast to exercise their love and passion for cows. In comparing how a classification system should properly evolve, Tom commented, "A good classification system evaluates the breed's needs and anticipates where the breed needs to go and begins to put things in place in order to meet those needs." And this is certainly what Holstein Canada has done!

Tom concluded his presentation remarking that the classification program is science mixed with a great deal of cow sense. The program will only continue to evolve when science works in unison with common cow sense. Going forward, Tom addressed the future outlook on how classification will work in harmonization to enhance and verify genetic evaluations and genomics. **More on the role of classification in the age of genomics will be featured in a subsequent issue of *Info Holstein*.**

The past 30 years have certainly been an adventure through the eyes of Head Classifier Tom Byers and Tom's insight and thoughts were extremely appreciated by all members who listened. **Fantastic presentation Tom — Congratulations!** 🐄



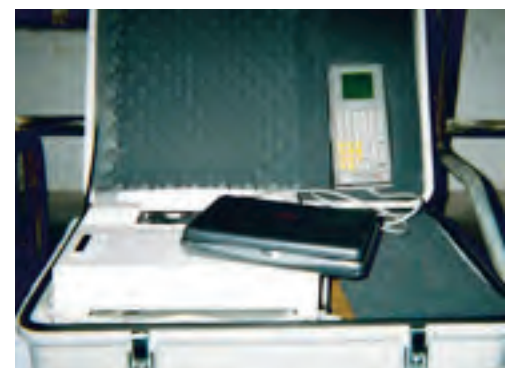
## Association Activity Levels—Then and Now

	Members	Transfers	Registered	Classified	Clients
<b>1983</b>	15,561	60,090	158,472	113,679	8,990
<b>2012</b>	10,949	33,196	280,620	252,842	8,300*

\* 16, 500 herd visits

## Classification Activity Levels from 1983 to 2012

	1983	1997	2012
<i>Number of Cows Scores</i>	113,679	180,219	251,538
<i>Client Herds</i>	8,990	8,680	8,153
<i>Very Good Heifers (1st - 1st)</i>	-	0.29%	3.86%
<i>Number of Holsteins Registered</i>	139,778	301,874	285,115



Technology Evolution in Canada's Classification System

## CONGRATULATIONS TOM

on the recent announcement of being honoured as the **2013 Dairy Cattle Improvement Industry Distinction Award winner**, in recognition of an outstanding 30-year career offering type classification services to dairy cattle across the country.

The Association is extremely proud that CDN, on behalf of the dairy industry, recognized the efforts and value of Tom Byers in his contributions to the Canadian dairy industry.

While travelling from herd to herd and meeting with producers with varying breeding goals and objectives, Tom has been relentless in finding ways to promote all breed improvement programs and technologies, including genotyping and genomic evaluations in recent years. Tom's exceptional ability to relate conformational structure with functionality, longevity and profitability to members is world renowned. Tom has served as an ambassador, both nationally and internationally, of the Canadian Conformation Appraisal System.

Tom will be presented with this prestigious award during the 2013 Dairy Cattle Improvement Industry Forum on September 17th in Charlevoix, Québec, in advance of the 18th Annual General Meeting of CDN.

# GENOMIC TESTING AS A MATING TOOL

**GENOMIC TESTING IS A USEFUL TOOL** if used in combination with traditional breed improvement programs to provide more information to make better herd management decisions. Not only has genomics been utilized to identify elite animals carrying higher genetic merit for specific traits or LPI, but it is now being used to enable more accurate selection and ranking of cows and heifers. Accurate identification of an animal's genetic merit allows producers to make the best selection decisions for which individual animals to use for the next generation, with an ultimate goal of faster and more

extensive genetic progress in the whole herd.

Canadian genomic results are released for females and males by CDN monthly. **Results for animals in your ownership are available through your online web account with Holstein Canada.** If you do not have a web account, please contact Customer Service at 1-855-756-8300 ext. 600 to obtain one. It is an easy, free and convenient way to access many services available online including transfers, registrations, and account information. 🐄

## US GENOMIC VALUES FOR CANADIAN GENOTYPED ANIMALS—WHAT HAS CHANGED

### US GENETIC EVALUATION SERVICES

were recently privatized and as a result, the Council for Dairy Cattle Breeding (CDCB) implemented a new fee structure for US genetic and genomic evaluations. Consequently, Holstein Canada has changed its fee structure for the provision of American values to its members. The new fees for requesting US genomic values are \$15 CDN per female and \$350 CDN per male.

There may be certain questions that subscribers who have been receiving US genetic and genomic evaluations from Holstein Canada have regarding this new change. Below are frequently asked questions that have been answered regarding this recent change:

*"I have been paying an annual subscription to receive US values automatically, what happens now?"*

- Subscriptions for US values will cease following the release of genomic values in July. Subscribers were only charged the fee for half a year (\$125) in January 2013 in anticipation of this change.
- A \$15 fee will apply (at the time of the request even if results are not attainable) for females. For males, the fee is \$350 to obtain unofficial evaluations until the bull is 12 months of age.
- **Only owners of males and females can make the initial request for US values.**

#### REQUESTS CAN BE MADE:

- at the time of submitting a genomic sample (indicate in tick-box on the GenoTest Application) or;
- following the initial receipt of Canadian

genomic values by contacting Customer Service.

- Once US genomic evaluations for a female have been provided to the owner, any individual (non-owner) can request these values either :
  - directly from the owner or;
  - from Holstein Canada for a fee of \$15 per request.

**Requests for US genomic values for males cannot be made by an individual who is not an owner of the animal.**

- Animals that were previously genotyped and received US results will be automatically updated at no charge at every official proof release (August, December and April).
- All results will be available in PDF and excel format through your web account with Holstein Canada.
- US genomic evaluations can only be requested for Holstein animals.





**Holstein  
Canada**

## GENOTYPING REQUEST FORM

### OWNER / SUBMITTER INFORMATION (BILL TO)

Prefix / Farm Name \_\_\_\_\_  
Name (please print) \_\_\_\_\_  
Contact No. \_\_\_\_\_  
Signature \_\_\_\_\_

### ANIMAL INFORMATION

Registration No. : \_\_\_\_\_  
Herd No. : \_\_\_\_\_  
Name: \_\_\_\_\_

Where multiple tests are requested, every attempt will be made to conduct all tests from the sample provided. You will be notified if additional samples are required.

#### CHOOSE ALL THAT APPLY

<input type="checkbox"/> Parentage \$35 <b>Reason:</b>	<input type="checkbox"/> LD SNP Panel \$45 <input type="checkbox"/> 50K SNP Panel \$135 • Low Density* • Includes parentage	<input type="checkbox"/> LD SNP Panel \$60 (includes the following) LD SNP Panel, BLAD, Coat Colour, DUMPS • Low Density* • Includes parentage	<input type="checkbox"/> BLAD \$35 <input type="checkbox"/> Brachypina \$65 <input type="checkbox"/> Coat Colour \$35 <input type="checkbox"/> CVM \$40	<input type="checkbox"/> DUMPS \$35 <input type="checkbox"/> Mulefoot \$160 <input type="checkbox"/> Polled \$80
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#### US GENOMIC VALUES

Females \$15     Males \$350     Do not distribute results from this animal to AI organization members of CDN (males only)  
Highly recommended only; web account required. To set up a web account, call Customer Service at 1-855-756-8300, ext. 600.

Prices in effect January 1, 2013 and are subject to change without notice.  
Branch activity fees apply to Parentage and Diagnostic Tests. All of the above fees are subject to applicable tax.  
For more information regarding these services visit our website at [www.holstein.ca](http://www.holstein.ca)

#### DNA SAMPLE PROVIDED

Hair (see instructions below)     Swab (sample kits must be ordered in advance; include this form with submitted kits)

##### Hair Collection Guidelines:

- Pull at least 40 hairs from a clean/dry tail with visible hair roots (follicles)
- Position all hair roots / follicles together at one end
- Secure with adhesive tape wrapped on the shaft approximately one inch from the hair roots / follicles
- Attach sample to the application below

To prevent cross contamination, when submitting more than one sample ensure that each sample is in a separate envelope.



MAIL TO: Holstein Canada / Attention: Genomic Testing  
P.O. Box 610, 20 Corporate Place  
Brantford Ontario N3R 8A6

Owner(s) who would like to genotype their young bulls have the opportunity to now opt out of the delivery of results to AI units. This option is now available on the GenoTest application. By checking the appropriate box under "US Genomic Values" only owners of the genotyped young bull would receive the unofficial genomic evaluation for that particular young sire and not have results sent to AI organization members of CDN.

*"I never paid a subscription fee for US values, but I am interested in getting values for already genotyped animals. How do I go about obtaining these values?"*

- The same \$15 fee applies for each request for female evaluations by contacting Holstein Canada's Customer Service department at 1-855-756-8300 ext. 600.

It is important to note that these changes resulted from fees structure put in place by the CDBC and subsequently, need to be charged to the end user by Holstein Canada. Canadian genomic values will continue to be calculated and published by CDN for *no additional fee*. All breeders are encouraged to promote Canadian animals using the most accurate information—the LPI and associated traits—published by CDN.

US values can no longer be obtained by making requests directly to the Council or to the US Holstein Association. All requests for US values on Canadian animals must be made through Holstein Canada.

## Releasing Information on Unofficial Young Bull Evaluations to AI Organization Members of CDN

**RESULTS FOR NEWLY-GENOTYPED YOUNG BULLS** will be sent to owners via online web accounts with Holstein Canada. One week following the initial release of unofficial evaluations to owners, CDN will provide data files to each AI organization member in order to provide opportunities to connect with owners of potentially interesting bulls. Every owner for each male has the opportunity to opt out of the delivery of this data to the AI units. This option is now available on the *GenoTest application*. By opting out of the release of results to the AI units, only owners of the genotyped young bull would receive the unofficial genomic evaluation for that particular young sire.

If any questions remain unclear about this process, it is encouraged that you call Holstein Canada's Customer Service department at 1-855-756-8300 ext.600. Holstein Canada is committed to communicating all changes regarding its genotyping services and delivering solutions that are most convenient for the majority of membership. 🇨🇦

# YOUTH CORNER



## STEPPING OUTSIDE PERSONAL COMFORT ZONES

### HOLSTEIN CANADA INCREASES INVESTMENT in young adult awards



Dr. Amanda Topp was the 2013 winner of the University of Guelph Ontario Veterinary College's Bovine Medicine Award as presented by Holstein Canada's Board of Director Gerald Schipper. This award will now be increased to \$1,000 as will the Education awards.

Each year, Holstein Canada, as part of the Young Adult program, recognizes and awards students who excel in their academic studies and are well-rounded in their farm involvement, work experience, youth program involvement, and future career choice.

**EDUCATION AWARDS** are presented at the beginning of each year to six students across Canada involved in the dairy industry and who are still attending University or College. Across Canada, these awards are given to one student from the west; two from Ontario; two from Québec; and one from Atlantic Canada. To continue the Association's commitment to its young adult awards programs while adapting to the times, the Association is pleased to announce that these awards will be increased from \$750 to \$1000 per bursary for the 2013 application. Look forward to the 2013 award application, which will be made available this coming fall with final selections made by the end of December.

In addition to Education awards, **BOVINE MEDICINE AWARDS** are also presented by Holstein Canada to support students completing a Doctor of Veterinary Medicine to recognize one student from each of the five Canadian Veterinary Colleges for their scholastic achievements. These awards will also be increased to \$1000 from \$400. The selection of these successful candidates are made by each of the five educational institutions where the award is presented including the University of Guelph, Guelph, ON; University of Montreal, St-Hyacinthe, Qc; University of Saskatchewan, Saskatoon, SK; University of Prince Edward Island, Charlottetown, PEI; and University of Calgary, Calgary, AB.

The Education Awards and Bovine Medicine Awards are just two of the various young adult initiatives that Holstein Canada is proud to be a supporter of to help foster the development of dairy youth across Canada. 🇨🇦

OVER THE YEARS, THE SEMEX-HOLSTEIN CANADA sponsored Australian Young Adult Exchange has provided an opportunity for a young dairy enthusiast in Canada, aged 18-25, to travel abroad and see the dairy industry from another country's perspective. Previous winners have commented that the experience has been the trip of a lifetime and they have learned a great deal from travelling to another country to take in how other dairy industries operates overseas.

Many past winners have shared countless learning experiences while travelling. They have not only learned about best-management practices on-farm, but also learned a great deal about themselves while travelling. Having the opportunity to travel *down under* to a country that they were not familiar with certainly taught past winners to step outside of their personal comfort zones to embrace and enjoy the experience.

2012 Exchange winner Cameron Towers of Glencoe, ON shared the following sentiment about his recent trip saying, "Having the opportunity to travel down under was incredible. The vast differences between the Canadian and Australian/New Zealand dairy industries are fascinating. It's incredible how the same industry goals can be obtained in completely different management and climate conditions. It was interesting to see how the same great genetics that work here were so effective on a pasture based system. I am incredibly thankful to Semex and Holstein Canada for sponsoring this great opportunity."

The application deadline is fast approaching for the lucky participant who will be selected to travel in early January 2014 to represent the Canadian dairy industry in Australia and New Zealand. **The deadline to apply is August 1, 2013.** A 500-word essay must be completed on "What are you hoping to learn from Australia regarding food production and how will you apply it when you return to Canada?" as well as be accompanied by a personal resume and the completed application form, which can be found at:

[www.holstein.ca](http://www.holstein.ca)

- Young Adults
- • Exchange Program
- • • Application form





# International Markets— the New Reality

Exporting dairy genetics has always been an important part of the Canadian dairy economy. The Canadian Livestock Genetics Association is a nationwide, not-for-profit trade association representing the market access and animal health interests of those involved in the sale, service and promotion of livestock genetics both domestically and internationally.

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**AT CLGA, WE STRIVE** to make sure that there are no technical issues that would prohibit our genetic products from being exported into foreign markets. Technical issues mainly revolve around the animal health status of the national herd, meeting or exceeding the health requirements set by the World Organization for Animal Health (OIE), as well as the specific health requirements of sovereign countries. In the past, Canadian Holstein breeders enjoyed strong live animal exports within North America and also to the United Kingdom and Japan. Most producers would agree that these markets are definitely not what they used to be and they most likely will not return in the same way.

There are many variables that can impact if livestock or embryos will actually be exported to a country once the parameters for trade have been agreed upon. Some of the variables that impact genetic trade can include: health status, sexed semen, a more homogenous genetic playing field, perception of quality, exchange rates, transportation costs, foreign competition, logistical issues, animal welfare issues and domestic situations within foreign countries. These are just a small sample of the many issues, but you can imagine how they might play out to positively or negatively affect our ability to supply a market.

Looking forward, there will be growing opportunities in non-traditional markets and developing countries. Competition from other competitive countries as well as transportation costs will be one of the limiting factors in the domestic price offered to producers. These markets are open and there are live cattle being exported, but

not at the prices we saw 12 years ago.

Currently, there are more than 70 countries that are open for live animals and almost double that for embryos and semen from Canada. CLGA works very closely with its members, including Holstein Canada, to ensure that they have access to as many markets as possible, but the new realities of trade and costs associated with shipping livestock around the world will determine the revenues producers receive.

Some things producers can do to make Canadian genetics the preferred choice is to support industry initiatives that are designed to enhance the health status of Canadian livestock. Best management practices and surveillance protocols need to be followed. Producers need to stay involved with the breed organizations and utilize the various genetic improvement programs (milk recording, classification) to continue to improve their herd. We also need to have some of Canada's successful dairy farm managers involved in transferring Canadian best management practices to foreign customers. This will help ensure that our genetics will continue to perform well in a foreign environment and continue to influence cattle breeding around the world.

In subsequent articles, I would like explore more details around exports as they pertain to the Holstein membership. I would like to thank Holstein Canada for the opportunity to explain the role of CLGA and I look forward to serving the businesses and producers involved in export of Canadian genetics. 🇨🇦

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# growing as a team

## AT THE 2013 CLASSIFIER CONFERENCE

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**DURING THE FIRST WEEK OF JUNE**, all 25 Holstein Canada classifiers attended an annual classifier conference to build team relationships, harmonize assessments and develop their industry and business knowledge. The event rotates between Ontario and Québec where classifiers reside. This year, the event was held at Holstein Canada's head office in Brantford Ontario.

This conference is a week in length and is time set aside to connect and strengthen team relations by providing the opportunity to discuss large amounts of information in a consistent and uniformed manner. This helps make the delivery of the classification program more consistent. The 2013 conference focused on two learning avenues: round-table discussions through an in-class session and interactive learning techniques during on-farm workshops. **The team is motivated, unified and prepared to deliver an enjoyable and quality service for members across Canada!**



**NEW!**

**ENHANCEMENTS TO THE PROGRAM,  
EFFECTIVE JUNE 10, 2013**

**ADJUSTMENTS FOR** age at calving, month of lactation and udder fullness were updated for all traits directly measured in Holsteins. As a result, breeders can expect the same measurements for Rear Attachment Height to code lower. To maintain and improve the height of rear udders in our breed, the bar must be raised! No significant differences should be noticed otherwise. More emphasis has been placed on Udder Depth in the assessment of Mammary System (14% - 16%) and subsequently 2% was removed from Udder Texture.



## IN-CLASS, ROUND TABLE SESSION

**STAFF FROM OUR** provincial and national field team were invited to participate with the classifiers in an all-day exchange of ideas, trends and technical information at Holstein Canada's head office. Subjects included:

- (1) dispelling the myths about genetics and genomics;
- (2) how to retain clients and prove value of conformation appraisal; and
- (3) improving the effectiveness of communication and collaboration in the field.

Other discussion topics included enhancements to the classification program which were implemented on **June 10th**. Representatives from Zoetis were invited to deliberate on their ongoing collaborative promotion of genomic testing in Canada including their Clarifide® service which has helped breeders understand the many uses of genomic testing as an additional herd management tool. **It is imperative that our front line staff are kept up-to-date on all Holstein Canada services and informed about new programs or changes to service of key industry partners.**

## ON-FARM WORKSHOPS

**OVER TWO DAYS** and several interactive exercises, the classifiers strengthened their uniformity when making assessments, specifically in first lactations animals. Exercises focused on correct ranking for Final Score. **The team shared ideas for enhancing and promoting barn meetings and giving effective reasons to breeders for their assessments on classification day.** Holstein Canada's classifiers are driven to educate and communicate the importance of Functional Conformation and the many opportunities for the program to improve production, health and longevity in herds.

In accordance with Holstein Canada's Strategic Plan for 2013 and 2014, the classification team is focusing on enhancement to the quality of service provided on farm. More time and effort will be dedicated to ensuring consistency and getting together frequently for workshops on farm to strategize, harmonize, and communicate the importance of classification. 🐄





**4-H CANADA IS CELEBRATING ITS 100TH ANNIVERSARY** in 2013 after its inception in Roland, Manitoba in 1913. 4-H programs across Canada have played an integral role in fostering the development of youth within the Canadian dairy industry and many of Holstein Canada's youth initiatives are sponsored in conjunction with provincial 4-H associations. Holstein Canada President Richard Bosma and Saskatchewan-Manitoba Board of Director Ron Boerchers were on hand during 4-H Canada's 100th Anniversary Gala in Winnipeg in May to represent the Association and to congratulate two Holstein Canada members in receiving prestigious awards during the Gala.

County twilight meetings are officially underway throughout the province of Ontario. Holstein Canada Board of Directors John Buckley (ON); President Richard Bosma (BC); Gerald Schipper (ON); Mario Perrault (Qc); and Elyse Gendron (Qc) took in the sights and sounds of the Perth-Waterloo County Twilight held at the home of Jeff and Monique Reijnen and family who operate under the *Reijnen* prefix in St. Mary's, ON.



Pictured left with President Richard Bosma are Tim Keenan, Maria Enright, and Board of Director Ron Boerchers congratulating Maria on being the Grand prize winner and one of six 4-H volunteers across Canada recognized as recipients of the Co-operators/4-H National Volunteer Leader of the Year award. Maria was raised at Winright Holsteins, Winchester, ON and now farms in Richmond, Qc with her husband Tim and four children where she remains a very active 4-H leader and volunteer.

Pictured right are Richard and Ron with long-time Holstein Canada member Bert Stewart who was awarded a Lifetime Honorary membership to 4-H Canada in recognition of his 68 years of involvement with the program serving as a leader, volunteer, and Past President of the 4-H council. Congratulations to Maria and Bert on these awards!

Classifier Coordinator, Bruno Jubinville recently returned from an educational visit to Bagé, Brazil where he conducted a classifier's training event with the Brazilian Association of Holstein cattle breeders with the Jersey breed classifiers also participating. This first-time initiative in Brazil saw Bruno teach the two-breeds of classifiers on Canada's classification program through theoretical and practical training held on-farm. Bruno brought his experience and knowledge to present on the latest developments in research including information on the assessment of 'locomotion.' Currently, Brazilian classifiers only classify cows of their respective breeds, but are very keen in learning and adopting how to classify all-breeds— an initiative that began in Canada in 2005.

# we were there





# Leading Breeders of Class Extra Sires

As of July 2013, the following list reflects the leading breeders of Class Extra Sires, according to electronic records available at the Association:

- 13 Class Extra Sires Comestar Holstein, Victoriaville, Qc
- 11 Class Extra Sires La Ferme Gillette, Embrun, ON
- 9 Class Extra Sires Hanoverhill Holsteins, Port Perry, ON
- 8 Class Extra Sires Braedale Holsteins, Cumberland, ON
- 5 Class Extra Sires Glenafton Farms Limited, Alliston, ON
- 5 Class Extra Sires Rosafe, Dr. Hector I. Astengo, Brampton, ON
- 5 Class Extra Sires Roybrook Farm, Brooklin, ON
- 4 Class Extra Sires Bond Haven Farm Ltd, Beeton, ON
- 4 Class Extra Sires La Présentation, Ferme Richard Blanchette & Fils Inc., La Présentation, Qc
- 4 Class Extra Sires Raymondale Farm, Clarence Goodhue, Vaudreuil, Qc

\*8 Class Extra Sires were also bred by Mount Victoria Farms, Hudson, Qc although no electronic records are available.



Comestar Lee is one of 13 Class Extra sires bred by Comestar Holsteins of Victoriaville, Qc making Comestar the leading breeder of Class Extra sires. Lee is also one of four Comestar-bred sires to produce over a million doses of semen. In fact, Lee is the only sire to have achieved 1.5 million doses.

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

Based on 1st Lactation Classifications from March/April 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
SANCHEZ	372	82.38	82.72	G W ATWOOD	56	83.04	82.34
DAMION	158	81.84	81.96	AFTERSHOCK	81	82.49	82.26
ALEXANDER	186	81.69	82.27	JORDAN	36	81.47	81.69
BALTIMOR	121	81.06	80.96	GERARD	53	81.38	82.38
ALTAOUTBOUND	116	80.98	80.55	ALFREDO	58	81.31	80.40
SAMUELO	208	80.69	80.41	ATTIC	38	81.21	81.66
TEE OFF	144	80.63	80.56	MR SAM	93	80.99	80.32
PICOLO RED	151	80.60	80.98	LAVANGUARD	94	80.90	79.96
RE DESIGN	147	80.57	80.77	JACK	44	80.57	80.48
KNOWLEDGE	224	80.49	80.75	DENISON	62	80.55	80.34

**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**

### AUGUST

- QC **MR** Portneuf
- PE, NB, NS, NL **MR**
- QC L'Islet, Kamouraska
- QC **MR** L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, Saint-Maurice, Champlain, Laviolette, Lac Saint-Jean, Roberval
- SK **MR**
- ON **MR** Wellington, Northern Ontario, Thunder Bay
- QC Riviere Du Loup
- QC **MR** Lapointe, Dubuc, Charlevoix, Chicoutimi

### SEPTEMBER

- ON Perth
- ON **MR** Dundas, Glengarry, Stormont
- QC Témiscouata, Rimouski, Matapédia, Bonaventure, Matane
- QC **MR** Vaudreuil, Soulanges, Huntingdon
- BC Lower & Central Fraser Valley, Richmond, Delta
- ON Leeds
- ON **MR** Prescott, Niagara, Wentworth
- QC Arthabaska
- QC **MR** Châteauguay, Beauharnois, Laprairie, Napierville, Saint-Jean, Iberville, Shefford, Richmond, Missisquoi
- BC Upper Fraser Valley, Okanagan, Vancouver Island

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

### OCTOBER

- ON Lanark, Grey, Bruce, Huron, Peel
- QC Wolfe, Lotbinière, Nicolet
- QC **MR** Compton, Brome, Sherbrooke, Stanstead
- ON Halton & York
- QC Yamaska
- ON Dufferin, Simcoe
- QC **MR** Frontenac, Beauce, Lévis, Québec, Montmorency, Drummond, Bagot
- AB **MR**
- MB **MR**

# association welcomes new registrar this fall

**COME THIS FALL, HOLSTEIN CANADA** members can expect to see a new, but very familiar face added to Holstein Canada's staff. Pascal Lemire of La Visitation, Québec will be joining the Association in the role of Registrar, a key position for the Association and its members. Pascal will begin on September 1<sup>st</sup>, 2013 working on a part-time basis.

Pascal, a well-known personality in the Holstein industry, was on the Holstein Canada Board of Directors from 1998 to 2006, serving as National President in 2005 and 2006. He has been a strong advocate of traceability, having been active for many years with Agri-Traçabilité Québec and at the national level via Dairy Farmers of Canada serving on joint Industry/Government committees. Pascal and his family own *Madystar* Holsteins, where, going forward, day to day management will be carried out by the next generation.

In accordance to rules and guidelines established by the Animal Pedigree Act, Holstein Canada members are subject to abide by standards when registering animals in the Holstein Canada herdbook. The Registrar, which has been a key position at the Association, oversees the integrity of the Holstein herdbook by ensuring appropriate standards are established and maintained both by the Association and by members at the farm level. In fulfilling this mandate, Pascal will play a significant educative role in proper record keeping as well as helping members to comply at their farms. Additionally, Pascal will be responsible for enforcing show ethics, which have the same educative and compliance aspects. Pascal will also represent Holstein Canada and its members' interests with respect to traceability, a topic vital to the interests of Holstein Canada's membership.

"Pascal brings the perfect skill set and expertise to this position – hands-on knowledge of the dairy industry, a first-hand understanding of on-farm record keeping, a natural talent for educating people, and bilingualism. His personal sense of integrity is a highly valued contribution to this position. Pascal is passionate about everyone maintaining a high level of integrity," states Holstein Canada CEO, Ann Louise Carson. "Our industry is evolving and therefore this position is too – having Pascal join our team as a staff member is a clear indication of the road Holstein Canada is taking." 🇨🇦



**THE REGISTRAR, WHICH HAS BEEN A KEY POSITION AT THE ASSOCIATION, OVERSEES THE INTEGRITY OF THE HOLSTEIN HERDBOOK BY ENSURING APPROPRIATE STANDARDS ARE ESTABLISHED AND MAINTAINED BOTH BY THE ASSOCIATION AND BY MEMBERS AT THE FARM LEVEL.**

**info Holstein** 

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