

info Holstein

December/January 2014 issue no. 125

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



**Armstrong Manor
Finds the Value in
the Genomic Values**

The Royal

2013
Review pg.6

*Suivez le rythme!
Follow the rhythm!*



HOLSTEIN CANADA **SHERBROOKE 2014** CONGRÈS • CONVENTION

April 2 - 5, 2014 Delta Hotel, Sherbrooke, QC

DISCOVER OUR REGION AND OUR BREEDERS!

WEDNESDAY, APRIL 2, 2014

11:00 a.m.: National Spring Sale, in Victoriaville, Qc
4:00 p.m.: Red and White Holstein Show, Holstein
Québec Spring Show, in Victoriaville, Qc

THURSDAY, APRIL 3, 2014

8:00 a.m.: Holstein Show, Holstein Québec
Spring Show, in Victoriaville, Qc
7:00 p.m.: Sugar Shack Welcome

FRIDAY, APRIL 4, 2014

8:00 a.m.: Farm Tours
10:00 a.m.: Sightseeing Tours
6:00 p.m.: Follow the Rhythm Night, Sherbrooke, Qc

SATURDAY, APRIL 5, 2014

9:00 a.m.: Annual General Meeting of Members,
Sherbrooke, Qc
6:00 p.m.: Master Breeder Gala, Sherbrooke, Qc

FIND OUT MORE information and the list of farm tours by visiting www.events.holstein.ca
EMAIL: congresnational2014@holsteinquebec.com or (450) 778-9636



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THE GREATER TORONTO AREA is a bustling place. There are millions of people and traffic can be a nightmare at times. For most people in and around the city, farming and agriculture never cross their minds. But, right on the edge of the city sits Armstrong Manor Farm a 300-cow dairy run by the Armstrong family.

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A Dairy Leader of Tomorrow**



PRESIDENT RICHARD BOSMA with the Grenville County, ON Dairy Classic Team at the 2013 TD Canadian 4-H Dairy Classic.

by Holstein Canada President,
Richard Bosma, Abbotsford, BC

RJ Bosma

A New Year and A Bright Future

WILL RESEARCHERS and geneticists eventually control the direction of the Holstein breed by default? Some producers question whether our genetic evaluation system remains closely connected to its base. The LPI formula has become more complex, and while the pros and cons of genomics are not yet easily understood by all, Epigenomics and Nutrigenomics have already become the new frontiers.

Presently, producers are involved at every level. Holstein Canada has a Board of Directors, a Type Advisory Committee and a Breed Advisory Committee, – all comprised of committed breeders and producers. At CDN, dedicated producers and breeders, as well as AI and technical people, are involved on the Board of Directors, the Genetic Evaluation Board (GEB) and the research council, DairyGen.

We must continue to have a combination of interested, knowledgeable and intellectual producers willing to serve as leaders on the abovementioned committees and boards. Please

encourage such people to get involved. In the field, producers should continue to be adamant in their demands for increasingly superior and reliable genetics. High predicted values should have logical and satisfying outcomes at the grassroots level.

Over the past year, I have had the opportunity to connect with many young dairy people. If you were concerned, rest assured, our next generation of leaders is extremely bright, courteous and articulate. I am convinced that they will realize great achievements. Holstein Canada is pleased to invest in its future through various sponsorships and our Young Leader program.

As we wind down this calendar year, I would like to use this opportunity to extend Christmas greetings. I hope that each of you will be able to enjoy visits with family and friends, and perhaps also take time to reflect on the original message of Joy and Hope which began this annual celebration. To all of our members and those in the dairy industry, a Merry Christmas and a Happy New Year! 🇨🇦

Connecting **PASSION** & **PROFIT**: a Clear Answer

by Holstein Canada Chief Executive Officer, Ann Louise Carson

UNTIL RECENTLY, when people from outside the magnificent Holstein industry asked me what I do, I could be heard going into a detailed description of:

- The great economic impact of the Canadian dairy industry (oh the stats I can run off to the uninformed – whether they want them or not!);
- How the great Holstein cow is an absolute factory, producing a vital and wholesome product on a largely forage-based diet;
- Most of all, I spoke of the very devoted people who bring it all together and how they couldn't imagine doing anything better. Pure passion!

Going forward, anyone who asks me this question will get one clear answer: Holstein Canada connects **PASSION** & **PROFIT**. Short, concise words which say it all!

We hope you love the new Holstein Canada 'tag line' as much as we do! We really feel it portrays the two aspects of breeding and milking Holsteins today: the **PEOPLE** who do it with such passion **AND** the very important **BUSINESS** aspect of our industry. What is even more special about this phrase is that it is the result of a staff survey. We asked all our colleagues to send their suggestions of key words which summarized how they felt about Holstein Canada's role, and most importantly, about Holstein Canada members. You, our members, were our inspiration!

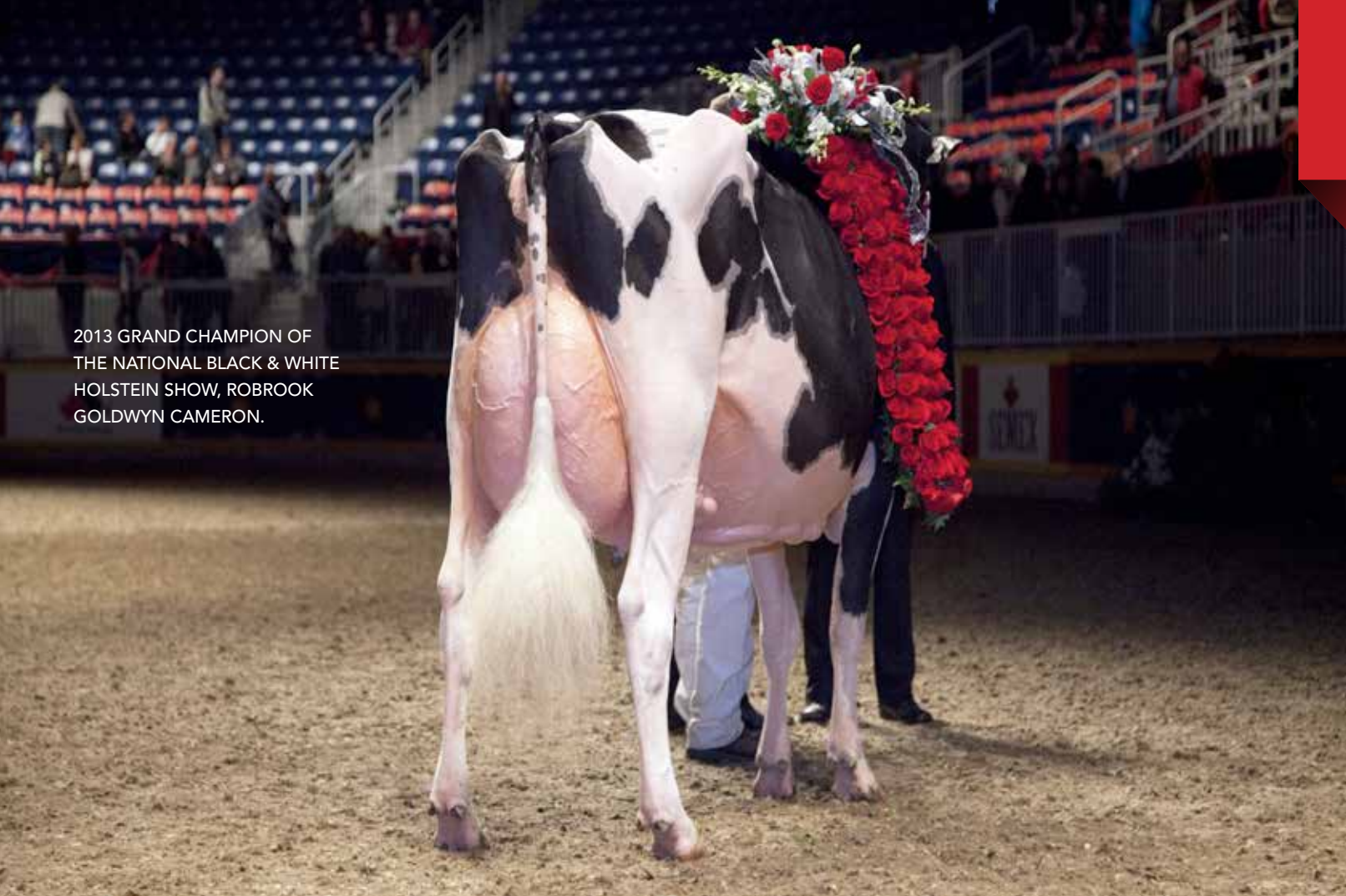
Going forward, our communication plan in traditional and social media will highlight our tag line with photos of Holstein Canada Members in their business environment. We were thrilled to share our fresh, new look with many members at our booth at the RAWF, where this campaign was launched. For members who could not make it to the Royal, check out the photos to the right to preview the great photos used at the booth.

More importantly, **Connecting Passion & Profit** will guide Holstein Canada in developing services and programs as we go forward. Our new web site, which is faster and more stable (and attractive!), speaks to the 'profit' part: we know time is money and that as Holstein farmers, you have so many demands on your time. With the fresh new look, we are throwing in some great photos of passionate people! Thanks for your positive feedback on our new web site – keep your comments/suggestions coming, as we want it to answer your needs!

The new program for young Holstein Canada members, facilitating travel to other parts of this great country next summer (see page 17) speaks to the 'passion' part...and may help profit as well!

Indeed, for 'almost' every week of the year, both Passion & Profit are important – the most important being the connection between the two. However, for the next few days, it is all about the **PEOPLE** side. Cows get milked, bred & fed of course, but isn't it great we Holstein folk take the time to celebrate family, health, community and friends? From the Holstein Canada family to yours, we wish you a magical holiday season. Enjoy! 🍁





2013 GRAND CHAMPION OF
THE NATIONAL BLACK & WHITE
HOLSTEIN SHOW, ROBROOK
GOLDWYN CAMERON.



2013 GRAND CHAMPION OF
THE NATIONAL RED & WHITE
HOLSTEIN SHOW, ELMBRIDGE
LOOKOUT LADY IN RED.



ANDREA CROWE'S FAMILY presents the Andrea Crowe Achievement Award to 2013 recipient, Joel Phoenix.



IT WAS A FANTASTIC WEEK for Holstein Canada and the many enthusiastic breeders, exhibitors and spectators! After months of anticipation, Holstein Canada proudly debuted the brand new website and rebranding and booth design at the Royal Agricultural Winter Fair this year. That set a great tone for the rest of the week which started with the fantastic TD Canadian 4-H Dairy Classic and culminated with the National Holstein Shows. Once again a highlight in a week where the dairy cow took centre stage at the RAWF, large crowds of domestic and international visitors were on hand for both world-class shows. In the National Red and White Holstein Show, it was Elmbridge Lookout Lady in Red (EX-93-CAN) who came out on top and captured her first Grand Champion title at the RAWF.

Lady in Red was also in on a historic moment when she along with her dam, Elmbridge FM Loveable Red and her milking yearling daughter, Elmbridge Secure Lady Red took top honours in the Breeder's Herd class. This was the first time ever that the class was won by a three-generation Breeder's herd! In the National Black and White Holstein Show it was the winning Four-Year-Old, Robrook Goldwyn Cameron (VG-87-2YR-CAN EX-92-3YR-USA), who donned the garland of roses as the 2013 Grand Champion after taking Reserve Champion honours a week prior at the Québec International Holstein Show. There were nearly 400 Red and White and Black and White animals exhibited during the 2013 shows.

The Success of both Holstein shows would not be possible without the generous support of a number of sponsors who continually make the shows the world-class events that they are. We wish to extend our sincere thanks to the following:

BLACK AND WHITE HOLSTEIN SHOW SPONSORS:

- | | | |
|-------------------|----------------------------|--------------------------|
| Allstar | Ferme Rolandale (Jolibois) | Morsan |
| CanWest DHI | Gleneil | Ontario Holstein Branch |
| Cattle Connection | Heather Holme | Petitclerc |
| CIBC | Holstein Association | Quality |
| Comestar | of Japan | RockyMountain |
| Crackholm | Hokkaido Holstein | Salem |
| Crasdale | Association | Semex Alliance |
| Crovalley | Holstein Journal | Southrise |
| Eastside | Holstein Québec | The Bullvine |
| Ferme Gillette | La Coop Fédérée | Vieuxsaule |
| Ferme Jacobs | Lookout | Zen-Noh Livestock Co Ltd |
| Ferme Provetaz | Monteith Holsteins | |

RED AND WHITE HOLSTEIN SHOW SPONSORS:

- Canadian Livestock Photography
- CanWest DHI
- Holstein Québec
- La Coop Fédérée
- RockyMountain
- Semex Alliance
- West Port Holsteins



The Winners' Circle

NATIONAL RED & WHITE HOLSTEIN SHOW

JUDGE: Bloyce Thompson, Frenchfort, PEI
NUMBER OF HEAD: 80
JUNIOR CHAMPION: Carhol Camden Rosye
RESERVE JUNIOR CHAMPION: Sejane Camden Vania
JUNIOR BREEDER'S HERD: André Carbonneau
JUNIOR PREMIER BREEDER: Ferme Rolandale Enr. (Jolibois)
JUNIOR PREMIER EXHIBITOR: Ferme Rolandale Enr. (Jolibois)
INTERMEDIATE CHAMPION: Lochdale Shaquille Missy
RESERVE INTERMEDIATE CHAMPION: Crestomere Absolutely Lovely
GRAND CHAMPION: Elmbridge Lookout Lady in Red
RESERVE GRAND CHAMPION: Ms Candy Apple-Red
SENIOR BREEDER'S HERD: Elmbridge Holsteins
OVERALL PREMIER BREEDER: Deslacs Holstein
OVERALL PREMIER EXHIBITOR: Deslacs Holstein

NATIONAL BLACK & WHITE HOLSTEIN SHOW

JUDGE: John Crowley, Hastings, ON
ASSOCIATE JUDGE: Don Donnan, Stirling, ON
NUMBER OF HEAD: 303
JUNIOR CHAMPION: Fanico Reginald Marty
RESERVE JUNIOR CHAMPION: Comestar Larion Goldwyn
JUNIOR BREEDER'S HERD: Comestar Holsteins
JUNIOR PREMIER BREEDER: Ferme Jacobs
JUNIOR PREMIER EXHIBITOR: Ferme Jean-Paul Petittclerc
INTERMEDIATE CHAMPION: Aingers Advent Bambi
RESERVE INTERMEDIATE CHAMPION: Charwill Attic Marcy
GRAND CHAMPION: Robrook Goldwyn Cameron
RESERVE GRAND CHAMPION: Cookview Goldwyn Monique
SENIOR BREEDER'S HERD: Ferme Jacobs
OVERALL PREMIER BREEDER: Ferme Jacobs
OVERALL PREMIER EXHIBITOR: Ferme Jacobs

Pedigree Analysis

OF ANIMALS EXHIBITED AT THE NATIONAL HOLSTEIN SHOW AT THE 2013 RAWF

Following pedigree analysis that was completed at the conclusion of this year's National Holstein Shows, the following charts summarize the results of various data from animals exhibited at the shows.

LEADING SIRES OF ANIMALS EXHIBITED AT 2013 NATIONAL BLACK AND WHITE HOLSTEIN SHOW

Overall Leading Sires 285 animals included in the total

Rank	Name	# of Daus
1	BRAEDALE GOLDWYN	82
2	PINE-TREE SID-ET	28
3	GEN-MARK STMATIC SANCHEZ	16
4	GILLETTE WINDBROOK	14
5	CRACKHOLM FEVER	12
5	MAPLE-DOWNS-I G W ATWOOD	12
7	GOLDEN-OAKS ST ALEXANDER-ET	9
8	COMESTAR LAUTHORITY	8
8	REGANCREST DUNDEE-ET	8
10	REGANCREST S BRAXTON-ET	7

LEADING SIRES OF ANIMALS EXHIBITED AT 2013 NATIONAL RED AND WHITE HOLSTEIN SHOW

Overall Leading Sires 72 animals included in the total

Rank	Name	# of Daus
1	SCIENTIFIC DESTROY-ET	10
2	PATIENCE SHOWLINE CONTENDER	8
3	FRADON REDLINER	6
4	ARDROSS STERLING	4
4	TIGER-LILY LADD P-RED-ET	4
6	ORBE-VIEW S STRM HVEZDA-ET	3
6	MD-VALLEYVUE CAMDEN-RED-ET	3
8	APPLES ABSOLUTE-RED-ET	2
8	KHW ELM-PARK ACME-ET	2
8	KHW KITE ADVENT-RED-ET	2
8	SUNNYLODGE GLACIER-RED	2
8	DUDOC MR BURNS	2
8	LA PRESENTATION PICOLO RED	2

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT 2013 NATIONAL RED & WHITE HOLSTEIN SHOW DURING 2013 RAWF

29 animals include in the total NOTE: Includes Canadian classifications only

Class	Category	# Cows	Avg Score	# Cows with Scores
10	MILKING YEARLING	4	86	2
11	JUNIOR 2-YEAR-OLD	4	87	3
12	SENIOR 2-YEAR-OLD	6	86	6
13	JUNIOR 3-YEAR-OLD	3	87	3
16	4-YEAR-OLD	7	89	6
17	5-YEAR-OLD	4	93	3
18	MATURE COW	1	94	1

LEADING SIRE STACKS OF ANIMALS EXHIBITED AT 2013 NATIONAL BLACK AND WHITE HOLSTEIN SHOW

Overall Leading Sire Stacks 285 animals included in the total

Rank	Name	# of Daus
1	GOLDWYN X DUNDEE	13
2	SID X GOLDWYN	12
3	GOLDWYN X JASPER	10
4	WINDBROOK X GOLDWYN	8
5	SANCHEZ X GOLDWYN	7
6	GOLDWYN X SHOTTLE	6
6	ALEXANDER X GOLDWYN	6
8	WINDHAMMER X GOLDWYN	5
9	GOLDWYN X ASTRONOMICAL	4
10	GOLDWYN X ALTALEDUC	3
10	GOLDWYN X LOUIE	3
10	BRAXTON X GOLDWYN	3
10	DUNDEE X GOLDWYN	3
10	G W ATWOOD X DUNDEE	3
10	SANCHEZ X DUNDEE	3

LEADING MATERNAL GRANDSIRES OF ANIMALS EXHIBITED AT 2013 NATIONAL BLACK AND WHITE HOLSTEIN SHOW

Overall Leading Maternal Grand Sires 285 animals included in the total

Rank	Name	# of Daus
1	BRAEDALE GOLDWYN	48
2	REGANCREST DUNDEE-ET	30
3	WILCOXVIEW JASPER-ET	16
4	LYSTEL LEDUC	14
5	CANYON-BREEZE ALLEN-ET	11
6	OSEEANA ASTRONOMICAL-ET	10
7	CALBRETT-I H H CHAMPION	9
8	SILKY GIBSON	8
9	COMESTAR LHEROS	7
10	INNWOOD TERRASON	6
	LADINO PARK TALENT-IMP-ET	6

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT 2013 NATIONAL BLACK & WHITE HOLSTEIN SHOW DURING 2013 RAWF

133 animals include in the total NOTE: Includes Canadian classifications only

Class	Category	# Cows	Avg Score	# Cows with Scores
10	MILKING YEARLING	28	86	7
11	JUNIOR 2-YEAR-OLD	18	86	14
12	JUNIOR 3-YEAR-OLD	15	87	12
13	JUNIOR 3-YEAR-OLD	18	87	16
14	SENIOR 3-YEAR-OLD	19	88	17
16	4-YEAR-OLD	18	89	18
17	5-YEAR-OLD	9	93	9
18	MATURE COW	8	94	8

*Of the 383 animals exhibited during the 2013 shows, only 357 pedigrees were used for analysis as the remaining pedigrees are not listed on the Holstein Canada's database. Only results within the top 10 are listed.

MEMBER FEATURE:

finding value in the values

The Greater Toronto Area (GTA) is a bustling place. There are millions of people and traffic seems to always be congested as 17% of Canada's total population lives in the metropolis of the GTA. For most people in and around Toronto, agriculture and farming never cross their minds. But, literally just outside the Brampton city limits and a mere 20 minutes from Toronto's Pearson International Airport, sits Armstrong Manor Farm. Brothers Peter and Philip Armstrong along with Philip's son Richard and their wives, Holly, Debbie and Bethany, run a 300-cow dairy on 100 acres of owned land and 1,300 acres of rented land on Dixie Road.



RICHARD, PETER AND PHILIP ARMSTRONG OPERATE THEIR 300-COW DAIRY ON THE EDGE OF BRAMPTON, ON AND HAVE EMBRACED GENOMICS AS AN EVERYDAY MANAGEMENT TOOL.

THE ARMSTRONG FAMILY settled into the area in 1828, so the farm and its various generations have certainly seen the changes and urban sprawl happening all around them over the years. The increase in road traffic and the decreasing distance between the farm and its urban neighbours would be enough to convince a lot of farmers to sell the farm and move, but interestingly, the Armstrongs embrace their location. They have great neighbours! In fact, there is a very large South Asian community just south of the farm and the four employees that do the farm's night milking come from that community. The Armstrong family has accommodated these gentlemen by adjusting their 3x/day milking times to ensure they are home by 11 p.m. since all of them also work full-time at other jobs during the day. The farm also does its part to keep the neighbourhood harmony where possible by adopting practices such as spreading their manure in the fall and injecting the manure to reduce the odour. As a result, they do not receive complaints.

But, don't be fooled! Pleasing the neighbours has certainly had little to no effect on the level of management on the farm! In fact, in terms of management, Armstrong Manor Farm is one of the most well-managed herds in Ontario finishing in third place on the DHI Overall Management Score listing and ranking as the #1 herd for Milk Value in 2012. Cow comfort and smart decisions are at the root of the herd's success.

Prior to the new barn being built in 2001, the Armstrongs milked 186 cows in their original barn built for 50. A freestall was built to hold the overflow and cows were swung as the farm prepared for their eventual expansion. The new 250-cow barn was built in 2001, the new self-cleaning Cover-All heifer facility followed in 2006 and the most recent addition to the facility is the calf barn featuring an Urban robotic milk feeder built in 2007.

COW COMFORT AND MANAGEMENT ARE KEY

All of the building designs were made with cow comfort and ease of management in mind. The brothers refer to the barn as the shade tree. The barn is designed to keep the temperature inside the barn ideal for the cows, regardless of the weather outside. There are only four head gates in the whole barn and neither Philip nor Peter can recall them ever being used in the 12 years they have had the barn! Walking into the dairy barn, the only sounds are cows munching away on TMR and the odd fan. The cows are clean, in great shape and very calm. It is a barn full of happy cows that do their job!

When it comes to the animals and their performance, both Philip and Peter are numbers guys. In fact, they admit that up until they began genomically testing, they made their herd management decisions based exclusively on numbers. For a number of years leading up to and during their herd expansion, they used sexed semen and they kept every heifer. They needed the replacements and the milk. However, with no available quota to expand further, their growth slowed and eventually plateaued four or five years ago. Suddenly, the farm had gone from needing every heifer to having a surplus.



this is cool...

Due to their location on the city limits and their great rapport with the community surrounding them, Armstrong Manor was asked to host City TV's Breakfast Television (BT) Live Eye on a July 2013 morning. BT host Jennifer Valentyne spent the morning on the farm with the Armstrongs

and representatives from Farmers Feed Cities. Armstrong Manor is certainly a great ambassador for the industry and did a great job promoting Canadian dairy farms! Check out the QR code to see the fantastic coverage.



EMBRACING GENOMICS

The brothers needed to find a system for knowing which animals to cull and which to keep. They began by looking at the Parent Averages (PA) of the heifers around 10 months of age, but with relatively low reliability they found it to not be the most effective tool. They then tried working with their AI rep to go through the barn and sort them into groups. Ultimately, this system was not effective either as it is hard to tell just by looking at a 10-month-old heifer if she will be a great cow or not; especially in a well-managed herd where every animal is healthy and looking good!

"It was around that time that genomics was introduced," says Philip. "The timing was good and we decided that with 67% reliability, genomics might be the tool we were looking for." "Sometimes you just have to trust the science," adds Peter when asked about jumping in during early days.

The Armstrongs embraced genomics and tested every heifer on the farm that was 10 months old or younger. Since then, every calf born on the farm is genomically tested at weaning, and the results are used to help make culling and management decisions. Currently, Armstrong Manor is home to between 400-450 genomically tested animals.

"In the beginning, using the data was easy as there were obvious top, middle and bottom groups," says Peter. "It was easy to cull the bottom third of the herd. But, now that we have been at it for a few years, there is a lot less difference in the values between the top and the bottom, so we have to look at other things."

"The further we get in, the more fine-tuning we have to do," adds Philip.

It is for this reason that the previous exclusively production focused brothers have begun to focus more on type over the last year.

"When you have two heifers, one at 2300 LPI and one at 2150 LPI, they are close enough that you have to find the difference," explains Philip. "If the 2150 one is +12 for conformation and the 2300 one is only +2, even though she is slightly lower LPI, a significantly higher conformation value can be the deciding factor."

Production is still definitely a priority with focus put on plus deviations for butter fat and protein. They have also made the change from blanket breeding the herd – a practice they still used less than 10 years ago. Today, they use their genomic values to select the herd and then make unique breeding decisions for each animal with some emphasis on conformation – a method that has certainly made a difference! In 2008, the average final score for first lactation animals at Armstrong Manor was 76.74 points. Today, their average has jumped by 3.07 points to 79.81 points, and they are the proud owners of a number of Very Goods and three Excellent cows.

At the end of the day though, the Armstrongs are still "dollars and cents" and numbers guys at heart. There is no preferential treatment for any of the cows, and everyone has to pull their weight regardless of their values or classification score. When asked to point out their favourite cows, Peter is quick to tell you he can't pick her out while Philip jokes that he would need to go look her up on the computer! This is certainly not because they don't care, but rather a philosophy that the best cows are the ones that go unnoticed. They are the cows that are productive, functional and trouble-free, and don't draw any attention to themselves!

Armstrong Manor is a farm that is progressive and constantly looking for ways to make the best of a situation. When most producers would run from the city looming closer and closer, the Armstrongs look at their location as a good thing. They use it as an opportunity to teach their urban neighbours about their farm and the dairy industry. They are also incredibly happy with the farm workers that have come as a result of their proximity to town. The farm has approached genomics in much the same way. When a lot of producers were avoiding it, questioning it and not eager to get on board, the Armstrongs jumped in head first. They have adopted it as one of their herd management tools and used in combination with classification, milk recording and their breeding philosophy, they have figured out how to use the genomic data to help make more informed decisions for their entire herd. They have found the value in the values! 🍓

IT'S LIVE!

HOLSTEIN.CA LAUNCHES TO POSITIVE REACTION FROM MEMBERS & INDUSTRY

HOLSTEIN CANADA is proud to have launched the newly-revamped Holstein.ca website in October to members and industry partners. After a few short months of hard work and dedication by Holstein Canada's website team, staff completed the website project under pillar #2 "Technology" as listed in the 2013-2014 Strategic Plan.

The website has been visually enhanced and improved for a more user-friendly interface and experience. The most notable changes, besides the overall new look and feel of Holstein.ca, are that users have the ability to view the new website on their smartphone device, and the animal registration and transfer applications have been dramatically enhanced.

Not only can members register animals on their smartphone device, but they can now easily upload photos to accompany registrations without a maximum size capacity for the images. Members and industry partners will also notice additional editing functions throughout the registration process; improved speed and faster navigation of the entire website; and easier access to new and improved information.

Currently, the new website is linked to an established database which was created a number of years ago. The next phase of the website project will be to complete a comprehensive overhaul of this back-end database by 2015. The new database, once completed, will allow for further features and enhancements to be made to the new website as well as easier access to information for Holstein Canada and Branch field service representatives while travelling on the road.

Holstein Canada would like to thank those members, industry partners, and branch representatives who took part in website preview sessions and provided constructive feedback and suggestions before the official launch. As well, a sincere thank you to members who tweeted, liked and shared their comments on social media, as well as through emails and phone calls to let us know what they thought of the new website. We were thrilled to hear the positive reaction from members, branches and industry partners!

Continue to look for further enhancements on the new website as suggestions are implemented over the coming months. Have a comment you'd like to share with Holstein Canada's website team? Email strategiccommunications@holstein.ca... We'd love to hear from you to ensure the best experience possible on Holstein.ca! 🐄



STATS ON THE NEW HOLSTEIN.CA

Since the official launch on October 28th, 2013

47,090 visits

of which 14,849 were unique visits. The average visit lasted over 4 minutes.

of total visits 23.3%

were from a mobile device – almost 1 in 4 users came from a mobile device.

9,343 calves

have been registered through the website since the launch!!

tweets





let's talk about breed strategy

It has been over 17 years since a strategy for the Holstein breed in Canada has been formally discussed. Without question, many things have changed, some quite dramatically during that time. The number of Canadian dairy producers has decreased by nearly half however the average herd size continues to grow and along with that the challenges of proving the value of breed improvement services to more commercially minded producers. Perhaps the most significant change has been the public and commercial availability of genomic technology at low cost since 2008. Genomics is now an everyday reality for all industry partners with 9,190 females having been genomically tested in 2012 in Canada alone and 2013 numbers expected to be over 15,000.

WHAT ARE THE CHALLENGES FACING THE HOLSTEIN BREED IN CANADA TODAY?

- > The high speed chase to locate animals with the highest genomic merit has narrowed genetic diversity (increased the rate of inbreeding) and dramatically decreased generation interval (90% of baby bull calves being considered for AI have unproven sires).
- > Genomics has doubled the accuracy of genetic prediction in young animals. As a result, our industry is forced to focus on retention of clients for registration and identification, classification and milk recording, and connecting these tools with genetic selection.
- > Producers demand to be shown the economic benefit for participating in breed improvement programs as they make tough economic decisions on the farm. Technology transfer, extension and training are top priorities within and between all sectors, including producers.
- > The national selection index (LPI) is losing its identity and recognition nationally and certainly internationally therefore its effectiveness is dwindling.

With these and many other challenges in mind, **Holstein Canada began a process to lead in the development of a collective, industry supported strategy for the future of the Holstein Breed.** Holstein Canada has collaborated with producers, the artificial insemination sector (AI), Dairy Herd Improvement (DHI), Canadian Dairy Network (CDN) and Dairy Farmers of Canada (DFC). Holstein Canada is and will continue to be the “promotional arm for the project” as stewards for the Breed but ultimately the responsibility of carrying out the action items rests on the shoulders of all industry partners.

The full strategy proposal document is now available online at www.holstein.ca. Over the course of the next few months, Holstein Canada will be gathering feedback from producers via local club and provincial branch Annual General Meetings, director meetings and invited talks through a series of questions, discussions and feedback forms. Producers are encouraged to attend their respective local/

provincial meetings to provide any comments, suggestions, questions and general feedback they may have. Following the meetings, all feedback will be amalgamated and included into the document with the official breed strategy to be formally launched at the Holstein Canada Annual General Meeting in Sherbrooke, QC on April 5, 2014.

THE IDENTIFIED CHALLENGES, AS WELL AS DISCUSSIONS SURROUNDING THE PROPOSED STRATEGY HAVE LED TO MANY QUESTIONS – QUESTIONS THE NEW BREED STRATEGY AIMS TO PROVIDE ANSWERS AND SOLUTIONS FOR:

- > How can Canadian genetics maintain its global competitiveness with the increasing popularity of the TPI and those that seek genetic information on the US scale?
- > How can I get the most value out of genotyping my males and females?
- > What is the industry planning to do to combat the significant increase in the rate of inbreeding over the past five years, and the subsequent loss of genetic diversity in the breed?
- > How does Holstein Canada plan to adapt to the changing needs of the producer to deliver a classification program that is valued, flexible and can be used to improve management?
- > How is genomic testing and registration connected, and how can they be used in combination to improve traceability standards in Canada?
- > How do the industry partners plan to stay connected and work in a collaborative way to increase efficiencies and foster business opportunities?
- > What is the industry planning to do to cultivate and support youth to become future dairy leaders?

With so many significant questions and major industry changes that impact the breed, the Breed Strategy is intended to be an industry supported action plan which will serve as a tool for all sectors of the industry to adapt and progress collectively in order to maximize profitability and genetic improvement in Canadian dairy herds.

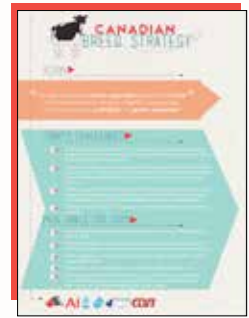
goal #1

Enhance selection criteria that provide the best genetics to Canadian Holstein producers and the world.

AVAILABLE ONLINE



THE FULL BREED STRATEGY DOCUMENT AND MEMBER FEEDBACK FORM ARE AVAILABLE ON THE HOLSTEIN CANADA WEBSITE AT WWW.HOLSTEIN.CA



the action plan is summarized into five main goals:

goal #2

Develop and maintain animal evaluation systems that accurately assess profitable and trouble-free Holsteins in order to increase participation in genetic management programs.

goal #3

Intensify collaboration and exchange between Industry Partners to gain efficiencies and increase effectiveness.

goal #4

Support DFC in their quest to implement a National Traceability System for Dairy.

goal #5

Cultivate a group of passionate and unified young leaders who are knowledgeable and enthusiastic advocates of the dairy industry that become committed to breed advancement and industry sustainability in their chosen careers.



Hiske Renkema: A Dairy Leader of Tomorrow

young LEADER PROGRAM

SUPPORTING THE NEXT GENERATION is an important focus at Holstein Canada. The development of these young leaders will help to foster tomorrow's dairy leaders that will lead the industry into the future. Hiske Renkema is a fantastic example of the kind of young people that will be needed to take the reins of the industry in the future.

Hiske was born in Holland where her family owned and operated a free-stall dairy operation. In 2000, like many other Dutch farm families, the Renkema family made the decision to immigrate to Canada. The family purchased a dairy farm near Mount Elgin, Ontario where they currently milk a herd of 75 Holsteins and Jerseys under the Renkema prefix. Hiske is the eldest of six children and she credits Ontario Holstein Branch Rep, Angela Howard, with getting her involved with 4-H and sparking her love of the dairy industry.


It was a summer spent looking after the farm while her dad and siblings were in Holland that really sealed the deal for Hiske's future plans to make a life in the industry. She stayed heavily involved on the farm and with 4-H all throughout high school before heading to the University of Guelph where she is currently in her fourth year studying Animal Science and Business Administration.

Even though she is away from home during the week, it certainly has not kept her from maintaining her farm involvement! In fact, in June of 2012, a second dairy operation was purchased nearby and Hiske is the full-time herd manager for the 50-cow farm that operates under her own *Halfway* prefix. Daily milkings and chores are done by her father and a full-time herdsman, but, the decision making is done by Hiske. And, of course, on weekends and throughout the summer, she is there in person to help out! In addition to the cows, Hiske and her brother run a flock of 80 sheep, and the family also boards horses and raises chickens and goats. The two Renkema dairy farms are managed similarly at the moment with a heavy focus on production and all animals on both farms are registered, classified and milk recorded. With her four years at Guelph drawing to a close, Hiske already has some new ideas in mind to improve the Halfway Holsteins and Jerseys herd

conformation and efficiency that she would like to implement once she is finished with school. She is set to graduate this coming spring and interestingly, she is also keen to pursue work off farm in addition to her on-farm responsibilities.

"I think it is very important to gain different perspectives," says Hiske. "Working off the farm gives you that opportunity to learn how different companies and organizations operate, and to understand why they do things the way they do. Besides that, I am young – I need to network and meet industry people."

Hiske is certainly no stranger to networking or being involved! She is currently the President of the Canadian Intercollegiate Judging Competition, Vice-President of the Judging Club, Yearbook Editor, Clothing Director for the 2014 Rams, a member of the Dairy, Beef and Swine Science clubs and a member of the 2014 Rams' Square Dance team! She was also a fantastic help and volunteer to the Holstein Canada staff during the National Black & White Holstein Show at the 2013 RAWF. Additionally, Hiske was also a recipient of the 2013 Ontario Holstein Youth Scholarship, the 2013 Ontario Joint Dairy Breeds Future Leaders Scholarship and the 2012 Jersey Canada Youth Scholarship.

This keen young Holstein enthusiast has certainly busied herself with a number of different organizations and clubs in an effort to gain more working knowledge of the agricultural industry and how it works both on and off the farm. This has all been done while she maintains management of her own 50-cow operation and attends university. It is precisely this "go-getter" attitude that makes Hiske a shining example of the kind of young leaders that Holstein Canada loves to support and develop into the future leaders of the dairy industry. 



WHAT'S NEXT?

- > Watch for a feature in the February-March 2014 Info Holstein announcing the six 2013 Education Award winners!
- > 2014 Young Leader Convention applications are due to respective branches by January 13, 2014. Interested in applying or viewing the 2014 Convention schedule, visit www.holstein.ca

OPPORTUNITIES FOR YOUNG LEADER TRAVEL EXCHANGES

THE NEW YOUNG LEADER PROGRAM was launched in October with resounding success! Many exciting deadlines promise to kick-off a great new year in 2014 as many Young Leaders get involved in upcoming dairy industry activities and Holstein Canada initiatives.

As many young leaders across Canada finish school in early 2014 and look toward job and travel opportunities for summer, Holstein Canada is excited to kick-off pillar #4: Practical Learning Opportunities.

Young Leader Pillar #4: Practical Learning Opportunities

The central focus around practical learning opportunities is to enhance the prospects for young leaders to travel and visit dairy farms both within Canada and internationally. These experiences allow young leaders to:

- Learn the best on-farm management practices
- Bring home new ideas to implement on their own farm
- Build contacts and a network to further connect with in future years
- See how other dairy systems operate across Canada and around the world

Are you a young leader interested in travelling to and working on a dairy farm in Canada in 2014? OR Are you a farm interested in hosting a young leader on your farm in Canada in 2014?

A new database will be launched on Holstein Canada's website in early 2014 allowing young leaders to post a "Want to Travel" ad. Likewise, farms across Canada interested in hosting a young leader on their farm will have the ability to post a "Need a Farm Hand" ad. The database will function in a similar fashion to that of a classified website like *Kijiji*.

Once an ad is submitted online, it will be posted on the online database for all members and interested Young Leaders to see. Those interested in travelling or hosting will have the opportunity to contact those who they would like to connect with directly through the site.

To find out more information on the new travel exchange database or to complete the online ad as a Young Leader or a farm interested in hosting, visit the Young Leader Program section on Holstein Canada's website.



Hiske (Centre) with her 2014 Rams Square Dance teammates.



The dairy barn at Halfway Holsteins.



Hiske (far left, front row) with the students who attended the Canadian Intercollegiate Judging Competition of which she is the president.

NEW REGULATIONS FOR CLASS EXTRA SIRES

As of December 2013, there are new requirements for sire genetic awards.

AWARD	DESCRIPTION	MIN. RELIABILITY
SUPERIOR TYPE	Combined indexes for Conformation, Mammary System, Feet & Legs and Dairt Strength in the top 5% of official Proven sires in Canada	87% (up from 85%)
SUPERIOR PRODUCTION	Combined genetic indexes for fat and protein in the top 5% of official Proven sires in Canada	91% (up from 85%)

WHAT'S CHANGED FOR CLASS EXTRA?

Sires now have to qualify for **both** Superior Production and Superior Type to be awarded the Class Extra designation.

GENERATIONS OF EXCELLENTS

IN THE OCTOBER-NOVEMBER 2013 *Info Holstein*, we congratulated the Karn family of Woodstock, Ontario for having bred the first seven-generation bred and owned Excellent cow. Since the issue was printed, we have come across two other seventh-generation Excellent cows: Altona Lea Dundee Jodi EX-92-4E-CAN and Altona Lea Inquirer Aloe EX-91-CAN 1* both bred by the Barkey Family of Blackstock, Ontario. Incidentally, Aloe's daughter, Altona Lea Aiden was scored EX-90 in November of 2012 making her an eighth-generation EX! Whether they are seven generations or eight, the first or the tenth, all of these cows are in a class of their own, each one a testament to the strength of their cow families and the ability to pass on exceptional conformation from one generation to the next! Congratulations to both the Karn and Barkey families!



The Canadian R&W Holstein Club will Cease Operation At The End of 2014

CONSIDERING THE NEW POSITIVE and open attitude of Holstein Canada towards the R&W and the *RDC, also considering the fact that it has become increasingly difficult to operate the club year after year, the directors have unanimously decided to stop operating the club at the end of 2014. The board strongly believes that Holstein Canada, *more than ever*, is fully capable to insure the progression and the development of the R&W and the *RDC within the breed. Created in 2002, the club made tremendous progress in the promotion of the R&W. If this prestigious niche of the breed is where it is now, the club is certainly responsible for a part of the success. Therefore, there will be no membership renewal for 2014. However the breeders who were members of the club in 2013 will receive complimentary issues of the Red Line up until the end of 2014. The cost to produce Red Line will be paid using the reserve funds of the club.

WATCH FOR THE REGULAR INSPI(RED) FEATURE TO RESUME IN THE FEB/MAR 2014 ISSUE OF INFO HOLSTEIN.

National Director Elections

This is a reminder National Director Elections will be taking place in several electoral districts across the country. In some areas, there may be only one candidate and therefore will be acclamed. However, should there be more than one candidate, an election will be required. Ballots will be mailed out to all members in the areas where election is required on January 8. Completed ballots **must** be returned via mail to the Holstein Canada head office by **February 8, 2014**.

ELECTORAL DISTRICTS WITH 2014 ELECTIONS

ALBERTA

BRITISH COLUMBIA

EASTERN ONTARIO

MANITOBA

QUÉBEC AT LARGE

QUÉBEC AT LARGE (NEW POSITION)

WESTERN ONTARIO (NEW POSITION)

MARK YOUR CALENDARS!

'Tis the season for Provincial Branch AGMs! To keep up-to-date on any new information and changes happening in the Holstein world, all Holstein Canada members are encouraged to attend their provincial Holstein Branch Annual General Meetings, as well as their local club AGM where applicable. Three of the branch AGMs were held before Christmas, however there are several happening in the new year. Mark yours on your calendar today!

JANUARY 29 – 31

HOLSTEIN QUÉBEC AGM
RIMOUSKI, QC

FEBRUARY 7

ALBERTA BRANCH AGM
LETHBRIDGE, AB

FEBRUARY 11

PEI BRANCH AGM
CHARLOTTETOWN, PEI

FEBRUARY 12

NEW BRUNSWICK BRANCH AGM
SUSSEX, NB

FEBRUARY 13

NOVA SCOTIA/NEWFOUNDLAND
BRANCH AGM
TRURO, NS

FEBRUARY 26

ONTARIO HOLSTEIN BRANCH AGM
LONDON, ON

FOR MORE DETAILS SURROUNDING THE MEETINGS, CONTACT YOUR
PROVINCIAL HOLSTEIN BRANCH.

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

Based on 1st Lactation Classifications from September/October 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	214	81.99	82.32	G W ATWOOD	45	82.51	82.91
SEAVER	202	81.36	80.77	WINDBROOK	87	82.40	82.55
SID	167	81.32	81.75	AFTERSHOCK	56	81.68	82.18
FEVER	696	81.20	81.26	DEMPSEY	54	81.28	80.52
LAUTHORITY	255	80.95	81.21	RE DESIGN	94	80.95	80.78
JORDAN	399	80.32	80.90	SECURE	42	80.93	81.69
BRAWLER	122	80.11	80.28	BRENT	31	80.71	79.68
STEADY	747	79.96	80.35	KRUSADER	44	80.66	80.75
DENZEL	167	79.89	80.28	TEE OFF	86	80.64	80.09
EVOLVE	148	79.86	80.88	STANLEYCUP	71	80.49	79.87

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**

JANUARY

QC Roberval, Lapointe, Dubuc, Charlevoix, Vaudreuil, Soulanges, Huntingdon, Châteauguay, Beauharnois, Laprairie/ Napierville, Saint-Jean, Shefford

EARLY

ON Northern Ontario, Stormont, Dundas, Niagara, Brant

ON **MR** Perth

QC Brome, Iberville, Richmond, Missisquoi, Compton

MID

QC **MR** Matapédia, Matane, Rimouski, Bonaventure, Arthabaska, Mégantic, Wolfe

ON Wentworth, Glengarry

QC Sherbrooke, Stanstead

QC **MR** Rivière-du-Loup & Témiscouata

LATE

FEBRUARY

ON Haldimand, Norfolk, Prescott, Carleton, Russell

QC Frontenac, Beauce

QC **MR** Nicolet, Yamaska, Lotbinière

BC **MR**

EARLY

ON **MR** Leeds, Grenville, Lanark, Renfrew, Grey, Bruce, Huron

MID

ON **MR** Halton, York, Peel, Ontario, Simcoe, Dufferin

QC Dorchester, Québec & Montmorency Alberta,

LATE

Holstein Canada Holiday Hours

FAMILY IS ALWAYS a significant focus for both Holstein Canada members and staff alike. With this in mind, the Holstein Canada office will be closing at noon on both Tuesday, December 24 and Tuesday, December 31 to celebrate the holiday season.

The following is the schedule of office hours

that will be in effect at Holstein Canada's head office during the holidays.

From our family to yours, Holstein Canada wishes you a wonderful holiday season and a happy, healthy and prosperous New Year. We look forward to continuing to serve you, our valued members, in 2014! Happy Holidays!

Monday, December 23	Open 8 a.m. – 5 p.m.
Tuesday, December 24 Christmas Eve	Open 8 a.m. – Noon
Wednesday, December 25 Christmas Day	Closed
Thursday, December 26 Boxing Day	Closed
Friday, December 27	Closed
Monday, December 30	Open 8 a.m. – 5 p.m.
Tuesday, December 31 New Year's Eve	Open 8 a.m. – Noon
Wednesday, January 1 New Year's Day	Closed
Thursday, January 2	Open 8 a.m. – 5 p.m.

info **Holstein** 

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