

info Holstein

February/March 2014 issue no. 126

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



2013 Master Breeders:
Awarding Breeding Excellence

*Suivez le rythme!
Follow the rhythm!*



HOLSTEIN CANADA **SHERBROOKE 2014** CONGRÈS • CONVENTION

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

HOP ABOARD ONE OF THE FARM TOUR BUSES!

ROCK TOUR

ÉJEAN MAHEU Roxton Pond
TINBER HOLSTEIN Ste-Cécile de Milton
LES FERMES HUARD St-Alphonse de Granby
FERME VIENS ET FRÈRES St-Alphonse de Granby

JAZZ TOUR

RESEARCH FARM Lennoxville
HAVANE HOLSTEIN ET JERSEY Cookshire
HODGDALE FARMS Ulverton
FERME DE L'ESTRIE Marbleton
FERME LESPERRON Bury

POP TOUR

LAITERIE DE COATICOOK Coaticook
LOOKOUT HOLSTEINS & JERSEYS Canton de Hatley
FERME BESSETTE ET FRÈRES Waterville
FERME ANDRÉANE Ayer's Cliff
FERME ROGGUA Stanstead

COUNTRY TOUR

LAITERIE DE COATICOOK Coaticook
FERME JATON ET GRÉMIION Compton
FERME SÉJOUR Compton
SANTSCHI HOLSTEIN Ayer's Cliff
FERME L.J.C CÔTÉ Magog

Every tour will have you discover some of the most beautiful farms of the region, next generation farms, large herd operations, Master Breeder herds, and internationally acclaimed prefixes.

FIND OUT MORE information and the list of farm tours by visiting www.events.holstein.ca

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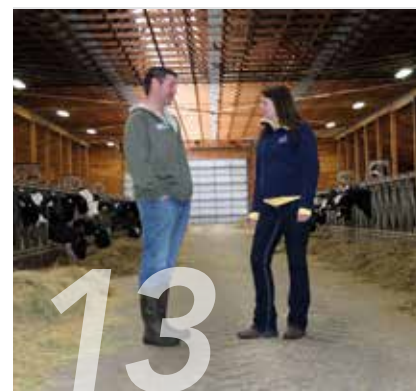
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WE ARE CELEBRATING this year's class of Master Breeder Shield recipients in this issue! The Roberge family (above) and their ALLWICK herd of Tingwick, QC are first-time recipients, while Rick Fieldhouse (cover) of Ariss, ON will receive Fieldhouse Farms' second shield. Turn to page 7 to see the other great breeders that have been awarded a Master Breeder shield this year!

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Herd Strategies: *Getting out what you put in*

by Holstein Canada President,
Richard Bosma, Abbotsford, BC

R. J. Bosma

FOR DECADES, dairy nutritionists and veterinarians have been assisting producers with both the productive and reproductive performance of their cattle. Eventually though, gains become more difficult to achieve. This is often when herd owners realize that they are actually being limited by the genetic level of their herds.

Most producers are seeking higher production, greater conformation, increased fertility, more mastitis resistance or some combination thereof. However, in order to advance beyond a certain degree, such potential must exist, and the existence of this potential must be ensured by investing in a genetic strategy.

Cattle breeding is best defined as improving a herd through corrective mating, and for making these breeding decisions, many resources are available. Holstein Canada provides services such as classification and genomic testing. Milk recording agencies measure milk yields, components, somatic cell count, etc. CDN then uses performance and pedigree information to calculate genetic evaluations for both males and females.

Similar to pilots who must monitor all gauges on an instrument panel, herd owners should be aware of the wealth of management and genetic information available for their herd.

This data arrives in various formats including graphs showing herd trends, and charts allowing comparison to industry benchmarks. This enables producers and advisors to better analyze and develop genetic strategies for their herds.

As farms become more complex, more producers are relying on genetic advisors. Many herd owners and managers consult with Holstein field staff, AI reps or DHI/Valacta consultants several times per year to discuss herd reports. Specific goals and parameters are set before individualized mating guides are prepared. These producers are developing their herd strategies based on their individual data, and making use of the programs, tools and services available to them to do so.

It is for this reason that we should not be surprised that Holstein Canada has again achieved new records for registrations and classifications in 2013. We are also excited to be receiving growing interest from producers who have not been involved in traditional breed improvement programs previously. Some of these herd owners are now using genomic tests to obtain a better idea of the genetic levels within their herds.

As it is with much of life, so it is also true for dairy genetics, **you only get out what you put in.** 🇨🇦

The Importance (and Rewards) of Having a Plan!

by Holstein Canada Chief Executive Officer,
Ann Louise Carson

EVERY JOB HAS GREAT days and then, there are the not so great days. Having your best cow deliver a healthy heifer with hardly any effort is a GREAT day – the milk truck not getting through due to bad weather is truly a ‘not so great day’. What is important is to have many more great days than not – and to appreciate them! (An adventurous milk truck driver also helps!)

As Holstein Canada CEO, I have many great days: being at various members’ activities, sitting around the table with my colleagues planning a project, being in your barns: these all qualify as great days. By far, **THE** greatest day of my year is when my colleague Bethany Muir and I get to call 20 families to tell them they are new Master Breeders. Nothing is better! Being from a Master Breeder family, I can truly relate and yes, I am ‘almost’ as excited as these amazing members as they are reaping the reward of their hard work and determination.

What hit me while making these calls in January was how many of these amazing people told me **‘this has been our plan/goal/dream** (all words were used!) **for years – we never lost sight of the end goal and just kept at it!** And then of course they rapidly shared credit with their family. Classy – and inspiring.

This really hit home and once again, the Holstein Canada team is pleased to say we are just like our members: we have a plan. This was the case in 2013 and continues to be the case this year. We hit our 2013 targets – and then some! Thanks to all of you, and to the

Holstein Canada team, we experienced **a record year** for registrations, classifications and genomic tests, as well as delivering major projects and programs along the way such as an enhanced **Young Leader Program**, dynamic, increased Field Service presence in Atlantic and Western Canada, and a responsive website to mention but a few projects.

In 2014, we are setting the bar even higher for all of our services and projects

- because you motivate us to be the best we can be. You have told us you need our services to be sharp and up-to-date in order to meet your ever changing needs in this fast paced world. And like those great Master Breeders Bethany and I had the honour of chatting with, we will keep at it until we reach our goal. And then we will make some more!

While the Holstein Canada team is focused on our plan, we wish each of our members the best with their plan – whether it is to shorten calving intervals, increase production, build a barn, start genomic testing, involve the next generation, breed a VG 2-yr-old or maybe someday get that Master Breeder call... the list is endless and very personal to each farm. And it’s a great plan – because it is yours.

Like our very deserving 2013 Master Breeders, may you reap the rewards of your plan! 🍁



ANN LOUISE LOVES getting out to visit members, and always finds something to be impressed with! At Potsma Farm in BC’s Fraser Valley, Ann Louise was most impressed that Shania and her sisters had a special barn for their 4-H calves complete with a pink pitch fork!



ABOVE: Jimmy, Diane and Vital Turcotte.

RIGHT: Vidia Mr Burns Miss VG-87-2YR-CAN 1*



INSPIred

Q & A

comparable to the black and white (B&W) animals. On the conformation side, we have had two R&W cows scored EX and three R&W cows scored 87 points at two years old. We have also had a few score 85-86 points at two years old. On the production side, we don't see any difference with the B&W. Our R&W family has always been ranked amongst the best in the world, that's why we are having a hard time increasing the percentage of R&W in our herd.

FARM NAME (PREFIX)

Ferme Vidia Inc.

LOCATION

Princeville, QC.

HERD SIZE

225 Head, Including Donor Dams

HOW MANY RED & WHITE

40

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

Our goal is to continue to work with the R&W, which are, for us, as profitable as the B&W. Currently, there is a higher demand for R&W embryos.

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

Yes. *Vidia Mr Burns Miss* has been the best R&W in Canada for a long time. Her daughter, *Vidia Magna Milliard* owned by the Canvygen group, has now surpassed her! We were able to sell three of *Miss'* descendants for prices above the \$40,000 mark. She has also sold embryos internationally totaling more than \$100,000. She has several sons in A.I. One of her grandsons, *Canvygen Mrmighty Red*, is very promising with a genomic score of +2952; he is currently the #2 R&W young bull in Canada. Another grandson, *Viteloise Musique*, also has very good results with a genomic score of +2851 and is #6 in Canada.

6 WHERE DO YOU SEE THE FUTURE OF R&W HOLSTEINS IN CANADA? AROUND THE WORLD?

The good R&W families will always be in demand as they become more and more comparable to the B&W bloodlines.

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

Do not hesitate in starting to work with R&Ws. They produce as much as their B&W herdmates, and they are almost equal to the B&Ws in terms of conformation.

1

TYPE OF OPERATION: Our heifers are housed in a free-stall barn with alley scrapers until they are approximately 22 months old. They are then moved to a tie-stall barn for calving. Our cows are milked in a tie-stall barn as we feel this allows us to sell more milking animals.

2

HOW DID YOU BECOME INVOLVED WITH RED & WHITE (R&W) HOLSTEINS AND WHAT IS IT ABOUT THE RED HOLSTEINS THAT INTERESTS YOU? Seeing an increased demand for R&W animals, we chose to begin working more with the R&Ws in 2003 to sell more animals and more embryos.

3

HOW MANY YEARS HAVE YOU BEEN BREEDING FOR R&W, AND IN YOUR OPINION, HOW HAVE THE R&WS CHANGED OVER THE YEARS? We have been working with R&W for approximately 15 years. During the last 10 years, the R&W bloodlines have evolved so much that they are now very

MASTER BREEDER:

AWARDING BREEDING EXCELLENCE!

Since its beginning in 1929, the Master Breeder shield has become the most coveted Holstein Canada award. Only 966 Master Breeder shields have been awarded in the award's 84-year existence. These "Master" breeders are recognized for having mastered the art of breeding balanced cattle – high production and outstanding conformation with great reproduction, health and longevity.

MASTER BREEDER SHIELDS WON ACROSS CANADA since 1929

TOTAL NUMBER OF MASTER BREEDER SHIELDS AWARDED SINCE 1929:

966



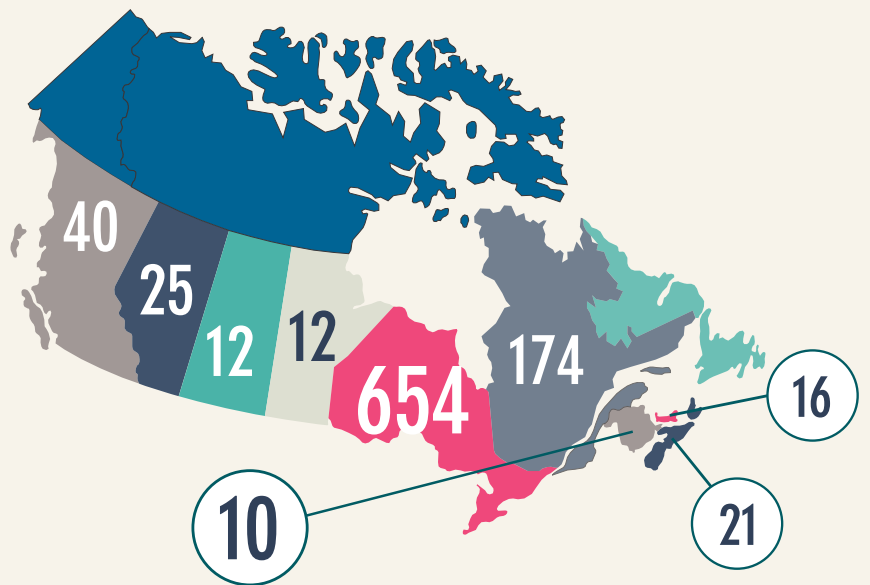
122

TOTAL NUMBER OF 2ND SHIELD RECIPIENTS



TOTAL NUMBER OF 3RD SHIELD RECIPIENTS:

30



It has become annual tradition that Holstein Canada kicks off each new year by announcing the new class of Master Breeder recipients. This year was no exception. Holstein Canada was pleased to announce the 20 Master Breeders who will be honoured at the 2014 National Holstein Convention in Sherbrooke, QC this coming April.

Congratulations to the 2013 Master Breeders as they join the ranks of the most elite breeders across Canada! Find out who they are and where they are from on the next page and watch for more information on each of the winners in the April/May issue of *InfoHolstein*!

THEN



1945

GEORGE CLEMONS & JIM FRASER, ON

NOW

2012 MASTER BREEDER RECIPIENTS



2012

2013 MASTER BREEDERS

THEN:



1930

NOW:



PRESENT

70% ARE NEW RECIPIENTS!

14 ARE FIRST-TIME RECIPIENTS OF A MASTER BREEDER SHIELD

5 ARE 2ND TIME RECIPIENTS **1** IS A 3RD TIME RECIPIENT

WHERE THIS YEAR'S WINNERS COME FROM

British Columbia	_____	1
Manitoba	_____	1
New Brunswick	_____	1
Novia Scotia	_____	1
Ontario	_____	9
Quebec	_____	7

ALLWICK

ALAIN ROBERGE HOLSTEIN
Alain Roberge & Family
Tingwick, QC

BRISTAL

BRIAN A. BETTS
Brian & Crystal Betts and Family
Flesherton, ON

COMBINATION

COMBINATION HOLSTEINS LTD.
Karen Versloot & Family
Keswick Ridge, NB

CRAIGCREST

CRAIGCREST HOLSTEINS
Elgin & Joan Craig & Family
Arthur, ON

DANDYLAND

DANDYLAND FARM
Dennis & Sandy O'Hara &
Family & Dan O'Hara
Schomberg, ON

DELABERGE

FERME BERGELAIT INC.
Luc, Louise, Mélanie & Geoffre
Laberge & Brent Watt
St. Louis-de-Gonzague, QC

FIELDHOUSE

FIELDHOUSE FARMS
Rick Fieldhouse
Ariss, ON

FIESTAL

FERME BOIS DE LA ROCHE INC.
Louis St. Aubin & Christine Thibodeau
& Family
St. Clet, QC

FILIALE

FERME FILIALE ST. LUDGER INC.
Martial, Jacquelin, Vanessa & Marilyne
Fillion & Sylvie Morin
St. Ludger, QC

GREGORI

FERME U. GREGOIRE & FILS INC.
Martin & Benoît Gregoire
St. Blaise, QC

JOREN

JOREN HOLSTEINS
Valerie & Shayne Jones
Woodstock, ON

LACOLLINE

FERME LACOLLINE INC.
Raymond & Claude Roy
St. Martin de Beauce, QC

MAHEUFILS

REJEAN MAHEU
The Maheu Family, Roxton Pond, QC

MALARKY

MALARKY HOLSTEINS
Mark & Haydn Donohoe & Mary Herbert
Minnedosa, MB

MCINTOSH

MCINTOSH HOLSTEINS
Bill & Eleanor McIntosh
Embro, ON

SUNNY POINT FARMS LTD. (NS)
Phillip & Lori Vroegh & Family.



ULMAR HOLSTEINS (ON) Hans & Marlise Pfister & Family .

PARADIGM

PARADIGM HOLSTEINS
Steve & Julie Vandendool & Family
Woodstock, ON

RIVER DALE

RIVER DALE HOLSTEINS
Lloyd B. Martin & Family
St. Jacobs, ON

SUNNYPOINT

SUNNY POINT FARMS LTD.
Phillip, Lori, Logan, Cole & Marissa Vroegh
East Noel, NS

ULMAR

HANS U. PFISTER
Hans, Marlise, Marco,
Sandra & Martina Pfister
Mitchell, ON

WILLSWIKK

J. WILLIAM WIKKERINK FARMS LTD.
William & Gert Wikkerink
Cobble Hill, BC

MALARKY HOLSTEINS (MB) Mark & Hayden Donohoe
& Mary Herbert & Family.



Ferme Bois De La Roche Inc. (QC) Louis St.
Aubin & Christine Thibodeau & Family.



PARADIGM HOLSTEINS (ON)
Steve & Julie Vandendool & Family.

These are photos of just a few of the 20 Master Breeder families. Watch for the full profile of **each** Master Breeder in the April/May edition of InfoHolstein.

Holstein Canada's Young Leader Education Award Winners



Congratulations to these six fantastic individuals who each won the coveted \$1,000 Education Awards in 2013!



CHANTAL STOOP
Wainfleet, ON

EDUCATION: University of Guelph – B. Sc. (Agr) (Major: Animal Science)

YOUTH PROGRAM INVOLVEMENT: 4-H Member (11 years), TD Canadian 4-H Dairy Classic, University of Guelph Dairy Challenge, University of Guelph Dairy Science Club, University of Guelph Judging Club, Power to Change

WORK EXPERIENCE: Spierdyke Farms (Family

Farm), University of Guelph (Dr. Bonnie Mallard – Dairy Immunogenetics), KCMS Applied Research and Consulting Inc.

FARM INVOLVEMENT: Active in all areas of the day-to-day operation and especially enjoys showing and fitting.

CAREER CHOICE: Doctorate of Veterinary Medicine (DVM), plans to practice in the dairy industry.



CRAIG LEROY
St. Eugene, ON

EDUCATION: University of Guelph – B. Sc. (Agr) (Major: Animal Science; Certificate: Business)

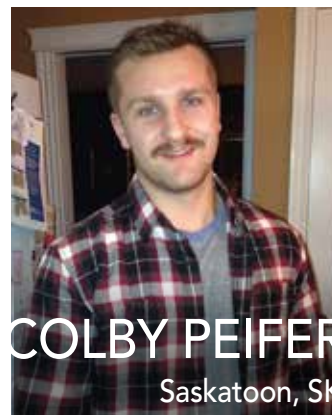
YOUTH PROGRAM INVOLVEMENT: 4-H Member (30 projects), University of Guelph Dairy Challenge, University of Guelph Dairy Science Club, Vankleek Hill Agricultural Society

WORK EXPERIENCE: Yorella Farms (Family Farm),

Agribands Purina, Monsanto Canada, University of Guelph – Alfred Campus, Ontario Veterinary College, Gleneil Farms

FARM INVOLVEMENT: Milking, feeding and fieldwork; performing general herd health tasks; and contributed to the construction of the new robotic facility.

CAREER CHOICE: Being involved in helping to find ways to make dairy farms more efficient through technology and precision feeding.



COLBY PEIFER
Saskatoon, SK

EDUCATION: UNIVERSITY OF Saskatchewan – B. Civil and Geological Engineering

YOUTH PROGRAM INVOLVEMENT: Saskatchewan Midget AAA Hockey League, Recreational Bowling league for the visually impaired, assists with Nipawin Youth Hockey

WORK EXPERIENCE: Peifer Family Farms (Family Farm), Windsor Plywood

Saskatoon, Hi-Cam Builders, Dominion Construction

FARM INVOLVEMENT: Managed calf program, assisted with herd feeding program, participated in herd health and other veterinary visits, involved in farm's grain production.

CAREER CHOICE: Work as a Geological Engineer in Saskatchewan's Northern Mining Industry which would allow half the year to be spent working on the farm. Ultimately, the long-term goal is to own and operate a successful dairy farm.



LOOK FORWARD TO SEEING UPDATES on social media when 35 of Canada's brightest young leaders gather together for the National Convention Young Leader Program in Sherbrooke, QC from April 2 – 5, 2014!



BRIDGET WILSON
Whycocomagh, NS

EDUCATION: Dalhousie University, Agricultural Campus – B. Sc. (Agr) (Major: Animal Science; Minor: Genetics and Molecular Biology)

YOUTH PROGRAM INVOLVEMENT: 4-H Member (13 years), TD Canadian 4-H Dairy Classic, Dalhousie Agricultural Students Association, FCC Drive Hunger Away

WORK EXPERIENCE:

Wilsonburg Holsteins (Family Farm), Perennia

FARM INVOLVEMENT: Milking, feeding calves and cows, assisting with herd health, preparing cattle for shows, caring for calf health and nutrition, maintaining herd records and assisting with field work.

CAREER CHOICE: Return to farm on home farm after working internationally to gain more experience in the dairy industry around the world.



LAURIE JACOBS
Cap-Santé, QC

EDUCATION: Laval Université – B. Agro-Economics

YOUTH PROGRAM INVOLVEMENT: Involved with AJRQ (12 years), former vice-president of the AJRQ board, active in encouraging young people from the region to participate in the rural youth competitions, organized two different fitting clinics for young members, past participant at

the Young Leader Convention, active volunteer in the Portneuf Holstein Club

WORK EXPERIENCE: Ferme Jacobs (Family Farm), Dari Delite Farm, Glennholme Farm, Desjardins Business Centre, Holstein Journal, many shows and sales for a number of well-known breeders

FARM INVOLVEMENT: Milking, feeding calves, calf registrations, show preparations, maintaining the farm's Facebook page, creation of farm videos for social media and fieldwork when needed

CAREER CHOICE: Own and operate a successful dairy farm after gaining more experience working for the Lely Robotization Centre this coming year.



CINDY JATON
Compton, QC

EDUCATION: University of Guelph – Masters in Animal Breeding and Genetics

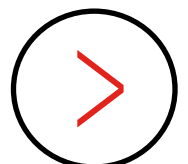
YOUTH PROGRAM INVOLVEMENT: 2nd Vice-President AJRQ provincial board, AJRQ rep on 4-H Canada Youth Advisory Committee, CJR Compton-Waterville (18 years), Laval University Expertise Club, Laval University Zootechnics Club

WORK EXPERIENCE: Ferme Provetaz (Family Farm), CIAQ, Holstein Québec, Ferme Santschi

FARM INVOLVEMENT: Milking, feeding, calf care, barn and animal care, fieldwork, preparation of show animals and assisting with herd breeding decisions.

CAREER CHOICE: Would like to continue to work in the genetics field following the completion of a Master's Degree in Genetics.

WANT TO KNOW MORE ABOUT OUR AWARD WINNERS' THOUGHTS ON THE DAIRY INDUSTRY, THEIR DREAM COWS AND DAIRY FARMING-INSPIRED OLYMPIC SPORTS? KEEP READING!



Education Award Winners' Q&A

1 What do you think is the most significant challenge facing the next generation of dairy producers?

COLBY: The dairy industry is shifting from smaller family run farms to large scale industrial type producers. With this trend becoming more prevalent it could become harder for young producers to start and expand their operations.

CINDY: I think one of the most significant challenges facing the next generation of dairy producers is farm succession. Farms are increasingly more expensive making it tough for the next generation to assume ownership of a dairy farm. The challenge is even greater for the non-family related transfers.

CHANTAL: With each generation comes new technologies and ideas. However, with the next generation I believe dairy producers are going to have to be excellent business managers. They will have to know how to make the best use of new technologies and continue to adapt, keeping in mind the cost of production, in order to be an economical and efficient operation.

2 What is one way YOU can help better educate consumers about our industry?

BRIDGET: One way that I can help better educate consumers about our industry is to be as open and accessible to them as possible with information. Sharing the "real story" is the biggest and best way we can move towards eliminating stereotypes about the dairy industry. This can be accomplished simply by posting pictures of typical farm activities and well researched articles showing different stand-points about

the dairy industry on social media. Getting involved in the community, listening to what people are saying about the dairy industry and reacting to what they say in a positive or constructive manner might not seem like doing much but every little piece of information counts.

CRAIG: I believe by having open barns and showing the public what actually goes on is the best way to educate the consumers.

LAURIE: Promoting farming with short videos to educate consumers and promote the industry. These videos can be easily shared on social media.

3 If you could have any cow standing in your barn, who would it be and why?

COLBY: An old slow, friendly cow named *Lasting*. She is extremely friendly and coaxes you for a scratch any given chance.

CINDY: I would choose *RF Goldwyn Hailey*. I had the chance to see her in a few shows and she truly is impressive. What sets her apart is her dairy strength, her dairy character and the quality of her mammary system; she has it all!

BRIDGET: If I could have any cow it would be *KHW Regiment Apple-Red-ET*. Currently, we have no Red & White Holsteins and my sisters and I have been trying to convince our Dad to buy one! This would be a pretty good cow to start with (go big or go home right?). I also admire any cow with longevity so high-placing cows in the mature classes are also favourites of mine.

CHANTAL: She would be a home-bred, high-producing, problem-free, strong and deep framed cow, with sound feet and legs and strong udder attachments. *Spierryke Madame Wyn* comes to my mind as a

home-bred cow who is a high producer and also excels in the show ring. She has been living in New York for a few years now, but it would be nice to have her standing in the barn again.

CRAIG: *Jacobs Goldwyn Britany* because she is an amazing cow that comes from an extraordinary herd of Holsteins.

LAURIE: If I had my own farm, I would choose *Jacobs Goldwyn Valana*. *Valana* is a complete and balanced cow. She ages well and has a great pedigree.

4 In honour of the Olympics taking place this year, what dairy farming related task do you think could be an Olympic event?

COLBY: Snowshoeing could be relatable with regards to our family dairy farm! During winter conditions, any pasture work that has to be done can be quiet tricky in the winter months!

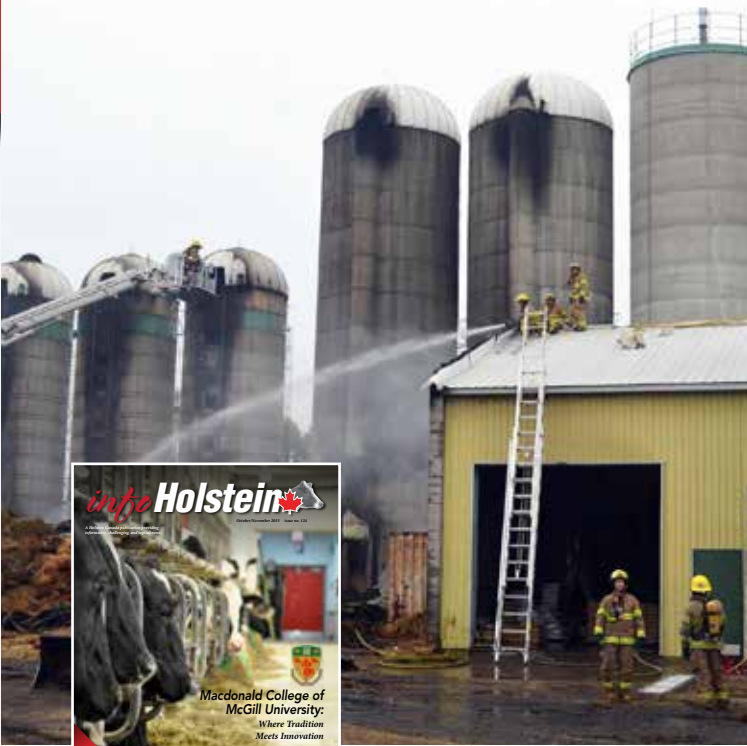
CINDY: Hay bale throwing!

BRIDGET: Training stubborn calves has to be one of the toughest jobs I've experienced and could definitely be, in my mind, an Olympic event. It would certainly be an entertaining event to watch! It could run between figure skating and wrestling.

CHANTAL: Bale stacking? That may now be an art of the past. Maybe thawing water lines would be more appropriate as it is the Winter Olympics!

CRAIG: Uphill round bale rolling!

LAURIE: Catching heifers with a halter requires a lot of technique and you need to be fast! 🐄



We Are Here To Help!

DO YOU HAVE QUESTIONS regarding Holstein Canada? Would you like to start registering, classifying and/or genomic testing your herd? Not sure how or where to start? We can help!

Your provincial Holstein Branch continues to provide field service to both current and future members. In Ontario and Québec, field service is provided directly through the provincial branches. In the Atlantic and Western Regions, Holstein Canada staff are pleased to partner with the provincial branches to offer cost efficient and timely Field Services.

For questions pertaining to field service or to schedule a visit with a representative, please contact:

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 www.ontario.holstein.ca

HOLSTEIN QUÉBEC

450 778-9636
 info@holsteinquebec.com
 www.holsteinquebec.com

ATLANTIC AND WESTERN PROVINCES:

JANET WALKER, Field Services Coordinator
jwalker@holstein.ca | Cell: 519-865-0692 | 519-756-8300 ext. 267

FEATURE HERD UPDATE: MACDONALD CAMPUS FARM

IN OUR OCTOBER/NOVEMBER 2013 edition of *InfoHolstein*, we featured the great cows and people at the Macdonald Campus Farm of McGill University. Unfortunately, on the morning of October 31, the dedicated staff and students found themselves in a situation that no farmer EVER wants to be in...the barn was on fire! Thanks to the quick acting staff and students, as well as the local fire department, the animals were removed from the barn and the fire was controlled, but not before destroying six silos and the hay barn and taking with it all of the farm's haylage, dry hay, research feed and the bedding storage area.

"We consider ourselves extremely fortunate and blessed that nobody was severely injured," says Paul Meldrum, General Manager and Herdsman of the Macdonald Campus Farm. "No cows were lost and we still have a working dairy barn – it's not often that you have a major barn fire and still have an operational barn when the smoke has cleared! The good planning of architects and engineers 29 years ago to build a fire-wall between the hay barn and the rest of the complex is what saved our barn."

While they are still discovering things lost in the fire – the spare parts storage area was just inside the structure that burned – the farm is currently in the process of finalizing plans to rebuild, with a target date to have the silos replaced by mid-May and the hay barn re-built by mid-June. 🇨🇦

Where Has Janet Been?

JANET COMPLETED
406 FARM VISITS IN 2013

SHE SPENT **114 DAYS**
IN THE FIELD IN **8**
 PROVINCES LAST YEAR



Where Is She Going Next?

MID-FEBRUARY

British Columbia
 Saskatchewan

LATE FEBRUARY

New Brunswick
 Prince Edward Island

EARLY MARCH

Nova Scotia

MID-MARCH

Branch Relations Meeting
 Manitoba

LATE MARCH

New Brunswick
 Dairy Focus (Nova Scotia)

EARLY APRIL

National Holstein Convention
 Sherbrooke, QC

MID-APRIL

Alberta
 Nova Scotia

LATE APRIL

Prince Edward Island



BUT, WHAT EXACTLY DEFINES GOOD RECORD KEEPING ON THE FARM?

GETTING TO KNOW YOUR REGISTRAR

THE ROLE OF A REGISTRAR in an organization is to oversee and be the gatekeeper of official records at all levels. This is exactly what happens at Holstein Canada. I took over the role of Holstein Canada Registrar in September 2013. My responsibilities include show ethics, traceability and, most important of all, herdbook integrity.

In the show ethics field, we took a new approach at the 2013 Royal Agricultural Winter Fair, and we learned a great deal from the feedback we received. The exhibitors liked the educational and open approach we took, and most of all, they appreciated having staff in attendance allowing them to ask questions and therefore become more knowledgeable on the Code of Ethics.

In terms of traceability, I have actually been working on behalf of Holstein Canada members for 14 years now with the Canadian Cattle Identification Agency (CCIA), Agri-Traçabilité Québec (ATQ), the Industry-Government Advisory Committee (IGAC) and finally, the Canadian Agri-Traceability Services (CATS). Holstein Canada (NLID) is responsible for the distribution of tags to all Canadian dairy producers (excluding Québec) and we work closely with the Dairy Farmers of Canada (DFC) to develop regulations and implement an efficient traceability system for the Canadian dairy sector.

Now, let's talk about my main responsibility: Herdbook integrity. We all know about the checks performed by the office staff, as well as the visits the Registrar makes to Canadian farms. For me, these visits are the most rewarding part of my job: visiting your facilities, seeing and understanding how you keep your records, and assessing the potentially risky situations within your system. My goal is to find a way that together, operational risks can be prevented. I do this by talking with you about your concerns. Most importantly, it allows me to see, to check and to target corrective actions in order to input more reliable data into the Herdbook.

Since I joined the Holstein Canada team, it has become evident most problems stem from incorrect data being entered in the herd records years ago. This is why it is so important to have well-maintained, well-kept and accessible records.

REPRODUCTIVE ACTIVITY RECORDS

Reproductive Activity records should include all of the following:

- Natural and A.I. services
- Embryo transfer
- In vitro fertilization and other specialties (e.g. clones)

WHAT NEEDS TO BE RECORDED:

- Date
- Name and ID number of each animal serviced
- Name and ID number of the sire used
- Number of times each cow has been serviced
- Who performed the insemination/implantation/transfer (e.g. AI technician, owner, vet, etc.)

CALVING ACTIVITY RECORDS

Calving activity records should include the following for every cow that calves:

- Cow identification (name and/or number)
- Calving date
- Sex of calf
- Calf identification (male or female) in compliance with Holstein Canada By-Laws
- Sire of Calf
- Dual identification at birth with official tags applied at birth or shortly after
- Calf size
- Was it a Multiple Birth? If so, record the sex of the other calf/calves

The dairy industry is constantly changing – Holstein Canada must adapt to the new methods used by our members. Moreover, we are now facing a very diversified customer base. For example, when it comes to animal registrations, we see everything from traditional practices with a hard copy and sketch/photo, to high-tech practices using online or web-based technology. **Visiting your herd means more than a simple inspection; it is an opportunity for a member and Holstein Canada to better understand each other's record systems and share ways to better these systems together.**

Having served nine years on the Holstein Canada Board of Directors, and having been Co-Chair of the 2012 World Holstein Conference, it is a great privilege for me to continue working with the members of Holstein Canada. I look forward to meeting some of you on your farms for a visit, and I welcome the opportunity to speak with others at various Canadian dairy industry events and activities to come.

Your Registrar,

Cow of the Year: 2013 Voting Is Open



VOTING FOR the 2013 Cow of the Year is now officially open. The nominee booklet which includes a resume on each finalist and a voting card is included in this edition of *InfoHolstein*. Voting options include mailing the postage-paid, tear-off voting ballot;

faxing your ballot; emailing your vote to cowoftheyear@holstein.ca; or voting online from a confidential Holstein Canada online account. Votes are limited to one vote per prefix. **Voting closes Friday, March 14.** Cast your vote today! 🇨🇦



CANADIAN BREED STRATEGY

WHAT DO YOU have to say about the direction of the breed? The new Canadian Breed Strategy will be finalized in coming weeks before the final version is unveiled at the 2014 National Holstein Convention AGM in Sherbrooke, Qc. We welcome your comments and feedback on the strategy, so please take some time to review the proposed strategy document and tell us what you think in the easy to fill out questionnaire! 🇨🇦

FIND THE FULL DOCUMENT AT: WWW.HOLSTEIN.CA > NEWS-EVENTS > NEWS BULLETIN
Look for the feedback form button on any page!

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

Based on 1st Lactation Classifications from November/December 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
SID	210	82.16	82.43	DEMPSEY	67	81.96	81.70
WINDBROOK	220	82.07	82.10	DAMION	65	81.88	82.15
BRAXTON	201	81.71	82.16	AFTERSHOCK	43	80.91	81.12
SEAVER	259	81.47	81.23	MAN-O-MAN	44	80.91	81.86
LAUTHORITY	371	81.09	81.81	DENZEL	96	80.81	81.18
FEVER	637	81.08	81.42	SHOTGUN	42	80.74	80.93
ALTAIOTA	134	80.73	81.87	LADNER	32	80.66	80.19
EVOLVE	140	80.37	81.56	ALTBAXTER	57	80.51	80.44
STEADY	537	80.06	80.64	BALTIMOR	57	80.46	80.61
STALLION	107	79.93	80.36	SEAGUAL	72	80.35	80.63

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

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

FEBRUARY

- ON **MR** Ontario, Simcoe, Dufferin
- QC Québec & Montmorency, Lévis
- AB South/Central

LATE

MARCH

- ON Lambton
- ON **MR** Halton, York, Peel
- QC Dorchester, Bellechasse
- QC **MR** Abitibi, Témiscamingue, Richelieu, Verchères, Rouville
- AB Northern
- MB
- ON Middlesex, Essex & Kent, Elgin
- ON **MR** Peterborough
- QC **MR** Labelle, Papineau, Gatineau, Argenteuil, Pontiac, Deux-Montagnes, Terrebonne, L'Assomption, Montcalm, Joliette, Berthier, Maskinongé

EARLY

MID

- ON **MR** Northumberland, Lennox & Addington, Frontenac, Hastings, Prince Edward, Victoria, Durham
- QC **MR** Saint-Maurice, Champlain, Laviolette, Portneuf
- QC Montmagny, Kamouraska
- PE, NB, NS, NL **MR**

LATE

APRIL

- ON Oxford
- ON **MR** Waterloo
- QC **MR** Lac Saint-Jean, Roberval, Lapointe, Dubuc, Charlevoix, Chicoutimi, Vaudreuil, Soulanges, Huntingdon, Châteauguay, Beauharnois
- QC Rivière Du Loup, Rimouski
- ON Perth
- ON **MR** Wellington
- QC L'Islet, Témiscouata, Matapédia, Matane
- QC **MR** Laprairie, Napierville, Saint-Jean, Iberville, Shefford
- ON **MR** Northern Ontario, Thunder Bay
- QC Arthabaska, Mégantic, Wolfe
- QC **MR** Richmond, Missisquoi
- SK **MR**

EARLY

MID

LATE

Classify More, Spend Less!

FOLLOWING IN LINE with both the Strategic Plan and Holstein Canada's commitment to ensuring efficiencies at the lowest cost, we are pleased to announce a new volume discount program for classification services.

The volume discounts promote the concept – “the more animals you classify PER VISIT, the more discount you will receive!” The table to the right describes the discount amount that can be applied. If the number of classifications exceeds 25 (up to 50), a 15% discount will be applied to the number of animals classified beyond 25. If the number of classifications exceeds 50 (up to 75), a 20% discount will be applied to the number of animals classified beyond 25. Lastly, if the number of classifications exceeds 75, a 25% discount will be applied to the number of animals classified beyond 25. **The cost of the first 25 animals classified per visit is the same for ALL customers.**

All fees will remain the same; the herd fee is \$75 per visit, with an additional \$100 added to any visit conducted on the Mid-Round, the price per animal classification remains \$11; no changes to applicable Branch or Breed levies; and no changes to AI incentives. The discount is applied to the classification fees (after incentives) charged for the number of classifications exceeding 25.

For example: (with NO young sire daughter incentives applicable) if 49 animals were classified in one visit on the regular round, the herd would be charged a \$75 visit fee plus



NUMBER OF ANIMALS CLASSIFIED PER VISIT	DISCOUNT APPLIED TO NUMBER OF CLASSIFICATIONS EXCEEDING 25
1 TO 25	0%
26 OR MORE	15%
51 OR MORE	20%
76 OR MORE	25%

$\$11 \times 49 = \539 , for a total of \$614. There would be a 15% discount given to the 24 classifications over the minimum 25, for a total discount of $24 \times (15\% \text{ of } \$11) = \$39.60$. Therefore the producer would pay \$614 less the discount of \$39.60 = \$574.40. If this owner decided that he wanted two more animals classified (total of 51) – the total discount applied is $26 \times (20\% \text{ of } \$11) = \$57.20$.

While adjusting to new herd size reality, Holstein Canada remains focused on offering classification services at the lowest possible price and with the highest possible value. Thank you for your participation in the program. We look forward to visiting your herd very soon when we are in your area! 🇨🇦



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