

info Holstein

October/November 2013 issue no. 124

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



Macdonald College of McGill University:

*Where Tradition
Meets Innovation*

The Royal

2013

Preview pg. 7



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ON THE SOUTHWESTERN-MOST TIP of the Island of Montréal sits a dairy farm with over 100 years of history, passion, tradition and Holstein breeding. There are several farms across the country that could also be described as such; however, what is unique about this operation is that it is located in the middle of a bustling university campus!

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by Holstein Canada President,
Richard Bosma, Abbotsford, BC



Moving Forward

AS OF LATE, advances in dairy cattle breeding include both sexed semen, which has allowed herd owners to obtain more female offspring, and genomic testing, which has nearly doubled the accuracy of genetic selection. Both of these applications have certainly contributed to price adjustments in dairy cattle markets.

However, from a producer's viewpoint, most would agree that the genetic situation has never been better, as a record number of proven sires provide a great balance of conformation and production. Sire evaluations also include an unprecedented amount of auxiliary traits, with Mastitis Resistance soon to be added.

Over the last decade, the Holstein breed in Canada has gained dramatically in average genetic merit for almost every trait. Further to this, our national herd is set to improve at an even more rapid pace due to a substantial increase in the use of young genomic sires – many of which already are the result of accelerated IVF programs.

Clearly, there are areas of concern such as inbreeding levels and the over-estimation of some young sires compounded by the fact that many young sires do not have proven parents. Investigation into these issues continues, with wider genetic selection deemed to be part of the solution. Also, as input costs rise and external pressures mount, our dairy research industry needs to keep focusing on improving fertility while developing genetic evaluations for new traits such as Feed Efficiency.

However, if the goal of the breed improvement industry has been to provide producers and farmer-breeders with accurate information and tools to identify and proliferate their best genetics, then the Canadian dairy industry has been well-served to date by breed organizations such as Holstein Canada and their partners, DHI, AI and CDN. Nevertheless, dairy herd owners should continue to demand and expect satisfactory performance from their cattle with increasing levels of durability and profitability. 🇨🇦



PRESIDENT RICHARD BOSMA chats with Lewis Weber of Welane Holsteins, ON during a farm visit.

Our Extended Family

by Holstein Canada Chief Executive Officer,
Ann Louise Carson

IN THE LAST EDITION of the *InfoHolstein*, I had the great pleasure of telling you a little about the dedicated Holstein Canada team...or as they are often called, the Holstein Canada family! At just under 100, staff numbers are directly linked to the quality and quantity of new projects we are "attacking" in our strategic plan – such as our new website – all while striving to maintain top quality core services of registration, classification and genotyping.

In reality, our "Holstein family" is even bigger than 100! We have approximately 20 more hardworking colleagues in the two largest branches: **Ontario Holstein** and **Holstein Québec**. The seven other branches are 'staffed' by very devoted volunteers – all part of the same family! These teams work with their Board of Directors of course and have their specific 'raison d'être' – however we share a key element – YOU, the member!

As a Canadian taxpayer, I am the happiest when I see Provincial and Federal Governments working together for my good – each in their own area of expertise, with mutual respect, but together. It simply makes sense to me! I am almost sure this is how you, our members, see Holstein Canada and their Branches working. So just like each of you, we have our 'immediate' family and our 'extended' family. And just like on your farm, so much more gets done when ALL family members work together and are better informed about each other's hopes, dreams and projects.

There are many long-standing examples of the teams working well together, such as at the Royal! Staff and volunteers work for the same people – so the more we chat with each other, the better we will be...and more importantly, the better our members will be. So going forward, you will see even more collaboration – whether at events or on farm. It simply makes sense to all of us.

Until next time! 🇨🇦



HOLSTEIN CANADA STAFF WITH
ONTARIO HOLSTEIN BRANCH STAFF



HOLSTEIN CANADA STAFF WITH
HOLSTEIN QUÉBEC BRANCH STAFF



FROM VANCOUVER ISLAND, BC THE TRIP TO THE ROYAL COVERS ABOUT 4,800 KM AND IS APPROXIMATELY 54 HOURS ON THE ROAD... AND THAT IS JUST ONE WAY!

ON THE ROAD TO THE ROYAL

FOR MANY HOLSTEIN BREEDERS across the country, the National Holstein Show at the Royal is one of the best times of the year. Yes, it ranks right up there with Christmas, Thanksgiving and May 2-4! Those living in Ontario and western Québec – relatively close to the show – know how much time and effort goes into taking animals to the Royal, but they are certainly spoiled in a sense that they are only on the road for several hours at most to get there. They leave in the wee hours of the morning and most are settled in at the show in time for supper or maybe breakfast the next morning. It's a lot of work and certainly a long day! Now, not to take anything away from the effort our Ontario and Québec exhibitors put into coming, but our friends from the far west and east coast, take dedication to the next level traveling for days with their animals to get to the show. And of course, traveling for days to get somewhere also means traveling for days to get back home!

The Stanhope-Wedgwood string has been a fixture at the Royal for a number of years. Traveling all the way from Vancouver Island, their journey to the Royal starts about eight days before they even arrive on the grounds at Exhibition Place! Someone driving their car on the same route could certainly make the trek much faster, but these trucks and trailers armed with generators and even a built-in vacuum line are carrying some of Canada's finest Holsteins, so taking their time is crucial! To truly appreciate the time it takes to get our west coast cows to the show, we had Ridley Wikkerink provide us with the travel itinerary for *Stanhope Lorene Sanchez* and her string-mates that are making the trip this year!

October 28

Leave the farm at 5 a.m.

October 29

Arrive for a stopover at Morsan Farms, Ponoka, AB. Spend the day resting, sorting tack and organizing for the rest of the trip.

October 30

Leave Morsan and travel to Strudwicks, Regina, SK. Spend about eight hours there – chore twice.

October 31

On the road again with a brief stop in Manitoba to milk along the way.

November 1

Arrive at Sunny Creek Dairy, Thunder Bay, ON. Chore twice before heading back out on the road.

November 2

Arrive at Graveltsdale, New Liskeard, ON early in the morning. Back on the road after morning milking and drive the rest of the way to the old Sunny Maple farm, Vaughan, ON.

November 2 – 4

Rest and regroup for a few days.

November 5

Arrive at the Royal Agricultural Winter Fair.

It is certainly a long journey for both the cattle and the people – about 3 weeks from start to finish! So, why do they go to the trouble, time and money year after year?

“Even with the costs, the time and the distance, we still go because we love to compete and show,” says Ridley. “We also like to believe that the exposure will benefit our marketing and hopefully generate some income for our breeding program.”

The cattle from the West, certainly help to make the National Holstein Show the top quality show that it is. When you are walking through the barns this year, make sure to stop and visit with any of the breeders from afar. Thank them for making the trip and, by all means, wish them well on their long journey back home! 🇨🇦



The Royal

2013

- 1 JOHN CROWLEY**, Hastings, ON is the official judge for the National Black and White Holstein Show
- 2 DON DONNAN**, Stirling, ON will serve as associate judge for the National Black and White Holstein Show
- 3 BLOYCE THOMPSON**, Frenchfort, PEI has been named official judge of the National Red and White Holstein Show.

2013 ROYAL PREVIEW

DATE	TIME	EVENT/VENUE	JUDGE(S)
SUNDAY, NOV. 3	6 p.m.	TD CANADIAN 4-H DAIRY CLASSIC	Paul Hunt, AB (Showmanship)
MONDAY, NOV. 4	8:30 a.m.	Ricoh Coliseum	Jeff West, ON (Showmanship) Roger Turner, USA (Conformation)
THURSDAY, NOV. 7	9 a.m.	RED AND WHITE HOLSTEINS Scotiabank Ring of Excellence	Bloyce Thompson, PEI
	2 p.m.	NATIONAL BLACK & WHITE HOLSTEIN SHOW Junior and Intermediate Calves Scotiabank Ring of Excellence	John Crowley, ON Don Donnan, ON
	5 p.m.	HOLSTEIN SALE OF STARS Scotiabank Ring of Excellence	
FRIDAY, NOV. 8	7:30 a.m.	NATIONAL BLACK & WHITE HOLSTEIN SHOW (Starting with Senior Calves) Ricoh Coliseum	John Crowley, ON Don Donnan, ON
SATURDAY, NOV. 9	2 p.m.	QUALITY SEEDS SUPREME CHAMPION Scotiabank Ring of Excellence	

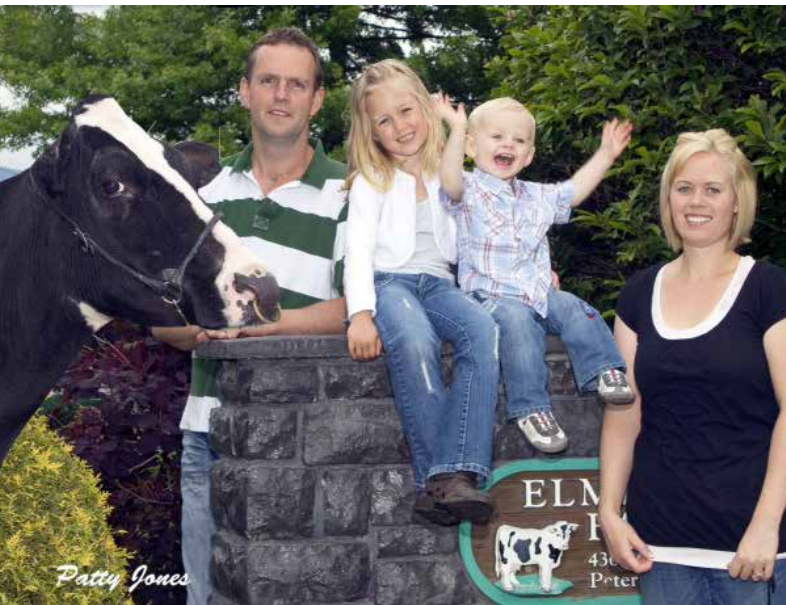
NATIONAL DIRECTOR ELECTIONS

AS 2013 draws to a close, it is once again time for nominations and elections for the Holstein Canada Board of Directors. A call for nominations will go out on November 1, 2013 with the deadline of **December 8, 2013**. Please note that this deadline is one week earlier than previous years as per the 2013 By-law amendments. There are five National Directors up for re-election in addition to one vacancy in Western Ontario and one vacancy in Québec at Large for a total of seven positions as the Board moves from 10 to 12 National Directors. Nomination forms will be sent out to the Provincial Branches and Club Secretaries in the province or region where the elections are required. Individuals interested in seeking nomination must be a Holstein Canada member in good standing, complete the nomination package and return it to Holstein Canada on or before the December 8th, deadline. 🇨🇦

ELECTORAL DISTRICTS WITH 2014 ELECTIONS
ALBERTA
BRITISH COLUMBIA
EASTERN ONTARIO
MANITOBA
QUÉBEC AT LARGE
QUÉBEC AT LARGE (CURRENTLY VACANT)
WESTERN ONTARIO (CURRENTLY VACANT)

INSPI red

Q & A



PETER AND NICOLE TUYTEL and their children Caitlyn and Braydon with Davidsons Raider Bronze. Herd favourite Elmbridge FM Loveable Red is pictured to the right.



FARM NAME (PREFIX): ELMBRIDGE
LOCATION: CHILLIWACK, B.C.
HERD SIZE: 300 HEAD/130 MILK COWS
HOW MANY RED & WHITE: 50 (INCLUDING HEIFERS)
TYPE OF OPERATION: FREESTALL

1 HOW DID YOU BECOME INVOLVED WITH RED & WHITE (R&W) HOLSTEINS AND WHAT IS IT ABOUT THE RED HOLSTEINS THAT INTERESTS YOU? My dad and Nicole's grandfather were very enthusiastic about R&W Holsteins, so it was something that rubbed off on both of us at an early age. They are something unique and we have been fortunate to have bred some good ones. It is kind of a niche market.

2 HOW MANY YEARS HAVE YOU BEEN BREEDING FOR R&W, AND IN YOUR OPINION, HOW HAVE THE RED & WHITES CHANGED OVER THE YEARS? We've always had a few R&W cows but it was probably in 2004 when *Loveable* was born that breeding for R&W really became serious for us. They have changed drastically over the years. They are now able to compete with the Black & White (B&W) cattle in terms of conformation and production. It is just more difficult breeding as the selection of sires is much more limited in the R&W.

3 HOW DO THE RED COWS IN YOUR HERD COMPARE TO THE BLACK COWS IN YOUR HERD? IS THERE A DIFFERENCE? In our herd, they are on par with one another. We have good genetics in both the B&Ws and the R&Ws, so they can easily compete with one another. The only difference is some of the reds can have a real bad attitude!!

4 WHAT ARE YOUR GOALS WITH THE R&W ANIMALS IN YOUR HERD? Our goal is to have the best possible R&W animals in terms of genetics and conformation. It used to be a novelty having R&Ws but as the herd has grown so has the number of reds! We are now to the point of being selective and wanting to have top animals.

5 IS THERE A PARTICULAR COW THAT HAS MOST IMPACTED YOUR HERD? BULL? Definitely *Elmbridge FM Loveable Red* (EX-94-3E). Not only has she proven herself as a tremendous show cow being able to compete at a national level, she is also a great brood cow. There isn't one particular R&W bull that has made a real impact on our herd. As mentioned before, the R&W bull selection is more limited so we look for pedigrees that interest us and go with that.

6 WHERE DO YOU SEE THE FUTURE OF R&W HOLSTEINS IN CANADA? AROUND THE WORLD? We think R&W Holsteins will always have their place both in Canada and globally as there will always be people who love them and breed for them. Like with anything though, there are also phases that people go through for example with polled genetics and genomics. Right now reds are hot, but it could slow down someday.

7 WHAT IS ONE PIECE OF ADVICE YOU WOULD GIVE TO SOMEONE WANTING TO GET STARTED WITH RED AND WHITE HOLSTEINS? Do your homework. Study pedigrees and look at breeding trends within the cow families. Don't just buy an animal because she is red and white. Look for the complete package! 🐄

WE WERE THERE

2013 HAS PROVEN TO BE A VERY EXCITING YEAR SO FAR WITH MANY TRIPS FROM COAST TO COAST FOR HOLSTEIN CANADA OFFICIALS. HERE IS A SNEAK PEEK OF THE ROADS THAT HAVE BEEN TRAVELLED; THE MEMBERS AND COWS HOLSTEIN CANADA BOARD OF DIRECTORS AND STAFF MET; AND THE MANY GREAT MEMORIES MADE ALONG THE WAY!



THE ANNUAL SUMMER board meetings were held in PEI this year in August. Here the Holstein Canada Board of Directors is pictured with Tom Robinson of Blue Diamond Holsteins; one of six farm visits.



WITH A CHEERING SQUAD of Directors, staff and his lovely wife, Elizabeth, Head Classifier Tom Byers received his Industry Distinction Award at the CDN Forum in Charlevoix, QC in September.



HOLSTEIN CANADA BOARD members participate in the judging activity at the Québec Holstein Picnic in July.



VICE PRESIDENT, MARIO PERREAULT speaks on behalf of Holstein Canada at the DFC annual general meeting.



CEO ANN LOUISE CARSON, along with President Richard Bosma and Vice-President Mario Perreault, represented Holstein Canada at the 2013 Holstein USA Convention. They are pictured here with Distinguished Leadership recipient Horace Backus and Elite Breeder honoree (and fellow Canadian-born folks), Bob Miller and his wife, Kaye.



NATIONAL DIRECTOR Ron Boerchers presents the Champion Showman award sponsored by Holstein Canada to Mike Podschadly (BC) at the Western Canadian Classic in August. National Director Orville Schmidt, Field Service Coordinator Janet Walker and Training & Extension Coordinator, Valérie Tremblay were also in attendance.



where tradition meets innovation



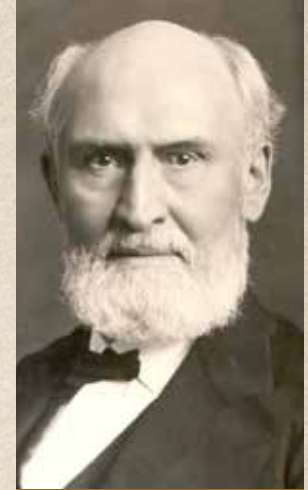
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HOLSTEIN FIELD DAY, held at the Campus Farm in the 1950's. Former CEO of Holstein Canada, George Clemons, is standing to the right of the priest.



JUDGING SCHOOL held at the Campus Farm in 2011.



SIR WILLIAM MACDONALD, Founder of Macdonald College.

The Macdonald Campus Farm sits on 200 hectares of prime real estate with research facilities for poultry, swine and dairy. It is an integral part of the Faculty of Agricultural and Environmental Sciences of McGill University, and was founded by Sir William Macdonald in 1907. Sir William's vision was to create an institution to give rural people an opportunity to expand their knowledge, and to give farmers access to the latest methods and techniques in cropping and animal breeding. The institution needed to be at the forefront of innovation to ensure its graduates were headed into the industry armed with the most up-to-date and practical information.

The farm originally began with a herd of Ayrshires but within five years, registered Holsteins were added, as the breed was becoming renowned for its ability to produce large volumes of milk, and Macdonald College, as it was then called, wanted to be one of the first teaching farms to have these new cows. Today, while the Macdonald Campus Farm is home to five different dairy breeds, all research is reserved for the Holstein herd as the Holstein breed is the most popular and therefore the data collected is the most relevant. The "multicultural" portion of the herd remains in order to show support for Canada's other dairy breeds and for demonstration to students and the general public. In an age of budget cuts in the education system, to see a university farm of this nature is a rare sight. Even rarer is a university farm that is profitable on its own and puts value on breeding, membership with breed associations and participation in services and programs like registration and classification.

"Macdonald Campus Farm receives some funding from the university, but that funding does not even cover the salaries of the employees," says Paul Meldrum, General Manager and Herdsman of the Macdonald Campus Farm. "An important aspect of my job

is to make sure there is a valid reason to keep the farm around and to not let it become a financial drag on the university. This is important for two reasons. Firstly, if the farm starts to bleed red ink, questions will be asked about the validity of maintaining a working farm, and rightly so. And secondly, but probably most importantly, it [the farm] needs to show students how to run a profitable operation. It needs to be one of the most well-managed, if not the top managed farm, and it must be profitable!"

It is for this very reason that the Macdonald Campus Farm has maintained its membership with Holstein Canada and continues to participate in services such as registration and classification. "Holstein Canada has evolved and embraced change," says Paul, "For us as a teaching institution, there are new services the association provides to help us remain profitable, which we can pass along to the students. And there are existing programs that are still relevant - we wouldn't even consider something like not classifying."

The Dean of the Faculty, Dr. Chandra Madramootoo, concurs. "Macdonald College highly values its long history of association with Holstein Canada. Our college's dairy herd is used for research, teaching and community outreach, and has long been a show piece of the college. Many generations of Macdonald students have gained knowledge and built their careers, even their own Holstein herds, through their affiliation with Macdonald College. This exemplifies some of the benefits of our membership in Holstein Canada. Our well-managed dairy herd wins many awards for production and milk quality, and I strongly believe that the classification and registration services of Holstein Canada have been pivotal to our successes."

Along with its selection of Undergraduate and Graduate programs, Macdonald College also offers a three-year Farm

FAST FACTS

- Herd average is 11,000 KG milk with BCAS of 240-260-238 and an average somatic cell count of 92,000.
- Herd Classification: 1 EX-91-3E•14VG•45GP•2G
- Consistent winner of milk quality awards with agropur and the québec milk producers' federation (fédération des producteurs de lait du quebec)
- "Multi-Cultural" herd consisting of ayrshire, jersey, brown swiss and canadienne breeds
- Milking an average of 70 cows year round, 85% of them holstein
- Master breeder shield awarded in 1959
- Use 30% young sires, genomic sires and top semex proven bulls
- Member of agropur co-operative

Management & Technology Program. This program is designed to expose students to a broad range of management styles and farm enterprises, and give them the practical skills they need to operate and manage an agricultural operation. The more real-world experiences that can be provided for the students, the more prepared they will be upon graduation.

This is where support from industry plays a huge role. CIAQ annually provides the first \$9,000 of semen and breeding services free of charge, and the Farm reciprocates by using Semex sires exclusively, and at least 30% young sires. CIAQ sire analyst Chris Studer, himself a "Mac" grad, participates regularly in heifer management and sire selection classes. Dr. Roger Sauvé from Embryobec, will devote half a day to do a flush at the Farm, just to provide time for curious students.

"Partnering with those involved in the daily business of agriculture provides great learning opportunities," Paul emphasizes. "We try to take advantage of these as much as possible, such as our bi-weekly vet visits, monthly Valacta milk tests, and consultations with feed reps. This is why, whenever possible, I like to have students in the barn when the classifier comes."

"The classifiers are true cow people and provide an objective breakdown of each cow," says Paul. "They often point out some of the better attributes of our cows that we may have taken for granted because we are with them every day. The classifiers are always more than happy to explain things and deliver almost a mini-clinic for the students."

Another reason for the excitement surrounding a classifier visit is that Paul, the employees and of course, the students are all anxious to see how each cow scores. Just like many other Holstein farms across the country and around the world, the farm places high value on having good cows. Not necessarily the biggest animals or an entire herd of excellent cows, but solid cows with good udders, correct feet and legs, and lots of depth and spring of rib; balanced cows with good components that will last for several lactations. This breeding philosophy is something that has been carried on from one generation to the next over the years – just like any other family farm.

With teaching and research demands, there are more people at work on the Macdonald Campus Farm than on the average dairy farm. The

key to success is that there is a level of care and dedication like that of a family farm. Employees perform everyday barn tasks with care. The cows are clean and in comfortable, well bedded stalls, and the calf mortality rate is almost nil, at half of one per cent.

"We put a lot of thought and care into every breeding decision, so when a calf hits the ground, we want to keep it healthy and eventually have her enter into the milking herd so we can see the result of our decision. That's where milk recording and classifying play a big role," says Paul. "We [Macdonald College] have a lot of international students, but most of the farm kids come from well-managed operations in Québec and Eastern Ontario. If we are going to teach them something then we have to be in the top ten per cent for management, production and quality."

The Farm is a member of the Montreal-Vaudreuil-Soulanges Holstein Club, something Paul says is a huge benefit. "We are fortunate to have a very active club with good people and some great herds. People in the club are very supportive and we are able to offer our facilities for club and 4-H activities. With encouragement from other breeders, we have started showing locally again. It's a good way to participate with our friends and neighbours and get our name out there."

It takes many people to make any farm successful and profitable. At the Macdonald Campus Farm this couldn't be more true! Paul attributes the current success of the operation to not only the 10 full-time employees and up to 20 part-time students, but also to the passion and support of everyone from the Chancellor and Dean, to the professors and students, to the industry personnel. Honoured with the **Holstein Canada Century of Holsteins** award in 2013, it is evident that passionate and supportive people have been a part of Macdonald Campus Farm for generations!

"The Century of Holsteins award recognizes the people who were here prior to us, who had the foresight to be progressive and build a good herd of cows," says Paul.

While it is clear there is a huge amount of history and tradition at the Campus Farm, a big part of its success has been the forward-thinking of the decision makers over the years. Today, it is no different. While they celebrate the past, they are also looking to the future and ways to ensure the Campus Farm remains successful and intact for future



EMPLOYEE NATASHA LAPOINTE (left) and students Gabrielle Goulet and Yasmin Schuermann show at the Club Show at Port Chateau, Qc.



STUDENT OLIVIER GAUTHERON conducting a school tour on the farm.

generations.

“When I look at our industry, there are so many things being revolutionized,” says Paul. “The best breeders and producers know they are never done – never finished. They are always interested in what’s new.”

Paul is continually looking for ways to keep the facility current and leading-edge. Robotic milkers are a possible option for the future. While he recognizes that it would mean fewer student work opportunities, it would provide more consistency for the cows, and therefore help keep the herd at the top of the management lists. Even with a robot doing the milking, there is still a human component that cannot be replaced by a computer and there would certainly be no shortage of great opportunities for the students to learn as there is continually new data to analyze, new studies happening, new breeding decisions to be made, new rations to balance, new calves to care for – just like a regular family dairy farm.

Given the prime location of the farm – literally on the outskirts of Montréal, Macdonald College is well aware of consumers’ ever-growing need for information about where their food comes from. As a result, the Campus Farm is very active in providing tours for school groups and the general public. Visitors are able to see real cows, calves and a selection of other livestock, and they learn three key messages: food comes from a farm; food is produced by farmers; and Canadian farm animals are well taken care of. Being on the west side of the Island of Montréal, the farm feels it has an obligation to not only teach its students, but to also teach the urban public how food is produced, where it comes from and to help dispel any farming and food production myths.

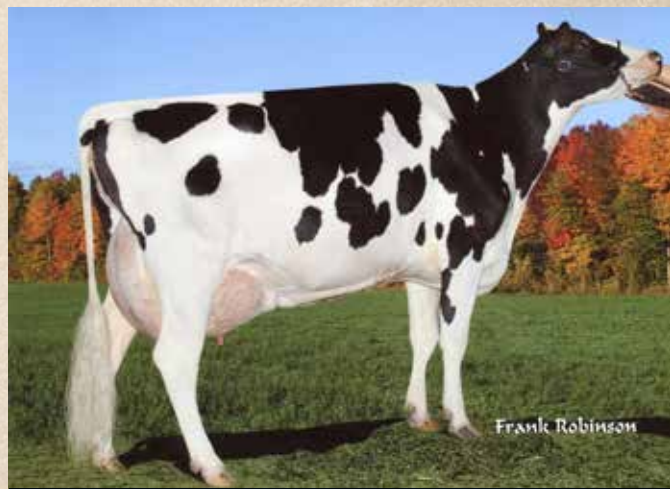
Macdonald Campus Farm, like many Holstein farms across Canada, is a farm rich with history and tradition, but is also innovative, forward-thinking and progressive. While it is not run by a family in the traditional sense, it is indeed a family farm – rather it is a family made up of generations of teachers, students, employees, college administrators and industry personnel all pulling together to run a well-managed, well-respected dairy farm. It just so happens that this particular farm also provides future dairy producers the opportunity to expand their knowledge and head into the agricultural world armed with the most relevant practices and information. Macdonald Campus Farm was a success 100 years ago, it is a success today and it looks as though it will certainly continue to be successful for years to come. Sir William Macdonald would be proud! 🇨🇦



Frank Robinson

STEPIDO GOLD PERRETTE VG-88-4YR-CAN

3-10 305 14,833 3.3 491 3.1 456 (295-263-285) kg
 Daughter of the well-known *Stepido Super Mega* VG-88-4YR-CAN 28*, nominated for Cow of the Year in 2009.



Frank Robinson

MCF TIBURON POLKA-DOT EX-91-3E-CAN

5 Lactations: 76,896 3.4 2,635 3.2 2,453 (304-278-303) kg
 Winner of 3 Superior Production awards, Polka-Dot has three daughters in the herd by *Denzel*, *Windbrook* and *Graphic*.

exciting launch of holstein canada's young leader program



SUPPORTING AND FOSTERING the next generation is an extremely important focus of Holstein Canada's Board of Directors and staff. Previously known as the 'Young Adult' program, the newly-revamped Young Leader program at Holstein Canada has been modernized and enhanced to provide opportunities that assist, educate and involve young adults in their Holstein related interests. The youth of today are the members, customers and leaders of Holstein Canada in the future.

The goal of the new Young Leader program is to encourage and support young Holstein enthusiasts to become active proponents of the Holstein breed through personal and professional development opportunities. Under the new Young Leader program, Holstein Canada hopes to continue to provide support and opportunities for people aged 19 to 30 under the following **FIVE NEW PILLARS (SEE RIGHT)**.

What will be maintained under the five new pillars?

- The annual Young Leader Convention program held during the National Holstein Convention will continue but with more of a technical focus.
- Continued sponsorship of major youth show events such as the TD Canadian 4-H Dairy Classic and the Western Canadian Classic (WCC).
- Education Awards and Bovine Medicine Awards will continue.

5 NEW PILLARS

1. FORMAL GATHERINGS
2. AWARDS & RECOGNITION
3. SPONSORSHIP
4. PRACTICAL LEARNING OPPORTUNITIES
5. SHOWS & JUDGING

What is New under the five new pillars?

- An increase in the amount offered for the six Education awards to a value of \$1,000 each.
- More international travel exchange opportunities for young leaders to visit other countries around the world.
- The creation of a domestic travel exchange program to promote active participation in experiencing the Canadian dairy industry from coast to coast.
- An increase in sponsorship provided to various dairy-related activities and events throughout Canada.
- The creation of an annual Outstanding Young Dairy Leader award to recognize the achievements of young leaders who are involved in Holstein Canada's programs and services.
- The development of a program/conference geared towards dairy advocacy training which will be explored in the long-term.

In addition to these new features, the Young Leader program has been rebranded with a new logo and the program will have additional exposure through the involvement of the Young Leader Advisory Committee members who are dispersed across Canada. The Young Leader program will be rolled out over three years with full implementation of all new activities by 2016. Look for more information as further news is shared in the dedicated two-page Young Leader feature in each subsequent issue of *Info Holstein* and on Holstein Canada's social media channels.

Holstein Canada's Young Leader Program Vision:

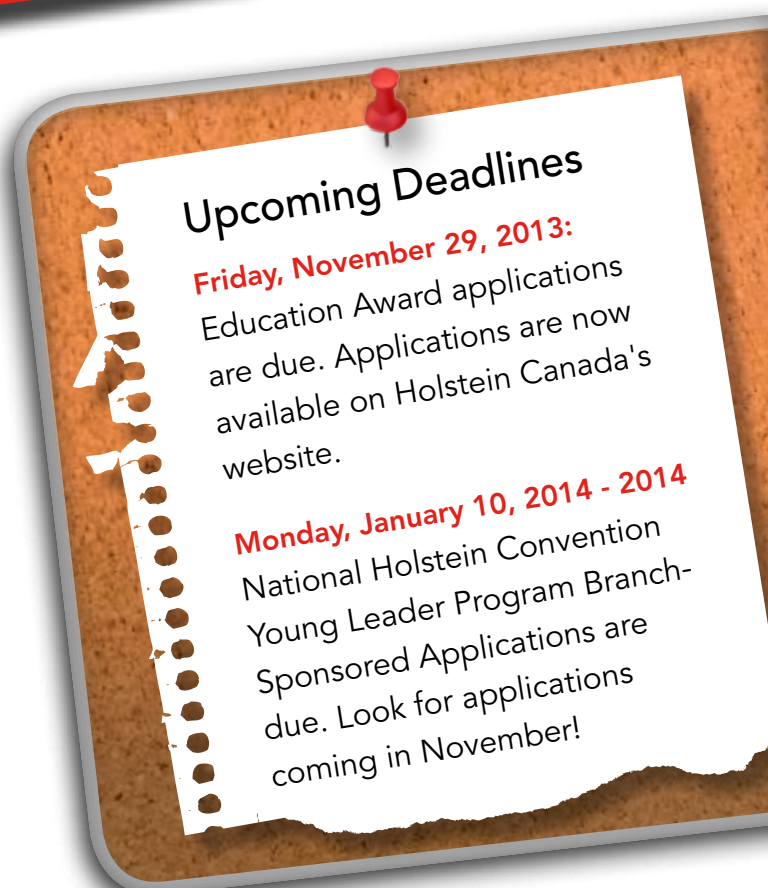
"To cultivate a group of passionate and unified young leaders who are knowledgeable about Holstein Canada's programs and services, and are enthusiastic advocates and ambassadors for the Canadian dairy industry—to help ensure they remain profitable members committed to breed advancement and industry sustainability."

Connect With Us

Have an idea you'd like to see as part of the new Young Leader program? Email your respective Young Leader representative or email youngleader@holstein.ca to share your idea!

Young Leader Advisory Committee

The Young Leader Advisory Committee provides guidance, direction and ideas to Holstein Canada staff. The committee was heavily involved in the detailed review and transformation of the new Young Leader program. Under the Board guidance of Harry Van Der Linden and Young Leader program Coordinator, Christina Crowley, the committee members are:



Upcoming Deadlines

Friday, November 29, 2013:

Education Award applications are due. Applications are now available on Holstein Canada's website.

Monday, January 10, 2014 - 2014

National Holstein Convention
Young Leader Program Branch-Sponsored Applications are due. Look for applications coming in November!



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genomics: NOT a stand-alone tool

WHETHER YOUR BREEDING STRATEGY focuses mostly on marketing genetics, or simply on ensuring that your herd is achieving top production, or somewhere between the two, every producer now has a cost effective method to accurately understand each animal's genetic potential at a much younger age based on the results of their genomic test. In order to ensure the accuracy of these predictions, it is important to use other forms of data to get the most complete picture of each animal in your herd to make more informed management, marketing and genetic decisions.

An animal is born with its DNA and that DNA does not change in its lifetime, therefore we should be able to genomic test every one of our baby calves and make all of our decisions based on those results alone. Right?

no: Think back to your school days when you must have debated the "nature vs nurture" concept. Regardless of your stance on the age-old debate, genomics is certainly a case where both come into play. An animal is born with its DNA and genetic potential – **Nature**. But, how that animal is raised; what she eats, where she is housed, if she gets sick, and how often she is milked will all effect whether or not she will be capable of meeting her full

potential – **Nurture**. This is precisely why it is important to continue to participate in registration, milk recording and, of course, classification.

Genomic predictions indicate – with 70% accuracy – what a young bull's strengths and weaknesses should be. **But, how do we verify that these predictions are accurate?** Several daughters need to have their type traits scored by a classifier. Similarly, when we genomic test females, this provides an indication whether they possess the desirable genes to transmit to the next generation.

Regardless of whether your business focuses mostly on marketing of genetics in the form of live cattle or embryos, or simply on ensuring that your herd is producing milk in the most profitable way – it is important to take a balanced approach by using both genomic testing and phenotypic recording (classification) to make more profitable management decisions.

Genomics describes what to expect in the next generation – it is working for the future. Classification of daughters verifies that genomic evaluation of young bulls works. You need classification and genomics to walk hand-in-hand to give you the full picture of an animal today and for the future generation.

did you know?...

CDN publicly publishes genetic evaluations for every animal that is officially recorded (identified to sire and 50% or more pure) in the Herd Book.

did you know?...

We only started genomic testing Holstein females in 2008 and at the time, 1% of registering clients participated in this service. Today, in 2013, 12% of registering clients utilize the genomic testing service and on average, 1,300 animals (both females and males) are GenoTested per month!

did you know?...

Genomics has increased our accuracy of prediction in low heritability traits such as Daughter Fertility and Herd Life.

did you know?...

Genomics has dramatically shortened our generation interval, and over 90% of the youngest genomic bulls today have sires that are unproven.

true or false

“I have started using EXCLUSIVELY genomic Young Sires and my AI technician “classifies” my heifers in the process, therefore I no longer need to pay for Holstein Canada’s services.”

false: Phenotypic recording – classification and milk recording – always increases the confidence in our genetic predictions for females. The range in change for GLPI can be as high as ± 350 points and more than 40% of heifers can change by more than 125 LPI points when their production and classification information is included in the estimation of their breeding value. Classifying a heifer can change her conformation evaluation by ± 5 points (1 SD). Milk recording a heifer can change her protein evaluation by ± 23 kg. Another important thing to keep in mind is that assessments conducted by AI staff (or breeders) are not used in genetic evaluation and are not captured anywhere for future reference or use. Conformation Assessment by Holstein Canada staff are the **only** official evaluations in Canada.

TSU a new method for collecting DNA samples

THE TISSUE SAMPLING UNIT (TSU) is now available to collect DNA for Holstein Canada genomic testing services. TSU is an alternative DNA collection device to compliment the current available DNA sample collection methods of hair or swabs.

To collect a tissue sample, you will require an *Allflex* tissue applicator and a tissue sample unit called a punch. Using the TSU applicator and a punch, you will collect a 3mm tissue sample directly from the ear. Each punch contains stabilization and transport medium, and is usable in all DNA laboratory settings. TSU can be used to collect tissue samples for all animals, regardless of age.

The tissue sampling punches are sold in boxes of 10 for \$30 per box or three boxes (30 punches) for \$75, while the TSU applicator retails for \$50. The tissue punches and/or applicator

can be ordered by e-mailing customerservice@holstein.ca or calling 1-800-756-8300 ext. 600.

TSU should be stored at room temperature prior to use for a maximum period of 12 months. Great care should be taken not to expose the unused product to extreme heat or cold prior to sampling. Once the tissue has been extracted, it can be sent to Holstein Canada for testing immediately, or stored in the refrigerator or freezer to ensure complete preservation. The best results are obtained when the samples are analyzed within one year of collection.

All DNA samples must be mailed to Holstein Canada with a Genotyping Request Form which is available on our website or by calling customer service. For your convenience, a set of labels matching the TSU tubes unique sample number is included and can be used on the genotyping request forms.



You now have 3 options to collect your DNA samples for genomic testing:



SWABS are used to collect a nasal sample. They have a 2-year shelf life and can be stored in a wide range of conditions. Kits cost \$6 each or \$50 for a pack of ten and can be ordered through Holstein Canada.



HAIR can be collected by pulling at least 40 hairs with visible hair follicles (roots) from a clean, dry tail. Sample should be submitted along with the Genotyping Request Form.



TISSUE SAMPLING UNIT is used to collect a tissue sample.

>> *In the future, you will be able to order tissue sampling units (punches) and NLID ear tags as a combined set. Each set will carry matching ID numbers on the tags and TSU to help facilitate genomic testing at birth.*





A Canadian First

ON AUGUST 8, 2013, Canadian Holstein history was made at Karnvilla Holsteins in Woodstock, ON when *Karnvilla Duplex Riana* was scored EX-92-CAN by classifier, Dave Weitzel. While every new EX cow is exciting, *Riana* is a very special new EX! With her EX-92 score, *Riana* has become the first seventh generation EX bred and owned Canadian Holstein. From a cow family that has produced Excellent cows for over 30 years, *Riana* is a true testament to the power of solid cow families. Congratulations to the Karn family on their "Excellent" achievement! 🇨🇦

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

Based on 1st Lactation Classifications from July/August 2013

Top 10 Sires with 100+ Daughters Classified in Two-Month Period

Top 10 Sires with 30-100 Daughters Classified in Two-Month Period

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score	Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
FEVER	390	81.45	81.54	G W ATWOOD	66	82.89	82.85
BRAWLER	122	80.70	81.16	SID	50	81.90	82.46
DENZEL	193	80.22	80.38	SEAVAR	75	81.59	81.35
STEADY	675	80.11	80.30	ALFREDO	62	81.19	80.48
ALTAROSS	171	79.75	79.69	ALTAOUTBOUND	76	80.80	80.46
MR BURNS	137	79.58	79.93	TEE OFF	91	80.74	80.18
ALTAARMSTEAD	110	79.48	78.89	LAVANGUARD	59	80.59	79.80
STALLION	229	79.45	80.27	ALTADAZZLER	56	80.45	80.32
ASHLAR	154	79.44	79.47	SHOTGUN	63	80.44	80.60
ALTABAXTER	131	79.20	79.53	MILLION	96	80.29	80.84

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**

NOVEMBER

- ON Northumberland, Durham, Victoria, Peterborough
- ON **MR** Middlesex, Essex, Kent, Elgin, Lambton
- QC Pontiac

- ON Lennox & Addington, Hastings, Prince Edward

- QC Saint-Hyacinthe, Richelieu, Verchères, Rouville, Abitibi, Témiscamingue, Labelle, Argenteuil, Terrebonne

- QC **MR** Frontenac, Beauce, Lévis, Québec & Montmorency, Dorchester

- ON Frontenac

- QC Papineau, Gatineau, Deux-Montagnes, L'Assomption, Montcalm, Maskinongé, Saint-Maurice

PE, NB, NS, NL

DECEMBER

- QC Joliette, Berthier, Champlain, Laviolette, Portneuf

- QC **MR** Bellechasse, Montmagny, L'Islet, Kamouraska

SK

- ON Waterloo, Wellington

- ON **MR** Oxford

EARLY

MID

LATE

EARLY

MID

coming to a computer & device near you:

New Website to Launch in October



HOLSTEIN CANADA IS PROUD to unveil the new holstein.ca website to members and industry partners in October! Holstein Canada CEO, Ann Louise Carson made the announcement at the 2013 Annual General Meeting that a new website would be launched in 2013. Since April, a lot of time and effort has gone into ensuring the launch of a successful website that is extremely functional and appealing for members. Here is a sneak peek of some of the new features on the new holstein.ca website:

- The ability to view holstein.ca on a smartphone device and on all browsers such as Safari, Firefox, Chrome and Explorer.
- The popular Animal Inquiry tool can now be found as a button along with the Classification Schedule and Online Services buttons on the homepage.
- Members will be able to register and transfer animals with more ease and functionality. The greatest improvement to the new website is its stability and that it will no longer freeze. This

allows members to experience faster service through the online applications such as e-reg and e-transfer and have the ability to register and/or transfer animals on a smartphone device.

- The Member Login button will continue to be located in the top right-hand corner of the homepage. Once members log in for the first time and provide/save username and password information, they will be logged in automatically every time they visit holstein.ca.
- The navigation tabs at the top of the website homepage have been renamed to: **About Us, News-Events, Membership & Programs, Services** and **Awards-Lists**. All information listed under these new tabs is now a mere two to three clicks away from the homepage.

While it is very exciting to be launching the new website in October, continuous improvements to add additional new features will continue to take place. We look forward to sharing more new updates and improvements as we continue to roll out Holstein.ca. In the meantime, enjoy the new website and happy surfing! 🐾

info **Holstein** 

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