

info Holstein

July/August 2016 issue no. 140

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





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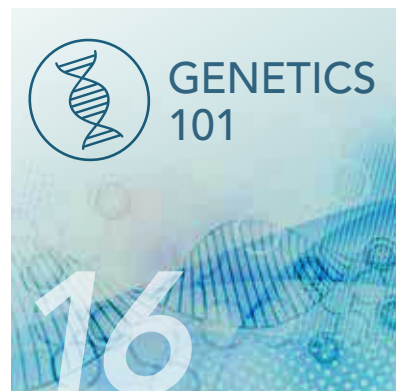
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ABOVE: Be sure to check out the Farm Profiles feature in this edition of InfoHolstein! In this issue we feature four Canadian herds with a focus on on-farm processing, including a Brown Swiss herd for some colour breed flavour! Have a theme you would like us to cover? Let us know!

ON THE COVER: *Quality Brokaw George*, a future herd sire at Deerfield Colony in Alberta, enjoys the sunshine during the National Holstein Convention farm tours.

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Meet the New President

Q & A

ROBERT CHABOT, SAINT-PATRICE, QUEBEC

PREFIX: Belfast & Gen-I-Beq

FAMILY: My wife Catherine and I have three sons: Christof (26), Vincent (24) and Nicolas (15). Catherine works as an Account Manager in the Agricultural Division at Desjardins. Christof has just completed his degree in Business Administration and works in the agriculture industry. Vincent works full-time on the farm, while Nicolas is in secondary school.

TELL US A LITTLE ABOUT YOUR FARM: We milk 75 cows under the Belfast prefix in partnership with my brother Denis and his family. Our farm is a multi-generational farm – our father is still active and my son Vincent has been working here full-time since the beginning of this year. My other two sons help on the weekends and during the summer. Our herd has received two Master Breeder shields.

WHAT MADE YOU WANT TO BECOME A HOLSTEIN CANADA MEMBER? I've never asked myself that question! My father became a member in 1959. Holstein Canada's services and the activities organized by our club and our branch have always motivated our whole family to raise quality cows.

WHAT MOTIVATED YOU TO BECOME A HOLSTEIN CANADA DIRECTOR? I wanted to contribute to the development of an association that has been a part of my passion since the very beginning.

My brothers, my sister and I have taken part in Holstein activities since we were born – they helped develop our passion for the profession.

WHAT IS YOUR VISION FOR HOLSTEIN CANADA? To provide services to members which enable them to build their herds to their full potential.

WHAT IS THE ONE THING YOU ARE LOOKING FORWARD TO THE MOST DURING YOUR YEAR AS PRESIDENT? We have many projects under way: the Herdbook, the Classification Program, proAction®, the Data Exchange Project, etc. I would like to see these projects be completed over the next year. We must continue to listen to the membership to see what could make working with Holstein Canada more enjoyable for them.

WHAT DO YOU FEEL IS THE MOST VALUABLE HOLSTEIN CANADA SERVICE? The core services of animal registration and the herdbook are the most valuable.

WHAT ADVICE WOULD YOU OFFER TO A YOUNG HOLSTEIN ENTHUSIAST THAT WANTS TO GET INVOLVED WITH A HOLSTEIN BOARD, WHETHER NATIONALLY, PROVINCIALLY OR LOCALLY? Do it for the right reasons and without a personal agenda. Always keep in mind that decisions should be made in the best interest of all members. Being involved in any organization is always positive as far as interpersonal relationships are concerned and contributes immensely to nurturing your motivation once you're back home. 🇨🇦

2016 National Holstein Convention: Just Majestic

OVER 560 HOLSTEIN ENTHUSIASTS

gathered in Alberta for Holstein Canada's National Holstein Convention and 133rd Annual General Meeting held April 19-23, 2016 in Calgary, Edmonton and Banff. The volunteer organizing committee, under the chairmanship of Glenn Hockley, did a great job of ensuring the convention lived up to the "Just Majestic" event they had promised, an event which included a number of new innovations and historic milestones.

Farm Tours, Sale, Show & Festivities

It was a week full of incredible Western hospitality. Convention participants were welcomed by more than 18 different Holstein families who opened their barn doors for farm tour day to showcase their fantastic herds and operations. Along with seeing well-managed operations, tour participants were impressed by the blue skies, large fields and discovering the important contribution Hutterite colonies make to the Western industry.

The 2016 National Holstein Sale drew large crowds and averaged \$5,433 on 102 lots. Topping the sale was Lot #15, *Westcoast Spring Gafney 3701* – a December 2015 heifer calf that sold for \$50,000. The 2016 Calgary Stampede National Holstein Show was a great success with 230 head being placed by Judge Gerald Coughlin of Ontario. Winning the inaugural and historic Genomic Championship was *Barclay Doorman Cobra* owned by Hamming Holsteins Ltd. of Vernon, B.C. At the end of the show, it was the winning 4-Yr-Old, *Wendon Dempsey Prude*, who captured the attention of Judge Coughlin and was crowned Grand Champion of the

show for owners Westcoast Holsteins of British Columbia. Taking Grand Champion honours in the R&W portion of the Show was *Westliberty Absolute Satin*, the second placed 5-Year-Old. Both Premier Breeder and Premier Exhibitor were awarded to Wendon Holsteins of Red Deer, Alta.

Throughout the week, convention participants were treated to a wide variety of Western-inspired events, socializing, food and entertainment.

Master Breeders Celebrated

To conclude a fantastic week in Alberta, a wonderful, Northern Lights-inspired evening was held to celebrate and honour the achievements of the 21 Master Breeders. To celebrate the fact that the 1000th shield was also awarded, breed historian Doug Blair gave a much appreciated recap of the road travelled since the first shield was awarded in 1929. In addition to surpassing 1,000 shields awarded, this year's historic crop of winners also included the first fourth-time shield recipient (HIGH POINT) and the first syndicate group winner (GEN-I-BEQ). Congratulations again to the 21 families and individuals who received their Master Breeder shield in 2015!

2017 Convention plans already underway!

Hank Sinatra and the Udder4 serenaded the crowd singing "Moo York" as the 2017 Convention committee made their official invitation for Holstein enthusiasts to "Experience the City Lights" at the 2017 National Holstein Convention, which will be held from April 4-8, 2017 in Markham, Ont. 🇨🇦



LOOK FORWARD TO SEEING MORE DETAILS AS THE FINAL 2017 CONVENTION SCHEDULE IS SET AND THE WEBSITE IS LAUNCHED IN THE FALL OF 2016!



— the 133rd —
HOLSTEIN CANADA AGM

President John Buckley addresses the crowd during the 133rd AGM.

THE 133RD HOLSTEIN CANADA ANNUAL GENERAL MEETING (AGM) was well-attended with close to 400 people in attendance in Banff, Alta. The Convention’s official Twitter hashtag #justmajestic was used to share information and updates on social media channels for members not able to make the trip to Banff. Outgoing President John Buckley of Lindsay, Ontario reviewed the main activities of a busy and positive year, during which members were the top priority. Youth, close links with Dairy Farmers of Canada (DFC), technology and international promotion were other main projects during President John’s mandate. John added that he felt Canadian Holsteins have never been better and this is due to outstanding producer management skills; great sires and our genetic evaluation system; genomics; and Holstein Canada’s core services being so well-used by members coast-to-coast.

Robert Chabot, Chairman of the Board, reviewed the many Board decisions and activities in 2015-2016. Highlights included support of Pro\$, a revamped LPI, hosting the Conference of the Americas and meetings which brought Board and members together.

CEO Ann Louise Carson presented the administrative report outlining top business highlights from 2015, and reiterated that the 2015-2017 Strategic Plan was being followed very closely. Having just returned from the World Holstein Conference, Ann Louise concluded by stating that Canadian producers need to appreciate, defend and even be humbled by the benefits of Supply

Management, as Canada was the envy of all countries. To this end, Ann Louise was proud to discuss the reasons Holstein Canada was glad to work with DFC on the animal care pillar of proAction® – a tangible example of Partner Collaboration. She thanked members and industry for their support during the recent transition to new Herdbook software.

One of the many additions to this year’s Convention was a preview of the Classification updates by Committee Chair, Gerald Schipper. These changes came into effect in June impacting crampiness, feet & legs, rump and chest width, and maximum final score for 1st

LOOKING AT THE 2015 NUMBERS AS SHARED AT THE 2016 AGM

SERVICE ACTIVITY LEVELS	
Registrations	283,855
Transfers	27,552
Memberships	10,405
Animals Classified	261,273
Genomic Tests Submitted	18,748
FINANCES	
Revenue	\$11,659,955
Expenses	\$11,562,942
Excess of Revenue over Expenses	\$97,013

lactation animals. See the May-June issue of the *InfoHolstein* for full details.

Breed Advisory Committee member Gilles Côté gave an update on year two of the Canadian Breed Strategy Vision 2020, which touches all areas of the industry.

In another "first", DFC President Wally Smith addressed the crowd. He thanked Holstein Canada for the close collaboration, especially in proAction®, due to the clear synergy between our two national associations. Wally took the opportunity to remind Holstein members of the strength and importance of solidarity among provinces for the future of Supply Management.

Guest Speaker Sid Marty was very well-received by those in attendance. Marty's presentation on "National Parks" captured the audience as he told stories about the origin of Alberta's first park, the discovery of hot springs, George Busby and the Grizzly bear "The Boss" and other humorous events that have happened in the park over the years.



1. DISTINGUISHED AWARDS

Those in attendance celebrated the Century of Holsteins award presentations made to three families recognized for 100 years of continuous membership with Holstein Canada: the Webb family, Roseneath, Ont.; the Smith family, Port Perry, Ont.; and the Brown family, Fenwick, Ont. Two distinguished certificates were also presented at this year's meeting. Norm and Marj Atkins of Leduc, Alta. were presented with a Certificate of Superior Accomplishment, while Bruce Witmer of Cambridge, Ont. received a Certificate of Recognition. Association Education Award winners were also recognized by the participants.



2. 2015 COW OF THE YEAR ANNOUNCED

Earning the 2015 title of Cow of the Year was *Val-Bisson Goldwyn Maya*. Bred and owned by Ferme Val-Bisson Inc. of Saint-Polycarpe, Que., owners Elyse Gendron and Jean Bissonnette were on hand to accept the award.



3. ROBERT CHABOT ELECTED NEW PRESIDENT FOR 2016-2017

Following the AGM, the Holstein Canada Board of Directors elected Robert Chabot of Saint-Patrice, Que. (BELFAST & GEN-I-BEQ) as the 2016-2017 Holstein Canada President. Robert will be supported by 1st Vice-President, Orville Schmidt of Rollyview, Alta. (SOUTHRISE) with Harry Van der Linden of Antigonish, N.S. (LINDENRIGHT) selected to fill the 2nd Vice-President position.

2016/2017 Board: Back row left to right): Ron Boerchers (Man./Sask), Doug Peart (Ont.), Ben Cuthbert (B.C.), Gerald Schipper (Ont.), Gilles Côté (Que.), Dennis Werry (Ont.) and Angus MacKinnon (Que.). Front row (left to right): Elyse Gendron (Que.), 1st Vice President Orville Schmidt (Alta.), President Robert Chabot (Que.), 2nd Vice President Harry Van der Linden (Atlantic Canada) and Nancy Beerwort (Ont.).

RESOLUTIONS

P = Passed
D = Defeated

The following nine resolutions were brought forward for consideration at the 2016 AGM. Resolutions 1, 2, 3, 5, 6, 7, 8 and 9 were passed, while 4 was defeated.

1 (P) AWARDS – Holstein Canada revisit the composite deviation within herd qualifications for a Superior Production award. – Submitted by Alberta Holstein Branch

2 (P) AWARDS – Holstein Canada considers not making changes retroactive for any future modifications to the allocation of points for Star Brood awards. – Submitted by Holstein Québec

3 (P) NATIONAL HOLSTEIN SHOW – Holstein Canada offers a Summer Calf Class at the RAWF. – Submitted by Ontario Holstein Branch

4 (D) NATIONAL HOLSTEIN SHOW – Holstein Canada make recommendations to the RAWF that, for the Holstein breed, the six (6) top animals be counted for the Junior Banners (Breeder and Exhibitor), as well as the

Premier Breeder and Premier Exhibitor Banners. – Submitted by Holstein Québec

5 (P) SHOW RESULTS – Holstein Canada reinstate inputting all county show results on an animal's pedigree, regardless of the total number of animals at said show. – Submitted by Ontario Holstein Branch

6 (P) GENETIC TRAITS – Holstein Canada automatically label / recognize the offspring of a homozygous polled parent as polled (POC). – Submitted by Ontario Holstein Branch

7 (P) JUNIOR MEMBERSHIP – Holstein Canada, with the new Herdbook, make it possible to add the name of a Junior member to the main membership under the same herd prefix. – Submitted by Ontario Holstein Branch

8 (P) EDUCATION AWARDS – Holstein Canada revise the Education Award application criteria in order for farm employees to be able to apply for Education Awards using the prefix of the farm they are working at, and attach a letter of support from their employer. – Submitted by Holstein Québec

9 (P) PUBLICATION – Holstein Canada make the Who's Who available to members who wish to purchase the publication. – Submitted by Nova Scotia & Newfoundland Holstein Branch

RECEIVE YOUR FREE COPY OF THE 2015 ANNUAL REPORT

A free copy of the 2015 annual report is available to any Holstein Canada member interested in obtaining a copy. Hardcopies can be requested by contacting Jennifer Kyle at jkyle@holstein.ca

or 1-855-756-8300 ext. 234. Electronic copies are also available as a free download on the Holstein Canada website under: News-events > annual report



Holstein Canada Service Update



OVER THE PAST FEW MONTHS, we have received some questions about registration turnaround time, quality of printed documents, and hole punched paperwork. As a result, we would like to share some added background information about our new processes.

WHY DO MY DOCUMENTS NOT LOOK THE SAME?

Since the roll-out of the new Herdbook software, we are now printing all documents in-house from one (1) printer. On average, we print 15,000 to 20,000 pieces of paper per week. Here are some key differences between the previous printers and the new Herdbook printer.

PREVIOUS HERDBOOK	NEW HERDBOOK
Two (2) laser printers with five (5) separate trays, each housing different custom-ordered paper	One, high-speed ink jet printer. Ink jet printing is more cost-effective.
A designated printer for statements only in addition to the two laser printers	Prints any complete documents in colour and both sides
Custom paper was ordered from a print shop <ul style="list-style-type: none">• Border and reverse side was pre-printed• Printing two-sided documents was very slow• Custom, hole-punched paper was purchased for the Certificates of Registration only	Uses one type of high-quality stock paper for all documents <ul style="list-style-type: none">• Efficiencies in printing process: speed of print• Less loading and handling of paper using one large paper tray which holds larger volumes of paper

WHY IS MY CERTIFICATE OF REGISTRATION NOT THREE-HOLE-PUNCHED?

In the previous system, Holstein Canada purchased the paper stock pre-punched for the Certificates of Registration. This was a custom ordered paper exclusively for that document. In our current "one tray, one paper" print system, three-hole punched paper is not an option as it cannot be used for all documents. As a result, **the new Certificates of Registration have been designed to allow the space for you to punch the holes without punching out any information.**

TURNAROUND TIME

All work (registration, transfer, pedigree, NLID tag orders) are validated upon receipt. If there are no validation exceptions, the work is completed the same day, in so much as the registered animal will appear on the web through animal inquiry. All work that requires validation is handled by staff who contacts producers via

email, phone, fax or letters.

Some reasons why registrations may not be processed:

- Missing information – sire ID, dam ID, service information
- Gestation validation – could require parentage testing
- Dam has not been transferred to the owner submitting the calf application
- Validate information – colour, conflicting progeny, sire does not have AI approval
- Client's financial status

We analyze validation exceptions to see what they are and are always looking at ways to improve the process.

We are also now **printing and grouping all documents together** per client for one mail out package --- once a week. This should eliminate you receiving multiple envelopes from us on the same day.

PICTURES ARE DIFFERENT SIZES AND EVEN UPSIDE DOWN OR SIDEWAYS!

The Picture dilemma has been solved! All pictures will now print at 2"x2" on the certificates of registration. Depending on the mobile device the photo was taken on, it may have "flipped" upside down or sideways. This is a global device issue that you may have also noticed when you receive pictures from someone via text or email. When sending an image with your web registrations, it will now print the same as the display on your preview screen. If you received a Certificate of Registration with a small or upside down picture, send us an email at CustomerService@holstein.ca or call **1-855-756-8300** and we will re-issue a new one.



Coming Soon

"ELECTRONIC DOCUMENT" DELIVERY PREFERENCES (E-DOCS)

With your web account you will soon be able to set your individual document preference for how you would like to receive your documents; electronic via your web account or hard copy in the mail. The preferences will be accessible through your account login on Holstein Canada's website or by calling our customer service team.

Setting up document delivery preferences is one of our phase two (2) enhancements. Programmers have started to work on this project with the intent of having it up and running by this fall.

Today, 91% of our registrations are received electronically! In the near future we will be able to effectively deliver your documents and communications in the way you prefer!

"We are moving from a marketing world where we make claims, to one where we must show. Instead of taking things for granted, we need to prove them. Consumers are asking for concrete proof."

– Mercedes Erra, CEO, Havas Worldwide, an international group of marketing and communication agencies



Dairy Farmers of Canada's proAction® Initiative

Dairy Farmers of Canada's (DFC) proAction® Initiative is an on-farm quality assurance program that groups six key programs under one umbrella:

- 1 Milk Quality
- 2 Food Safety (Canadian Quality Milk)
- 3 **ANIMAL CARE**
- 4 Livestock Traceability
- 5 Biosecurity
- 6 Environment

proAction® utilizes the national framework that was developed for the Canadian Quality Milk (CQM) program, and it will allow Canada's dairy industry to continue its business leadership in producing quality milk and meat by integrating on-farm customer assurance programs on farmers' terms within realistic timelines.

Animal Care

The requirements of the Animal Care module will be validated at the same time as CQM requirements on each producer's validation/anniversary date. Official Animal Care **validations** will begin in September 2017. At the time of validation, producers will need to show the following:

- 1. Evidence that they meet the requirements outlined in the 20-question questionnaire
- 2. Up-to-date Standard Operating Procedures (SOPs) for:
 - a. Colostrum management and calf feeding
 - b. Animal health practices and branding
 - c. Euthanasia
 - d. Shipping cattle
- 3. Up to date Corrective Action Plan for downed cows
- 4. Tail Docking Log (for medical tail docking)
- 5. **CATTLE ASSESSMENT (DONE EVERY 2 YEARS)**
 - a. Summary Sheet
 - b. Detailed Record

Adapted by Holstein Canada from Dairy Farmers of Canada, 2015 publications.

Cattle Assessments

For the first two years of Cattle Assessments, Holstein Canada will be the sole provider of the service on behalf of DFC. The assessment will include injuries (hock, knee and neck), body condition and lameness scoring for a random sample of animals in the herd.

HOCK INJURIES



No swelling. No hair is missing, some hair loss or broken hair.

Score "A" Acceptable



No swelling or minor swelling (< 1cm). Bald area on hock.



Medium swelling. (1 - 2.5cm) and/or lesion on bald area.

Score "U" Unacceptable



Major swelling. (> 2.5cm). May have bald area/lesion.

KNEE & NECK INJURIES will be assessed similarly to hock injuries, with one notable difference: any swelling of a knee or the neck will receive a score of "U" Unacceptable.

THE SAMPLE SIZE of animals in a herd that will need to be assessed is affected by herd size.

HERD SIZE	MIN # OF CATTLE	ASSESS EVERY
50	23	2 ND
100	30	3 RD
250	37	7 TH

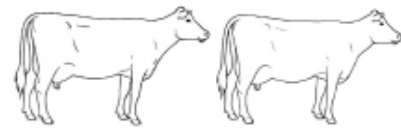
*Note: The complete table can be found in the DFC producer manual available online.

BODY CONDITION



Score 1 - 2

Score "U" Unacceptable



Score 3 - 5

Score "A" Acceptable

LAMENESS

Lameness will be assessed using one of two methods: gait scoring or stall lameness scoring. As a general rule, free-stall animals will have their gait scores assessed while they walk; while in tie-stalls, the assessor will look for behaviour indicators of lameness. Any animal that presents two or more of the following behaviours will be scored as lame. 🐾

TIE-STALL

Standing post (voluntary movements)

Cow moved from side to side

BEHAVIOUR INDICATOR

- Standing on edge of stall
- Weight shifting
- Uneven weight

- Uneven movement

For proAction® questions:

Contact your Provincial Producer Association



For specific questions on Cattle Assessments:

Holstein Canada 1 855 756-8300 | Jeanette Van der Linden: jvanderlinden@holstein.ca
Laura Donkers: ldonkers@holstein.ca



FARM PROFILE

On-Farm Processing

Dewitt Holsteins

Sicamous, British Columbia



By Brian Nelson, HC Field Service Business Partner

PEOPLE INVOLVED: Nellie Dewitt, Chris and Melanie Dewitt, Jake and Bev Dewitt

OF YEARS AS A HOLSTEIN CANADA MEMBER: Members since 1965

OF COWS MILKED: 125

OF ACRES FARMED: 260

FACILITY TYPE: Free-stall and Pasture in the summer

WHAT IS YOUR FEEDING SYSTEM? TMR in winter and a partial TMR in summer

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Classification, Registration, Genomic Testing

WEBSITE: www.dutchmendairy.ca



WHAT MADE YOU DECIDE TO TAKE THE STEP OF PROCESSING ON-FARM, AND WHAT WAS THE PROCESS TO GET STARTED?

D Dutchmen Dairy was started in 1978 due to the instability of the processing industry. One of the processors in the area, Dutch Dairies, was closing and created an opportunity to fill a void in the North Okanagan region. At the same time, there were four sons in the family all with an interest in farming. The dairy created an opportunity for all sons to be involved in farming. Once the decision was made and financing and equipment was secured, milk was received from the roughly 15 farms that were previously shipping to Dutch Dairy.

WHAT PRODUCTS ARE YOU MAKING?

HOW DID YOU DECIDE ON WHICH PRODUCTS TO PRODUCE? We make a full line of dairy products, from milk in glass bottles to cheese. Our specialty is ice cream and chocolate milk. We have made over 70 different flavours of icecream. We decided to make ice cream our specialty because of our excellent location to Holiday traffic. The store is right off the Trans-Canada Highway and beside Shuswap Lake. In the peak summer season, we can get a couple thousand people through the store each day.

FROM THE TIME YOU DECIDED TO GET INTO ON-FARM PROCESSING, HOW LONG DID IT TAKE FOR YOU TO BE UP AND RUNNING?

It took approximately 1 year to get up and running. We started at full capacity with all products (fluid milk, cheese and ice cream). When we started we basically took over all of the shippers from Dutch Dairy. In 1978, we were processing milk from approximately 800 cows, now we are processing milk from our own 250 cows on farm.

WHAT WAS YOUR BIGGEST SUCCESS AND YOUR BIGGEST CHALLENGE IN GETTING STARTED WITH ON-FARM PROCESSING?

Our biggest success is our on-farm store which is open to the public year round. In addition to our store, our products are also sold in various grocery

stores throughout the region. Financing and acquisition of equipment to process the milk were the biggest challenges.

WHERE DO YOU SOURCE YOUR MILK? IS IT ALL YOUR OWN? DO YOU BUY IN MILK?

We use all the milk produced by our cows and when more is needed, it is ordered through the BC Milk Board. Our milk products are processed from the cow to the store within 24 hours for the freshest possible products.

HOW DO YOU BALANCE THE RESPONSIBILITY OF THE PROCESSING BUSINESS WITH MANAGING YOUR DAY-TO-DAY HERD?

The operation is split into two businesses. Dewitt Holsteins is managed by Chris and D Dutchmen Dairy is managed by Jake.

HAS YOUR ON-FARM PROCESSING BUSINESS CHANGED YOUR OVERALL BREEDING GOALS FOR YOUR HERD?

Not really. The trend lately has been for more butter fat which is something we have always bred for. We are breeding with a combination of proven and genomic sires, probably 50/50.

FOR YOU TO CONTINUE TO BE SUCCESSFUL, WHAT DO YOU NEED MOST FROM HOLSTEIN CANADA AND YOUR OTHER INDUSTRY PARTNERS?

We need relevant tools for the times. We think Holstein Canada is doing a good job of this. We also need farmers to be patient with consumers and not scared of them. It's in our best interest to be transparent as an industry and not try to hide how things are done on the farm.

ANY ADVICE YOU WOULD OFFER TO OTHERS LOOKING TO GET INTO ON-FARM PROCESSING?

You had better like dealing with people and regulations!

AND, SINCE WE ARE ALL COW PEOPLE AT THE END OF THE DAY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM?

The ideal cow on our farm looks just like the True Type model with lots of strength and width.



WHAT MADE YOU DECIDE TO TAKE THE STEP OF PROCESSING ON-FARM, AND WHAT WAS THE PROCESS TO GET STARTED? We decided to expand into on-farm processing because there were two sons who wanted to be involved with the dairy farm. In terms of the start-up process, we worked a lot with the local OMAFRA reps to help us get started.

WHAT PRODUCTS ARE YOU MAKING? HOW DID YOU DECIDE ON WHICH PRODUCTS TO PRODUCE? We make Gouda cheese in 12 different flavours and four different ages. The recipe we use is a family recipe, and is the recipe our grandparents used to make cheese in the Netherlands.

FROM THE TIME YOU DECIDED TO GET INTO ON-FARM PROCESSING, HOW LONG DID IT TAKE FOR YOU TO BE UP AND RUNNING? It took us three years to get up and running from the time we made the decision to get into cheesemaking.

WHAT WAS YOUR BIGGEST SUCCESS AND YOUR BIGGEST CHALLENGE IN GETTING STARTED WITH ON-FARM PROCESSING? Our biggest challenge thus far was being one of the first on-farm processing operations – it was difficult to know where to start as information was not as readily available as it is now. Our biggest success? Getting started! Even

despite the lack of resource information and support, we were able to navigate the paperwork to get up and running.

WHERE DO YOU SOURCE YOUR MILK? IS IT ALL YOUR OWN? DO YOU BUY IN MILK? Our cheese is made with milk exclusively from our own herd.

HOW DO YOU BALANCE THE RESPONSIBILITY OF THE PROCESSING BUSINESS WITH MANAGING YOUR DAY-TO-DAY HERD? We have balanced the responsibilities by dividing the businesses. One brother manages the cheese plant, with some help from our mother, while the other brother manages the dairy farm, with help from our father.

HAS YOUR ON-FARM PROCESSING BUSINESS CHANGED YOUR OVERALL BREEDING GOALS FOR YOUR HERD? No, our breeding philosophy has not changed. We still aim to breed for high components and great conformation.

FOR YOU TO CONTINUE TO BE SUCCESSFUL, WHAT DO YOU NEED MOST FROM HOLSTEIN CANADA AND YOUR OTHER INDUSTRY PARTNERS? We (and all Canadian dairy farmers) need our industry partners to work together. Cooperation and collaboration between the partners will be important in protecting and maintaining our Supply Management system here in Canada.

ANY ADVICE YOU WOULD OFFER TO OTHERS LOOKING TO GET INTO ON-FARM PROCESSING? There is a lot of work involved in starting and running an on-farm processing plant. If you are thinking of getting into it, make sure you have enough man power to run two businesses.

AND, SINCE WE ARE ALL COW PEOPLE AT THE END OF THE DAY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? The ideal cow on our farm is a youthful looking cow that produces high component milk, and that will eventually make an Excellent cow.



FARM PROFILE

On-Farm Processing

Thunder Oak Farm

Thunder Bay, Ontario



By Jennifer Kyle, HC Communications Coordinator

PEOPLE INVOLVED: Brothers Martin and Walter Schep and their parents Jacob and Margaret Schep. Walter runs the cheese plant and Martin manages the dairy farm

OF YEARS AS A HOLSTEIN CANADA MEMBER: 25 years

OF COWS MILKED: 70 cows

OF ACRES FARMED: 500 acres

FACILITY TYPE: Free-stall facility with a Lely robot.

WHAT IS YOUR FEEDING SYSTEM? Our system includes baleage and computerized feeding.

ARE THERE OTHER BREEDS IN YOUR HERD? Yes, we have Holsteins and Jerseys

HOLSTEIN CANADA SERVICES USED: Registration and Classification (regular and mid-rounds)

WEBSITE: www.cheesefarm.ca





FARM PROFILE

On-Farm Processing

A.B.G. Blackburn Farms

Jonquière, Quebec



By Catherine Labrecque, Holstein Quebec, Advisors' Assistant

PEOPLE INVOLVED: 10 people work on the farm: brothers, Benoît & Gilles; the next generation, Marie-Josée, Michaël, Nicholas & Jean-François Blackburn; and four employees

OF YEARS AS A HOLSTEIN CANADA MEMBER: since the 1970s

OF COWS MILKED: 106

OF ACRES FARMED: 700

FACILITY TYPE: Free-stall with a robotic milking system

WHAT IS YOUR FEEDING SYSTEM? Total Mixed Ration (TMR) with two additional supplements during milking.

ARE THERE OTHER BREEDS IN YOUR HERD? No

HOLSTEIN CANADA SERVICES USED: Registration & Classification

WEBSITE: www.fromagerieblackburn.co



WHAT MADE YOU DECIDE TO TAKE THE STEP OF PROCESSING ON-FARM, AND WHAT WAS THE PROCESS TO GET STARTED? When the next generation – the four cousins – joined the company, we had to grow in order to involve everyone. Marie-Josée, a cheese enthusiast, initiated the project. After she took a few classes, a business plan was developed with the support of a consultant and we were able to begin processing cheese at the farm.

WHAT PRODUCTS ARE YOU MAKING? HOW DID YOU DECIDE ON WHICH PRODUCTS TO PRODUCE? We produce different types of cheeses such as a surface-ripened firm cheese, a semi-soft washed-rind cheese and an aged cheddar made from raw milk. For cheese lovers with a classic taste, we also produce cheese curds. This adventure began with the development of Le Blackburn cheese using a unique process in Canada, allowing us to produce an uncooked pressed cheese. The cheese plant has expanded based on demand and the other cheese varieties were chosen based on the similarities in the technical process for each cheese, as well as local tastes.

FROM THE TIME YOU DECIDED TO GET INTO ON-FARM PROCESSING, HOW LONG DID IT TAKE FOR YOU TO BE UP AND RUNNING? The next generation joined the farm in 2005, and from then it took us a year and a half. The cheese plant opened its doors in September of 2006.

WHAT WAS YOUR BIGGEST SUCCESS AND YOUR BIGGEST CHALLENGE IN GETTING STARTED WITH ON-FARM PROCESSING? Our greatest achievement is undoubtedly the quality control and the quality of our products. We are incredibly proud that our cheese Le Mont-Jacob won the Sélection Caséus cheese award in Quebec for the sixth consecutive year! It is important, however, to keep in mind that cheese is a living organism and that it takes a lot of care and maintenance – this is certainly an everyday challenge in cheesemaking!

WHERE DO YOU SOURCE YOUR MILK? IS IT ALL YOUR OWN? DO YOU BUY IN MILK? The milk processed at our cheese plant comes entirely from our farm. Half of the milk produced goes to cheese making and the rest goes to the federation.

HOW DO YOU BALANCE THE RESPONSIBILITY OF THE PROCESSING BUSINESS WITH MANAGING YOUR DAY-TO-DAY HERD? Having two teams, one for processing cheese and one for herd and crop management really makes things easier. That way, we can easily find a balance between the various responsibilities.

HAS YOUR ON-FARM PROCESSING BUSINESS CHANGED YOUR OVERALL BREEDING GOALS FOR YOUR HERD? With our cheese plant being integrated into our business, we had to put more emphasis on fat production in order to improve the cheese yield as we milk Holstein cows.

FOR YOU TO CONTINUE TO BE SUCCESSFUL, WHAT DO YOU NEED MOST FROM HOLSTEIN CANADA AND YOUR OTHER INDUSTRY PARTNERS? Given all the changes on the political front, it is vital for us to have the support of both the Quebec consumers and the industry partners. To continue to enhance the know-how of the local artisans, we need healthy competition – the people in our community should be mutually supportive and the industry should recognize our efforts.

ANY ADVICE YOU WOULD OFFER TO OTHERS LOOKING TO GET INTO ON-FARM PROCESSING? To successfully offer an on-farm processed product, you need to be well prepared and have the right tools. You need to know where you are going and know the current market. Also, in order to be efficient, it is necessary to have a team to handle the processing in addition to the team that takes care of the animals.

AND, SINCE WE ARE ALL COW PEOPLE AT THE END OF THE DAY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? The ideal cow at the farm must have good feet and legs for ease of mobility and a good mammary system to produce large quantities of milk. All in all, we are looking for a functional and well-balanced cow, a cow that combines production and longevity!

WHAT MADE YOU DECIDE TO TAKE THE STEP OF PROCESSING ON-FARM, AND WHAT WAS THE PROCESS TO GET STARTED? Prior to moving to New Brunswick (N.B.), we farmed in New Hampshire in the US and made raw milk cheese first from goat's milk, then from our Jersey herd's milk. When we moved to N.B. in 1998, we wanted to continue making raw milk cheese. We continued using our Jersey cows' milk, switching our herd to Ayrshires in 2009. In 2012, we switched to Brown Swiss, starting with a few animals and growing to the size we are today. Along with our raw milk cheese, we sell other products in our farm kitchen from our mixed farm such as beef, chicken, lamb, pork, sausages and eggs through retail, wholesale and online avenues. Our raw milk cheese is a good product that complements our other farm products.

WHAT PRODUCTS ARE YOU MAKING? HOW DID YOU DECIDE ON WHICH PRODUCTS TO PRODUCE? We make Brie, five types of Cheddar, three types of Feta, three types of Gouda, Monterey Jack, Mozzarella and Parmesan, as well as Pepper Jack and Swiss Raw Milk Cheese. We decided to go with raw milk cheese as it does not require pasteurization, which would add another level of processing. Raw milk cheese must be aged 60 days before it is saleable. Cheese also has a longer shelf life than other milk products such as yogurt or milk.

FROM THE TIME YOU DECIDED TO GET INTO ON-FARM PROCESSING, HOW LONG DID IT TAKE FOR YOU TO BE UP AND RUNNING? It took us a couple of years. We started making cheese for in-house use first, then got going for off-farm sales later on.

WHAT WAS YOUR BIGGEST SUCCESS AND YOUR BIGGEST CHALLENGE IN GETTING STARTED WITH ON-FARM PROCESSING? Our biggest success was changing to milking all Brown Swiss. We feel they are the best breed for cheese production; their milk makes the most flavourful cheese. Our biggest challenge has been to produce a constant product every time, as fluctuations in milk component levels make a big difference in the quality and flavour of our product.

WHERE DO YOU SOURCE YOUR MILK? IS IT ALL YOUR OWN? DO YOU BUY IN MILK? We produce enough milk on our farm for processing, and the milk truck picks up the excess above and beyond our processing need. We use approximately 37,000 litres per

year for our on-farm processing.

HOW DO YOU BALANCE THE RESPONSIBILITY OF THE PROCESSING BUSINESS WITH MANAGING YOUR DAY-TO-DAY HERD? Each person is in charge of a piece. Joy runs the on-farm processing, while Josiah is in charge of the dairy herd's management. However, since both of us like cows, we both work with the cows when needed.

HAS YOUR ON-FARM PROCESSING BUSINESS CHANGED YOUR OVERALL BREEDING GOALS FOR YOUR HERD? Yes. We look more for components than volume of milk produced. We also need a consistent calving schedule to maintain the overall components in our milk. Too many animals in one stage of lactation can significantly change the overall component level of the herd. Also, we are looking at A2A2 in our breeding program going forward.

FOR YOU TO CONTINUE TO BE SUCCESSFUL, WHAT DO YOU NEED MOST FROM HOLSTEIN CANADA AND YOUR OTHER INDUSTRY PARTNERS? We feel there needs to be more focus on consistency in classification for the non-Holstein dairy breeds. Also, we feel we need better access to high quality genetics for Brown Swiss, especially from outside North America through our AI partners.

ANY ADVICE YOU WOULD OFFER TO OTHERS LOOKING TO GET INTO ON-FARM PROCESSING? You need to decide first what you want to process and why. Look into the market for the products you want to process; and come up with a good business plan to ensure success. Make sure you know how to produce your product at the consistency and quality you need – get training if you need to. Take your time in planning the layout of your plant as it is hard to make changes once the concrete is poured. Also, it is important to know what your provincial public health and CFIA requirements are.

AND, SINCE WE ARE ALL COW PEOPLE AT THE END OF THE DAY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? First of all, she is a Brown Swiss. She should have really strong components. We look for her to be a solid built cow, with a really good mammary system, but she doesn't have to be super dairy. Lastly, she has good health and fertility so she will last in the herd!



FARM PROFILE

On-Farm Processing

Jolly Farmer Products

Northampton, New Brunswick

By Barb Christie, HC Field Service Business Partner

PEOPLE INVOLVED: Josiah Weir & Joy Weir

OF YEARS AS A HOLSTEIN CANADA MEMBER: Brown Swiss Association Member since 2012

OF COWS MILKED: 20 Brown Swiss

OF ACRES FARMED: 295 acres

FACILITY TYPE: Pack barn with a milking parlour

WHAT IS YOUR FEEDING SYSTEM? TMR made up of haylage, grain (corn, barley, wheat and soy), minerals and Jefo dairy fat. Starting in 2016, we will be adding corn silage to TMR

ARE THERE OTHER BREEDS IN YOUR HERD? No, we only have Brown Swiss

HOLSTEIN CANADA SERVICES USED: Classification, Brown Swiss Registration, NLID tags

WEBSITE: www.jollyfarmer.com





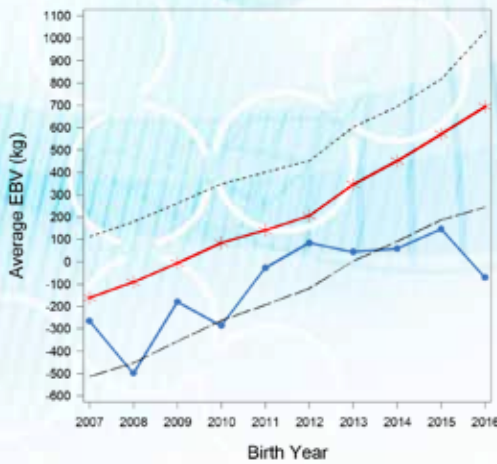
GENETICS 101

NATURE VS NURTURE: WHERE IS THE BOTTLENECK ON YOUR FARM?

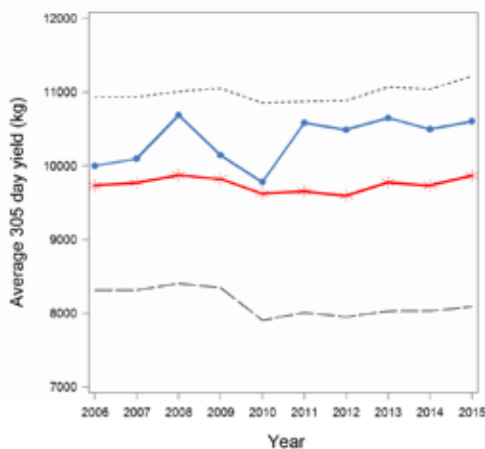
“Sunny Acres” Milk Trends

- Herd-avg
- National-avg
- ⋯⋯⋯ 90th percentile
- — — 10th percentile

Genetic Milk (Genotype)



305 Day Milk (Phenotype)



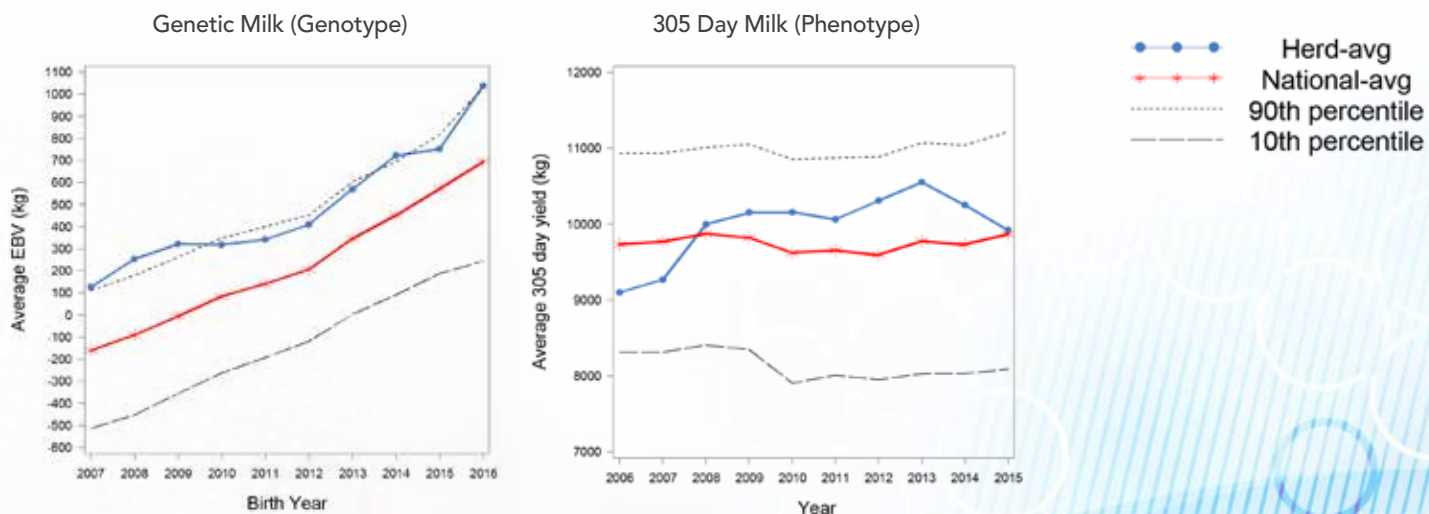
In a herd that is exceeding national averages for production, is management the key factor for herd performance, or is the result a reflection of superior genetics? The answer? It could be either, or a balanced combination of both factors. Every farm situation is different; the strengths and weaknesses vary significantly.

Holstein Canada Herd Trend reports can help shed light on the answer to the question above. For many traits, both the genetic trend (genotype) and the performance trend (phenotype) are graphed. A side by side comparison of the two graphs reveals a lot about the herd.

Take for instance, “Sunny Acres*” milk trends. The top graph on the left shows the average genetic milk potential in the herd by birth year. Genetic improvement for this specific trait in the Sunny Acres herd has not increased at the same rate as the national rate of improvement. In fact, the farm has dropped below the 10th percentile of Canadian herds ranked by the genetic Milk trait. But on the bottom left, the actual herd average 305 day milk yield shows that on-farm milk performance for Sunny Acres is well above average – especially in recent years. The farm performance exceeds what would be expected based on its genetics. Therefore, it is not genetics but rather management that is facilitating the milking performance of the herd. The genetics seem to be the bottleneck. If Sunny Acres placed stronger emphasis on genetic production traits in their breeding strategy, any increased genetic potential could be realized and result in higher milk yield performance, given the strength of the management on farm.

“Mistyview” Milk Trends

In another herd example, “Mistyview*” has maintained their 90th percentile rank amongst Canadian herds for genetic milk potential over the past 10 years. But when it comes to milk in the tank, the Mistyview herd is not yielding what would be expected of their superior genetics. The trends suggest that the bottleneck is related to environment. If deciding between investing more resources into genetics or farm management, Mistyview would see higher returns on investment from enhanced management that positively affects the herd environment. Currently the herd is not meeting their genetic potential, so increasing that potential more wouldn't make a marked difference in performance until the environment improved. At the same time, Mistyview shouldn't completely ignore genetics; any increase OR decrease in genetic merit does get passed to successive generations and affects long term genetic potential.



There are countless factors that affect your herd's profitability, tools to help you meet your goals, and ways to identify where you may want to focus your resources for the greatest return on investment. Analysis of Holstein Canada Herd Trend reports allows producers to assess whether it is their on-farm environment, or their herd's genetic merit, that is currently providing the most benefit to the bottom line, and to see what is limiting it. Herd Trend reports are available online through your web account.

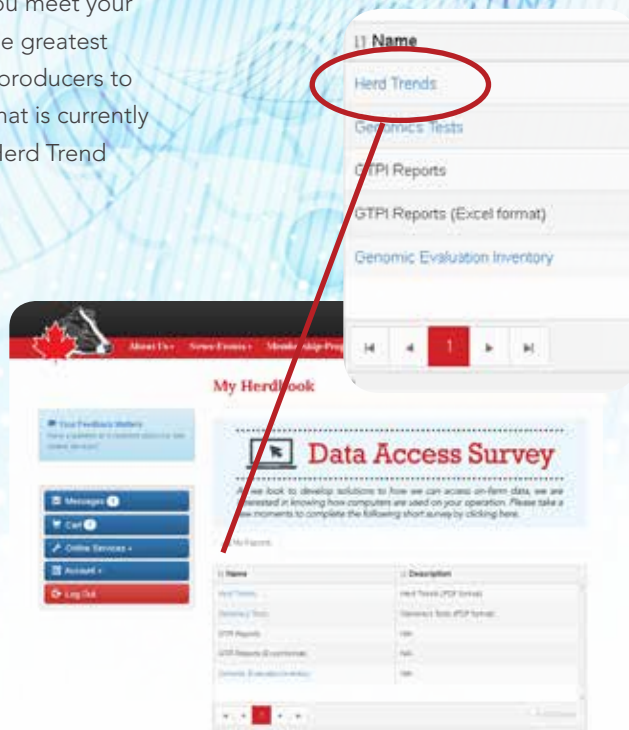
*Herd names have been changed.

Update to Herd Trend Reports

Do you classify? If so, check out your herd's updated Herd Trend Report available online in your Member Login account. Make sure to have a look at the newly added genetic trends for:

- Herd Life
- Daughter Calving Ability
- Calving Ability
- Daughter Fertility

These new trends are based on genetic trends, not actual (phenotypic) trends. Keep an eye out for the August Herd Trend Reports for some additional new formatting and updates.





New Brunswick's Milk 2020 Collaborative Research Shows Profit for Genotyping

WHETHER YOU'RE A DAIRY PRODUCER from the East or West coast of Canada or somewhere in between, it's easy to find passionate dairy individuals or groups eager to promote our dairy industry and our breeds. This is definitely true for the province of New Brunswick (N.B.) where all N.B. dairy producers and processors have come together to create a non-profit organization called *Milk 2020*.

Milk 2020's mission is to develop and enhance knowledge and innovation, through its leadership and its actions, with a view to encouraging the sustainable growth of the dairy industry. As a non-profit organization, *Milk 2020* has partnered with industry stakeholders to fund and collaborate on research in the hopes of providing solutions to issues or problems affecting our industry. *Milk 2020* is owned and operated by the producers and processors of N.B. They are managed by an executive director and are governed by a Board of Directors consisting of three N.B. milk producers, three processors and two ex-officio directors, appointed and represented by the provincial and federal government.

In the past, *Milk 2020* has collaborated on such projects as Researching Quality Livestock Bedding Products for N.B. Dairy Farmers; participated in the National High Immune response project with the University of Guelph; and were instrumental in the development of a hoof trimming web-based software application for N.B. farmers and hoof trimmers. *Milk 2020* has also undertaken several projects for dairy processors including researching specialty cheese brands for N.B. processors; partnering with the University of Moncton to develop sources of Omega-3 from plants; and a project with Acadia University researching the interaction between gut and brain health.

Currently, *Milk 2020* is working on a four-year N.B. Genomics Project running from April 2014 to March 2018. Its objective is to determine how accurate genetic LPI (Lifetime Performance Index) predictions are with respect to actual production and breed conformation assessment (classification).

29 herds from across N.B. are participating in this project – 23 of which are Holstein herds, four Ayrshire herds, one Jersey herd, and one herd with both Holsteins and Brown Swiss. As of February 2016, *Milk 2020* had genomic results on approximately 3,200 females. In Year One, calves and heifers aged 23 months or less were genomic tested. In return, those animals received a GLPI (Genomic Lifetime Performance Index). In Year Two, the first lactation production and conformation assessment results on approximately 600 of the oldest animals were captured and compared to their genomic results, with Brian Van Doormaal, General Manager of CDN analyzing the data. In Years Three and Four they will continue analysis as heifers complete their first and second lactations.

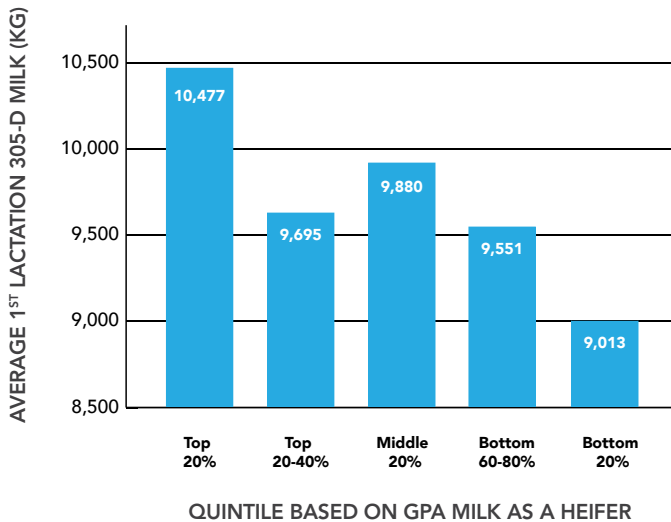
In addition to the Genomics Project, some herds are also participating in a passive immune transfer project. The goal of this project is to analyze the data to determine whether or not there is an economic benefit through future milk production and/or the cost of raising replacement dairy heifers.


Milk 2020 is half way through the Genomics Project and Van Doormaal was able to analyze some of the preliminary results. It is important to remember that cow performance is highly influenced by environment and management, and it can sometimes be difficult to compare heifers from one farm to another due to differences in management practices.

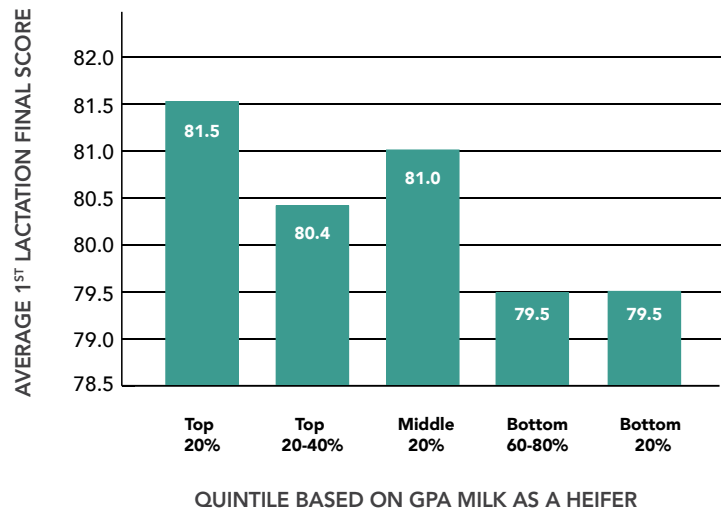
THE FOLLOWING INCLUDES SOME OF THE KEY FINDINGS FROM THE PRELIMINARY RESULTS:

Van Doormaal pooled heifers from the six herds that had the most complete data set. These heifers were then grouped into five different categories, which are noted in Graphs 1 and 2. Both Graph 1 and Graph 2 compare actual average cow performances by each group for 1st lactation 305 day milk (Graph 1) and average 1st lactation final score (Graph 2). The take home message from these graphs is that genomic testing (genotyping) can identify groups of calves and heifers that, in general, will not perform well when they enter the milking herd – Keeping in mind a herd’s environment and management will also play a role in performance outcome.

 **GRAPH 1: Average 305-day Milk Yield by GPA Quantile as a Heifer**



 **GRAPH 2: Average Final Score GPA Quantile as a Heifer**



Knowing that genotyping costs \$45, as part of the preliminary results, Van Doormaal investigated the potential payback genotyping provides. He determined that there are three major paybacks which are maximized when the genotyping is done soon after birth and results are used to make selection/culling and mating decisions.

1. REDUCED HEIFER REARING COSTS

The average rearing cost for a Holstein cow calving in for the first time at 26 months is \$2,784. This figure stems from Valacta and CanWest DHI's annually updated economic parameters to assess rearing costs. From the N.B. Genomics Project, Van Doormaal was able to calculate the potential sale value of selling a Holstein heifer and compare its sale revenue against rearing cost. The result is a rearing cost savings of \$700 per heifer sold. The cost of genotyping all heifers is recovered by selling 6% of the heifers (1 in 17).


2. INCREASED GENETIC POTENTIAL

By identifying heifers according to their genetic potential and only keeping the top 80% based on GPA (Genomic Parent Average), the genetic boost for milk production can be significant. From the six

herds analyzed, the data shows the average genetic boost is worth about \$2.50 for every \$1 spent on genotyping when the poorest 20% for GPA Pro\$ are sold as heifers.

3. ELIMINATING ANIMAL LOSS DUE TO GENETIC RECESSIVE TRAITS

Genomic testing allows for insight into genetic recessive traits, thus allowing producers to avoid mating carrier sires to carrier females in their herd. On the flip side, genomics can also identify desirable traits such as polled or red coat color.

Genomic testing is another tool producers can use to help make more accurate management decisions. Whether producers are making mating, culling or marketing decisions based on their results, it's important to not change your breeding philosophy, but rather use the information to enhance it. This article highlights just some of the benefits of genomic testing, but there are many more. If you have any questions about genomic testing, please contact your provincial Field Service Rep. or our Customer Service department @ 1-855-756-8300. For specific information on the N.B. Genomic Project or any Milk 2020 initiatives, email info@milk2020.ca. 

2016 Young Leader Convention



The 2016 Young Leader Program was simply majestic! 35 Young Leaders from across the country gathered in Alberta for a jam-packed, four-day event that included farm tours, workshops and numerous networking opportunities.

Participants arrived in Calgary, with the Young Leader Advisory Committee joining the Young Leader group for a welcome reception. Along with registering for the week, the participants had a chance to mix and mingle with the diverse group.

Farm tour day was an early start, with the bus hitting the road at 6:00 a.m. Farms were spread fairly far apart, allowing ample time to play ice-breaker games, socialize, and take in the Albertan sunrise.

The first stop of the day was at the very well-known Wendon Holsteins. Here the group had the opportunity to tour a recently built robotic facility housing high type cows, as well a renovated tie-stall to house the calves.

The next stop was at Marsfield Dairy where the group was split into two smaller groups. Each group took turns participating in a hands-on classification demonstration run by classifiers Carolin Turner and Jill Nelson. During the demonstration, the other group was hosted by owner Gert Schryver, who had prepared a presentation about his farm, his management practices, goals and strategies, and the economics of producing milk in Canada.

The final stop of the day was at Erskine Hutterite Colony. The group was treated to a delicious lunch before the grand tour began. The



Young Leaders were given a tour of the equipment used, both the calf and milking barns, as well as the layer barn and egg storage. For many of the Young Leaders, it was a rare opportunity to visit a herd using breeding bulls. It was great stop where the group had a chance to learn about a different way of life!

On the bus ride back to Calgary, Carolin explained the classification reports provided to producers at the end of a visit, while Holstein Canada's Jeanette Van der Linden gave each participant their individual herd trend reports and explained how to read them and what the information means.

The Young Leader group joined the rest of the convention participants for a Welcome BBQ and the National Holstein Sale for the evening. During the sale, Young Leaders were pulled aside where three prominent industry faces took some time to speak to the group.

Dr. Gord Atkins, Paul Larmer and Dr. David Chalack each had valuable information to pass along to the future generation, such as the importance of acquiring strong business skills and the value of



learning a second language.

A more relaxing day followed for the Young Leader group as they took in the exceptional National Spring Holstein Show. During the inaugural Genomic Championship, participants took part in a judging demonstration. Each small group had an official judge to explain how a class works and what the judge is looking for, and to help answer questions participants had. After dinner at the show awards banquet, the group hopped on the bus and headed to Banff, enjoying the two-hour trip west while the sun set over the Rockies.

While most convention attendees had a free day on Friday, the Young Leaders had a jam-packed program for the day. The schedule kicked off with the highly-anticipated Master Breeder Panel which included three newly-minted Master Breeders: Germain Lehoux, Syndicat Gen-I-Beq, Que.; Terry Wagner, Evergraze Holsteins, B.C.; and Joel Walker, Walkerville Farms, N.B. All three panelists offered great insight into how they operate their farms and gave valuable advice to the group of young producers. After a superb panel session, Jeanette Van der Linden and Kelly Velthuis each gave a presentation about Holstein Canada services, genomics, and the Young Leader Program.

The group took a break from their busy morning to join the National Board of Directors for lunch. Everyone had a chance to break bread and share discussion with some of the Directors. This was a great opportunity for the two generations to mix and mingle, bridging the

gap and allowing the Board the chance to speak with the upcoming generation of Holstein Canada members.

The Young Leaders returned to the classroom for an afternoon of guest speakers. First on the docket was Tyler Murray, a local barrister and solicitor that spoke about capital gain, rolling over farms, and general farm succession planning. Lynsay Beavers from CDN followed, with a great presentation on CDN and the new HCD haplotype.

Following a day of in-class workshops and presentations, the Young Leaders rejoined the rest of the convention participants and headed to the MountView Barn Dance where everyone enjoyed a good old-fashioned Western meal, a great live band and, of course, some line-dancing!

The Young Leaders took part in the democratic Annual General Meeting, offering their opinions for resolutions and bringing forward ideas. To round out a productive Young Leader Convention, the participants joined the other 500 guests to honour the 2015 Master Breeders at the Master Breeder Gala – a fitting way to cap off a week that was “Just Majestic!”

Thank you to the branches across Canada who selected and supported the Young Leaders from all regions who attended the 2016 Young Leader Program, and a big thank you to the incredible crop of 35 Young Leaders who were a dynamic addition to the 2016 Convention! 🇨🇦

NLID Tags

OVER THE YEARS, NLID tag options, styles and materials have changed. Tagging options, print formats and panel sizes are guided by lessons learned, retention issues, production efficiencies and national standardization.

Today, tag sets are made of a modified plastic designed to be more flexible, therefore increasing the tags' durability and providing better resistance to drastic temperature changes from winter to summer. Additionally, the "male" tag is a new design — more rounded in shape with a thicker stem that fits closer to the animal's ear — reducing the space between the two tags and helping to minimize the risk of getting caught on chains, feeders, bale strings, etc., and thus avoiding chances of ripping the ear or damaging the tag.

NLID has three tag types available



RFID BUTTON
Large panel



RFID BUTTON
Extra-Large (XL) panel



RFID PANEL
Extra-Large (XL) panel

WANT YOUR HERD MANAGEMENT NUMBER ON THE TAGS?

You have the option of having no management number printed on the front of the secondary security tag. This space can be used for management info. Marking pens are available from NLID.

WANT MATCHING TISSUE SAMPLING UNITS (TSU) WITH YOUR TAGS?

The tissue sampling units (punches) and NLID ear tags can now be purchased as a combined set. Each set will carry matching ID numbers on the tags and TSU to help facilitate genomic testing at birth. They must always be used as a set – tag and sample from the same animal.

REPLACEMENT TAGS


If lost due to normal wear and tear, you can order a replacement tag, visual panel or electronic tag from NLID. Replacement tags are issued with the same number. Apply immediately when the tag is received, checking that the number of the replacement tag matches the original one.

For an additional fee you can upgrade your replacement tag from an RFID button to an RFID panel.



You can order your tag sets or replacement tags **ONLINE THROUGH YOUR HAC WEB ACCOUNT**, call NLID at 1-877-771-6543 or email nlidorder@holstein.ca.

Quebec producers can contact ATQ at

1-866-270-4319 or visit www.atq.qc.ca. 



Homozygous or Heterozygous – How do we know for sure?

THE POLLED GENE is a dominant gene and is expressed in offspring if either one parent or both parents are carriers. A calf born without horns is not automatically considered homozygous (received polled gene from both parents) since it may be heterozygous (received polled gene from one parent).

In order to know for certain if the gene is homozygous or heterozygous, only a \$40 diagnostic test can make that determination. Here are the codes used to report the Polled gene.

Polled	Animals born without horns	Transmitting Codes	
			POR = reported hornless – not tested
Indirect Test		POS = tested true polled (homozygous)	
		POC = tested carrier of polled (heterozygous)	
		POF = tested free of polled	

Have Questions? Email customerservice@holstein.ca or call 1-855-756-8300 for more information. 🐄

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

Based on 1st Lactation Classifications from March/April 2016

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
G W ATWOOD	249	82.26	82.73	GOLD CHIP	77	82.99	82.65
SID	141	82.13	82.05	BRADNICK	52	82.21	82.92
DOORMAN	198	81.93	82.06	HERO	33	82.15	81.61
DEMPEY	198	81.73	81.49	SHADOW	75	81.79	81.51
WINDBROOK	359	81.63	82.00	SYMPATICO	36	81.69	81.42
NUMERO UNO	217	81.48	81.43	SAMMY	32	81.53	80.66
SANCHEZ	115	81.46	81.94	LUMI	99	81.51	80.78
LAUTHORITY	254	81.28	81.59	BRAXTON	70	81.36	82.17
GILLESPIE	118	81.19	80.93	WINDHAMMER	75	81.19	81.44
FEVER	929	81.06	81.31	GALAXY	52	81.04	80.92

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** FIELD SERVICE **FS**

JULY

QC Portneuf
 QC **MR** Kamouraska
 MB **MR**
 FS BC

EARLY

ON Dufferin, Simcoe, Peterborough, Northumberland
 QC Lac Saint-Jean, Roberval
 QC **MR** Kamouraska
 FS AB

MID

ON Ontario, Victoria, Durham
 QC Lapointe, Dubuc, Charlevoix, Chicoutimi, Huntingdon

LATE

AUGUST

ON Hastings, Prince Edward, Frontenac, Lennox, Addington
 QC Vaudreuil, Soulanges, Châteauguay, Laprarie, Napierville, Brome
 QC **MR** Matapédia, Matane, Rimouski, Bonaventure
 FS MB, SK

EARLY

ON Waterloo
 ON **MR** Oxford
 QC Saint-Jean, Shefford
 QC **MR** Rivière du Loup, Témiscouata
 FS MB, SK, BC

MID

ON Wellington
 QC Richmond, Missisquoi, Iberville
 PEI, NB, NS, NFLD
 FS MB

LATE

SEPTEMBER

ON Nipissing, Algoma, Timiskaming-Cochrane
 QC Compton, Sherbrooke, Stanstead
 QC **MR** Arthabaska, Mégantic, Wolfe
 SK
 FS AB

EARLY

#FrameTheHerd Photo Contest – Theme #6

Great photos are still rolling in for the #FrameTheHerd Photo contest! Thank you to everyone for your submissions!
Check out our Top three finalists from Theme #4 – Generations!



Milking time is a family affair at Ferme Marnique in St-Côme Linière, Que.! – submitted by Annie-Claude Loignon, St-Côme Linière, Que.



Nothing better than meeting the next generation of the herd! – submitted by Tara Brown, Sussex, N.B.



Three generations of Holstein enthusiasts at Summerview Holsteins rocking their Holstein gear with two generations of their favourite cow family! – submitted by Billie Diemert, Ayton, Ont.

THEME #6 IS: YOUTH

When you think of youth, you no doubt think of the future – future barns, future farm operators, future judges and show people, or even future VG and EX cows! In the spirit of youth, we want to see your favourite photos featuring the next generation of Holstein enthusiasts and herdmates on your farm. Fire up your cameras and smart phones and send us your best photos of the young (and young at heart!) on your farm, both two and four-legged! As always, bonus points if you can get a Holstein Canada logo in the photos somehow (hats, jackets, etc.)! And of course, we also don't discriminate against colour, so send us those all-breed photos as well!

DEADLINE AUGUST 31, 2016

THE DETAILS:

- Photos should be high-res digital images (300 dpi is preferred)
- There is no limit to the number of entries per person
- Any visible animals **MUST** be properly tagged to be considered

Entries are to be emailed to socialmedia@holstein.ca and should include the names of any people and animals, as well as the prefix when possible. *If you do not have access to email, but wish to participate, call Jennifer at 1-855-756-8300 ext. 234 to make alternate arrangements.

info Holstein 

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Return undeliverable Canadian addresses to:

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