

info **Holstein**

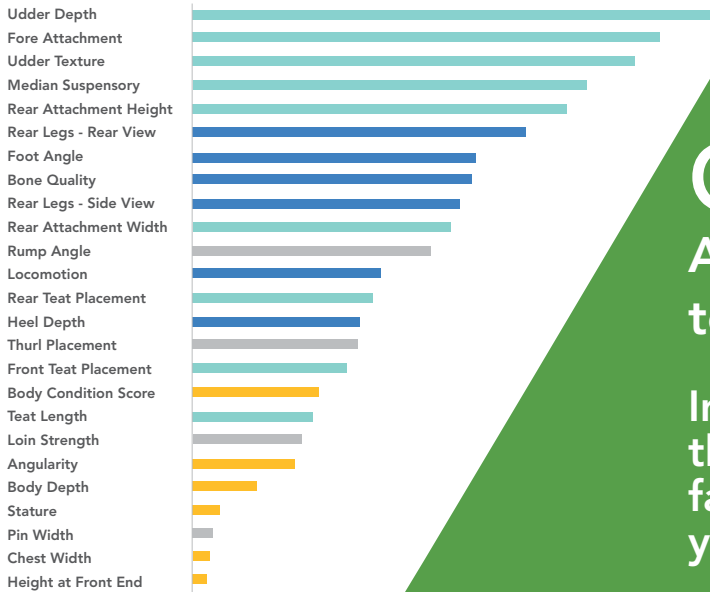
July/August 2017 issue no. 146

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





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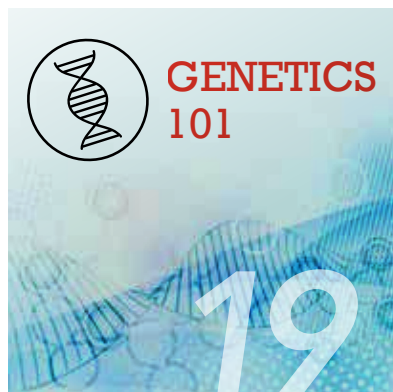
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ABOVE: Be sure to check out the farm profiles on page 15. In this edition, we talked to four Canadian farm families who have gone through major changes on their farms.

ON THE COVER: Our cover features Tessa MacLeod hanging out with "the girls" in the parlour at her family's Darcroft Farms Ltd. near Embro, Ont. Check out the new theme and the four finalists from our most recent theme on page 24.



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The Power of a Team

By Holstein Canada Chief Executive Officer, Ann Louise Carson, agr.

FAMILY MEMBERS – often multiple generations – veterinarians, nutritionists, genetic advisors, DHI reps, and financial advisors, these are just a few of the people you would list as contributing to the success of your farm. Diverse expertise, roles, opinions and experience: that is the key to your success. The Holstein Canada Management team emulates this same approach.

Let's be clear: Holstein Canada is producer owned, and producer governed. Members elect a Board of Directors who direct, protect, guide and set the vision for your Association. The Board hires a CEO who works with fellow senior managers, the very hardworking team members and provincial Branch colleagues.

Our leadership team is diverse to say the least. The majority of us are "farm kids" with the balance made up of just the right dose of urban colleagues who bring fresh eyes to our discussions. Some are English mother-tongued, others French. We have colleagues who have served for 40 years and team members who are very new. We work at the office, on-farm, and some do both.

Diversity is indeed our strength, and the one thing we all have in common is that we all feel privileged to work for you! The Holstein Canada team looks forward to connecting with you across Canada in the coming months.



The Holstein Canada Management Team along with National Classification Coordinators, Carolin and Bruno. Seated: Linda Ness, Linda Markle, Ann Louise Carson and Carolin Turner. Standing: Pascal Lemire, Mark Cummings, Brad Eggink, Lynne Berwick and Bruno Jubinville.

Holstein Celebrates Canada's 150th



For the fourth installment of our 150th celebration items, we have decided to highlight a creative initiative that has been taken on by Holstein Canada members to celebrate the milestone!

One such member is Athlone Farms near Tavistock, Ontario, where the Peters and Anderson families have committed to naming every calf – Holstein and Jersey – born in 2017 after a Canadian place: the only rule is that the name needs to start with the same letter as the dam's name.

So far there are 36 calves named after Canadian locales and some of these include: **Gander, N.L.; Sherbrooke, Que.; Kakabeka Falls, Ont.; Saskatoon, Sask.; Whitehorse,**

Yukon; and Nanaimo, B.C. to name a few. Young Hailey and Elliott are in charge of helping to select the names, and are having fun and learning lots about Canadian geography in the process!

To follow the Athlone "Canadian" calves to see if a calf is bestowed with the name of your hometown, be sure to follow @MsHKPeters on Twitter.

Are you giving your calves Canadian-inspired names this year to celebrate? We want to hear about it! Send us an email or tag us on social media – Let's see how many "Canada 150" calves we have across the country by the end of the year!

FUN FACT:

There are currently 4,034 animals in our database with a name or prefix that contains Canada, Canadian or Kanata! 287 of those are Canada Day babies!

“MOO YORK” Hosts the 2017 National Holstein Convention

OVER 600 HOLSTEIN ENTHUSIASTS congregated in Ontario as Holstein Canada’s National Holstein Convention and 134th Annual General Meeting was held April 5-8, 2017 in York Region. The volunteer organizing committee, led by Co-Chairs Sandy O’Hara and Brad Hulshof, did a fantastic job of ensuring the convention attendees “experienced the city lights” as promised during their stay in “Moo York”.

Farm Tours, Sale, Show & Festivities

Convention participants were welcomed by 14 Holstein families who opened their barn doors for farm tour day to showcase their herds and operations. Along with seeing great cows and well-managed operations, tour participants were impressed by the York Region hospitality, including the tractor tow service that rescued one of the buses during the wintery weather! Participants made the trip to Stratford to check out the latest and greatest in service and technology at Canadian Dairy Xpo, while both the Ontario Spring Discovery Show and Taste of Ontario Sale were great successes. Throughout the week, convention participants were treated to a wide variety of York Region

inspired events, socializing, food and entertainment, including a York Region Heritage Night and a private concert by *The James Barker Band* at the “Bull Pen Sports Bar.”


Master Breeders Celebrated

To conclude a fantastic week in Ontario, a wonderful evening with all of the promised glitz and glam was held to celebrate and honour the achievements of the 2016 Master Breeders. New this year, a video of each of the winning herds was presented during the ceremony. Congratulations again to the families and individuals who received their Master Breeder shield in 2016!

2018 Convention Plans are Underway

The crowd at the AGM was treated to an entertaining video as the 2018 Convention committee made their official invitation for Holstein enthusiasts to attend the 2018 National Holstein Convention, which will be held April 10-14, 2018 in Quebec City. Look forward to seeing more details as the final 2018 Convention schedule is set and website is launched in the fall of 2017. 🇨🇦





President Robert Chabot addressed the crowd during the 134th AGM.

the 134th Holstein Canada AGM

THE 134TH HOLSTEIN CANADA ANNUAL GENERAL MEETING (AGM) was extremely well-attended in Richmond Hill, Ontario.

Outgoing President Robert Chabot of Saint-Patrice, Quebec reviewed the activities of the year, highlighting the Board's priorities in 2016 and continuing into 2017/2018. Data access, proAction® Cattle Assessments, youth, and promotion of web services and e-Docs were and will continue to be a top focus for the organization. Working together with industry partners will play a key role in accomplishing the goals in these arenas, and he spoke to the importance of the member committees providing opportunities for the Board to check the pulse of the membership. Chabot concluded by reminding the crowd of the enviable position Canadian dairy producers are in, encouraging everyone to stand proud of what we have accomplished on our farms and in our industry.

CEO Ann Louise Carson presented the administrative report, stating that, while 2016 was a transition year for the organization, there were some significant wins for Holstein Canada in 2016. Two new software projects (Herdbook and Finance) led to increased technology and office efficiency, while the proAction service provider contract with DFC was finalized and the Cattle Assessments got underway in the fall. Carson also discussed the progress of the Data Access Project and the Classification software re-write. She explained that in order for them to continue moving forward, Holstein Canada had to take a step back, examine better solutions and involve other players to ensure both projects are delivered right, even if this takes more time than originally anticipated. Moving forward into 2017, Holstein Canada will continue to work on these projects, as well as maximizing the return on our 2016 software investments, and working in partnership with CDN and Zoetis to develop value-added genotesting software. Carson concluded her report by presenting some of the business activity numbers, including a new record number of animal registrations.

The financial report was presented by 2nd Vice-President Harry Van

der Linden. He was pleased to share that 2016 had been a positive year, despite a projected deficit. Some of the numbers he shared are included in the table below, while the full 2016 financial report can be found in the 2016 Annual Report on the Holstein Canada website.

Classification updates were presented by Committee Chair Gerald Schipper. These changes came into effect in June and include disclosure of animal defects, the addition of the "Undesirable Head" defect, and the addition of the "Udder Floor" trait. See the May-June issue of *InfoHolstein* for full details.

Show Committee Chair Nancy Beerwort provided details on some changes impacting shows and judging. There will be a new procedure in place to streamline the voting for the Royal judges and increase the number of exhibitors who vote. Additionally, going forward there must be at least two Canadian judges on the Royal ballot. Beerwort updated the audience on the rules surrounding the painting of spots, and advised that Holstein Canada would send letters asking that judges' individual votes be published for All-Canadian and similar provincial competitions.

10 member resolutions were presented, including one resolution that came from the floor. Of the 10 resolutions, eight were passed and two defeated. A number of proposed by-law amendments were also presented. To review which resolutions were passed or defeated, see page 8.

Special guests who addressed the members included DFC Executive member Ian Harrop who highlighted the close relationship between Holstein Canada and DFC, particularly in the area of proAction cattle assessments. He also highlighted the need for Canada to remain vigilant with our NAFTA and other trade partners. Guest Speaker Kate Davis rounded out the meeting with her participatory presentation on work/life balance and not taking yourself too seriously. This was very well-received by those in attendance.



1



5



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4



3

1. Earning the 2016 title of Cow of the Year was Kingsway Terrason Allie. Bred by Kingsway Farms of Hastings, Ont., breeder and co-owner Gord McMillan was on-hand to accept the award.

2. Those in attendance celebrated the Century of Holstein award presentations made to two families recognized for 100 years of continuous membership with Holstein Canada: the Innes family (CITYVIEW), Woodstock, Ont.; and the Carmichael family (MEDWAY), Ilderton, Ont. Two distinguished certificates were also presented at this year's meeting. Albert Cormier (3) of Orton, Ont. was presented with a Certificate of Superior Accomplishment, while Steve Dolson (4) of Atwood, Ont. received a Certificate of Recognition.

5. Association Education awards were also recognized by the participants with winner Taylor Nelson accepting the award on behalf of the six recipients.

6. Following the AGM, the Holstein Canada Board of Directors elected Orville Schmidt of Rollyview, Alta. (SOUTHRISE) as the 2017-2018 Holstein Canada President. Orville will be supported by 1st Vice-President, Harry Van der Linden of Antigonish, N.S. (LINDENRIGHT) with Gerald Schipper of Aylmer, Ont. (SKIPWELL) selected to fill the 2nd Vice-President position.

Looking at the 2016 Numbers as Shared at the 134th AGM

SERVICE ACTIVITY LEVELS

Registrations	Record Year!	286,005
Transfers		36,494
Memberships		10,395
Animals Classified		258,088
Genomic Tests Submitted		20,514

FINANCES

Revenue	\$11,704,659
Expenses	\$11,690,993
Excess of Revenue over Expenses	\$13,666



6

Resolutions

P = Passed

D = Defeated

The following ten resolutions were brought forward for consideration at the 2017 AGM. Resolutions 1, 2, 3, 4, 6, 7, 8 and 10 were passed, while 5 and 9 were defeated.

1 (P) INDUSTRY VISION - Holstein Canada take the lead in investigating the possibility of providing milk recording, classification and registration at no cost with all semen sales being levied to cover the cost, to spread the financial burden across the whole industry and encourage as wide as possible data collection sources, while being mindful so as not to create a new layer of bureaucracy. – Submitted by Manitoba Holstein Branch

2 (P) CLASSIFICATION - Holstein Canada discontinue the mid-round and make every round a regular round at the same cost to every breeder for the visit. – Submitted by Manitoba Holstein Branch

3 (P) TRANSFERS FROM USA - Holstein Canada take the lead for its members to facilitate all transfers of USA Holsteins. – Submitted by Prince Edward Island Holsteins

4 (P) BREED IMPROVEMENT - Holstein Canada and the Canadian Dairy Network develop a genetic trait for proven sires with observation data gathered by Holstein Canada. The aim being to identify sires with the best resistance to crampiness and by doing so, to start tackling this serious problem until which time new research findings on crampiness are sufficiently reliable to help us. – Submitted by Holstein Québec

5 (D) GENOMIC RELIABILITY - Holstein Canada do some research to have more objective data on the reliability of genomics eight (8) years later. – Submitted by Holstein Québec

6 (P) JUDGES - a National Judges Committee be formed similar to the following:

The National Judges Committee would be comprised of eight committee members; two members from Ontario Judges Committee, two members from Québec Judges Committee, one judge representing Western Canada judges, one judge representing Maritimes judges, one Holstein Canada director and one Holstein Canada staff member (non-voting). The committee would meet annually

and additional meetings could be held by conference call. Committee member judges would serve a minimum three-year term, provided they are an active judge and are a committee member of their provincial branch judges committee, if applicable. The committee would elect a chairman annually, and would report annually to the Holstein Canada Board of Directors. – Submitted by Ontario Holstein Branch

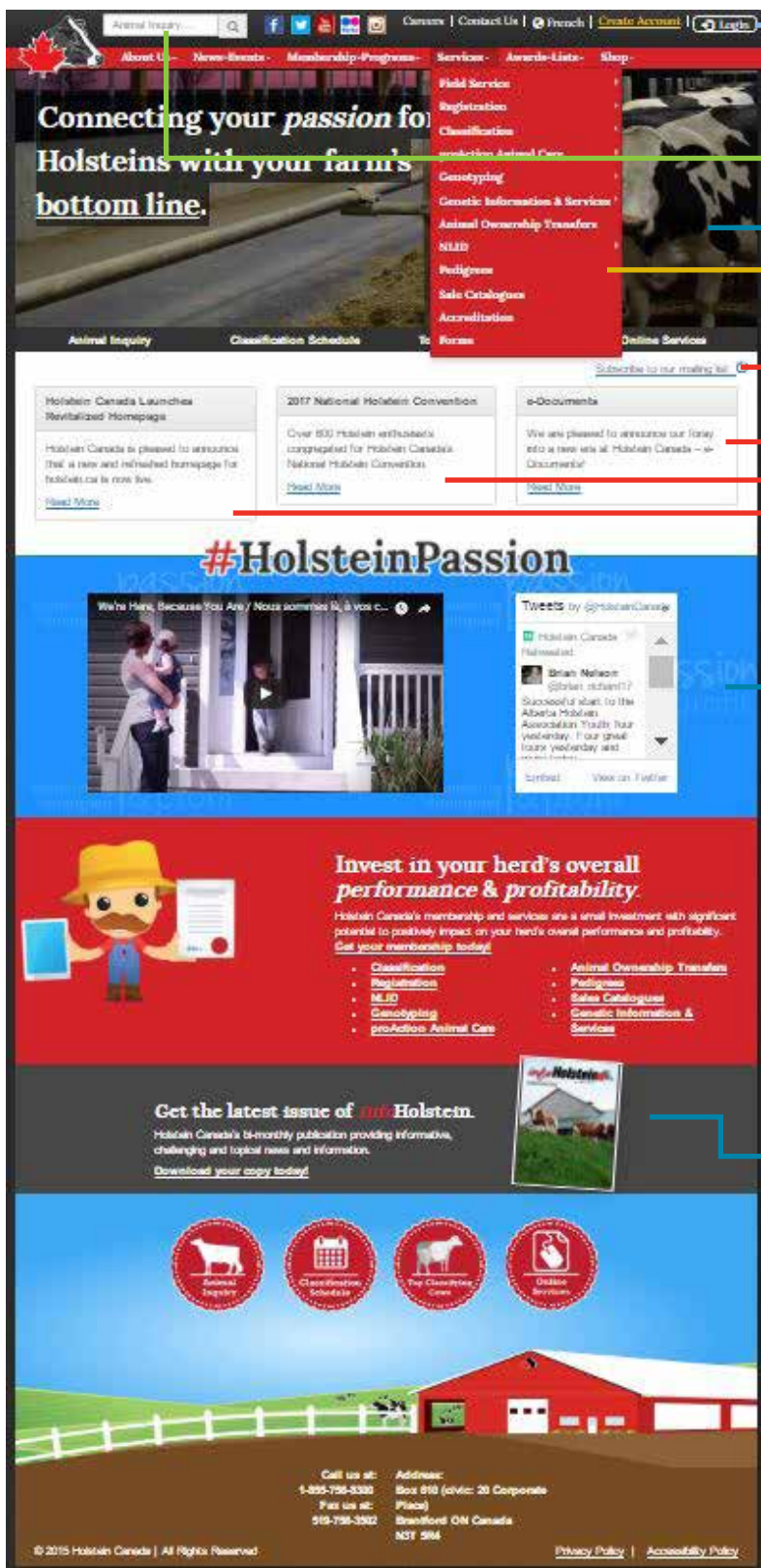
7 (P) VOTING PROCEDURES - Holstein Canada's Board of Directors implement a secure system that ensures proper identification of members on ballots, transparency and accuracy of voting procedures involving all Holstein Canada membership votes. – Submitted Ontario Holstein Branch

8 (P) COW SIGNS - Holstein Canada develop a printable "Cow Sign" section on the website to allow instant, up-to-date sign for easy use on-farm and at shows. – Submitted by Ontario Holstein Branch

9 (D) AWARDS - Holstein Canada Master Breeder award be presented with the following adjustments to reflect the importance of a membership award. As an example, a Master Breeder Shield be presented to approximately 1 in every 200 prefixes per category. – Submitted by Ontario Holstein Branch

HERDS	SHIELDS	REGISTRATIONS (2016)	# SHIELDS AWARDED CURRENTLY
819	4	7-14 (154,152)	2
904	4	15-19 (250,454)	3
752	4	20-24 (266,615)	3
481	2	25-29 (207,948)	2
569	3	30-39 (309,432)	3
413	2	40-59 (312,640)	4
192	2	60+ (269,366)	3

10 (P) JUDGES – Holstein Canada recommend that any show with more than 150 entries have an associate judge. – *Brought forward on the floor of the AGM*



CHANGES TO THE WEB

A NEW AND REFRESHED HOMEPAGE for holstein.ca is now live! The new page has been designed with website visitors in mind and includes several improvements to enhance the functionality and overall user experience while respecting the Holstein Canada branding. The web changes were made with the goals of making the most frequently used features more accessible and the website easier to navigate.

Logging into or creating your web account is as easy as ever!

The "Animal Inquiry" function has now moved to the top of the homepage, with links to the tool in the middle of the page, as well as at the bottom. Animal Inquiry is the most popular tool, so putting it front and centre was a logical decision.

The main menu now features drop-down menus with sub-menus to help users quickly navigate to where they need to go.

There is now a dedicated section for pertinent news items to be displayed. This section also includes a feature to allow users to sign-up to receive the news in their inbox.

Some additional features include a direct link to the most recent *InfoHolstein* on the homepage, a spot to showcase videos, the live Holstein Canada twitter feed, and a static tagline with a selection of photos that will change each time a user visits the page. This last feature replaces the rotating banners.

A complete website relaunch took place in the fall of 2013 and these updates are the most significant and noticeable since that time. Holstein Canada will continue to collect feedback and implement changes that will enhance the functionality, accessibility and overall user experience.

ALSO BEING RELEASED with the new homepage is a new printable PDF version of the "Family Tree" on the Animal Information Sheets (AIS). As a result of user feedback, the look and layout have been improved, and it now prints on one sheet of paper.



Mail from Holstein Canada

It has been a year since we started weekly mailing; we are now moving to monthly.

A YEAR AGO, we transitioned from daily mailings to batching your regular print documents to mail once per week. Documents printed for weekly mailings are referred to as a “mailing package”; there is one mailing package printed per customer per week. Each mailing package includes all of your documents processed since the previous week’s mailing. There are only a few exceptions to the weekly mailing package, including time-sensitive documents and your Award Certificates.

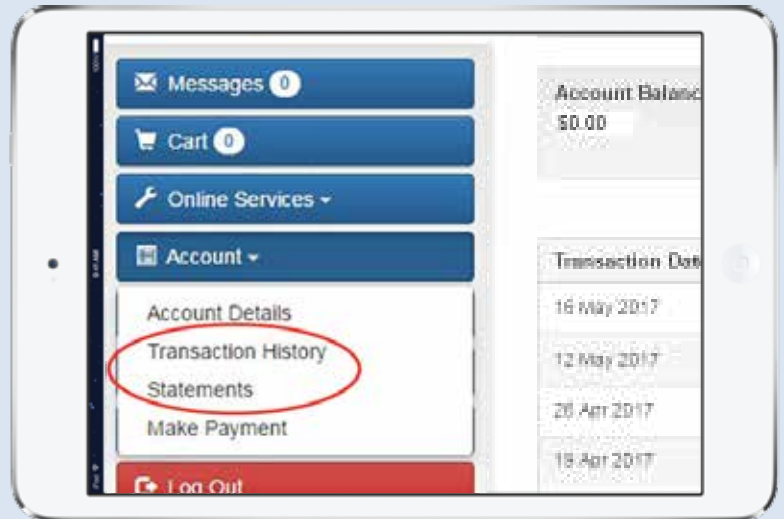
What is a mailing package?

A package can contain multiple and varied print documents, such as Certificates of Registration, Pedigrees, Correspondence, Statements and Invoices.

All regular print documents are grouped for weekly printing and mailing. As a result, documents from multiple work requests are included in the same mailing package.

Weekly mailings have increased efficiencies in the handling and distribution of printed documents for our clients; more papers per customer, less often. Additionally, postage costs have been decreased and we are using fewer envelopes. After some analysis, it has been determined that even more efficiencies and cost savings on postage can be achieved by **moving to a monthly mailing system**. The monthly mailing system follows the same logic as the current weekly mailings; documents from your completed work are batched for print and mailed on a monthly basis. We anticipate transitioning to

monthly mailing this fall. Less is more saving less postage, less envelopes, less often!



There is, however, never a need to wait for your monthly mailing package. Your documents are always available as e-documents via your web account. Your e-documents are available for you to view, save or print at all times! Additionally, your invoice and statement information is always available on your web account under “Account”.

How can I select Electronic preference to no longer receive paper documents in the mail?

Under your web account, you can set your individual document preference for how you would like to receive your document; electronic only via your web account or hard copy in the mail. Preferences are accessible through your web account login on Holstein Canada’s website or by calling our customer service team.

Why select Electronic Preference?

- You can view, print and/or save your documents as soon as they are available – less wait time, no mail, less paper.
- You can choose to be notified by email when new documents have been delivered.
- All e-documents are available in your web account for a period of one year, and can be printed when needed.

Where do I find my e-documents?

- All of your e-docs can be found in your web account under the “e-Documents” tab on the main menu.

Reduce more prints, postage and envelopes by switching to e-documents, and eliminate the printing altogether! 🍁



Moving to weekly mailings has reduced the number of Holstein Canada envelopes appearing in your mailbox.

Dairy Farmers of Canada's (DFC) 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

In September 2015, the Animal Care and Livestock Traceability Initiatives started a two-year phase of training and implementation. This two-year phase allowed time for program development, farmer workshops/training offered by provincial associations, delivery of communication materials and producer voluntary reporting. Starting in September 2017, producers will need to meet Animal Care and Livestock Traceability requirements. That means starting in September, producers will need to validate these two new pillars in addition to Food Safety (CQM). To have a better understanding of the Animal Care requirements check out our website under the proAction Animal Care section. Following this article, there are some Livestock Traceability Quick Tips for your reference.



What is Livestock Traceability?

The Canadian Food Inspection Agency (CFIA) defines traceability as: "the ability to follow an item or a group of items — be it animal, plant, food product or ingredient— from one point in the supply chain to another, either backwards or forwards."

It is important to have livestock traceability in order to protect animal health, public health and food safety (market access). Livestock traceability helps to reduce response times, thereby limiting economic, environmental and social impacts of emergency situations such as disease outbreaks. As an industry, it is important to be proactive rather than reactive. By having systems in place, we ensure a stable industry.

The proAction Livestock Traceability system is based on 3 key areas:

- 1. premises identification; 2. animal identification; 3. and movement recording and reporting**

1. Premises Identification

The premise identification number is a unique identifier assigned to a "premises" within a province or territory. The premises are defined by a legal land description of the lot or geo-coordinates. The identification of premises is the responsibility of the provincial government. You need premises-ID to report animal movements to the Canadian Livestock Tracking System (CLTS). The premises-ID number is the only location identifier used for animal movement reporting.

Knowing where a specific dairy cow is located will provide valuable information for quick and accurate response time, in the event of an animal disease outbreak, food safety issue or natural disaster.

Do You Know Your Premises Identification Number?

The national standard for premises-ID numbers is:

2 LETTERS FOR THE PROVINCE + 6 ALPHA-NUMERIC CHARACTERS; + 1 CHECK DIGIT (Example – ON1234565 or AB1234561)

If you do not know your premises-ID, contact your provincial association or provincial department of agriculture directly.

If you need provincial contact information, contact us at customerservice@holstein.ca or 1-855-756-8300.

In addition to farm properties, premises include pastures, community pastures, feedlots, assembly yards, abattoirs, auction, livestock sales facilities, exhibition and fair grounds, veterinary facilities, insemination centres and rendering plants.

To better support the Livestock Traceability pillar, Holstein Canada is now including premises identification when reporting animal events to the Canadian Livestock Tracking System (CLTS) and Agri-Traçabilité Québec (ATQ), on behalf of dairy producers. When you register your animals, age verification/birthdate information is reported to CLTS and ATQ on your behalf.

We are now recording your premises identification number for your farm address in our client files to include when reporting animal events to CLTS or ATQ on your behalf. Our customer service staff are also asking for your premises identification number when you order your tags or when they are in contact with you. You can now also report your premises identification number to us through your web account. Keep your number handy for easy reference.

2. Animal Identification

Using RFID tag technology for animal identification increases the ability to track the movement of individual animals. DUAL TAGGING is the international standard for dairy cattle traceability and herdbook registration. This means one official tag pair in each ear, at all times. Tagging young calves at birth provides an efficient way to permanently identify the animal with a unique number. This unique number meets proAction standards while also works for on-farm herd management, genetic improvement programs, all industry related services and herdbook registration.

Permanent animal identification is essential to maintain records and is the basis of Livestock Tracking Database Systems, as the same number will follow the animal through its life, from the farm of origin to the abattoir. Animals born on your farm must be tagged and the identification numbers recorded in your herd records (barn chart, DHI calendar, etc.) within seven (7) days of birth or before the animal leaves the farm of origin, whichever occurs first.

Are your dairy animals dual tagged with approved dairy tags from NLID (or ATQ in Quebec)?

TO ORDER TAG SETS:

Quebec farmers should contact ATQ at 1-866-270-4319 or visit their website: www.atq.qc.ca/index.php/en

Elsewhere in Canada, farmers should contact NLID at 1-877-771-6543 or by email at nlidorder@holstein.ca

Once you have tagged and recorded birthdate information in your records, you will report tag activation to CLTS or ATQ within 45 days of birth or before it leaves the farm of origin, whichever occurs first. The unique identification number allows stakeholders to quickly identify an animal and easily report its movement to CLTS or ATQ.

3. Movement Recording and Reporting

The importance and value of recording animal movement details should not be underestimated. Keeping a record of animals that arrive at and leave your farm will assist with the traceability of diseases. Details can simply be added to herd records by listing the animal identification, date of arrival and premises identification number of the farm of arrival and departure, and vehicle (single unit) or trailer (tandem unit) license plate number. Movement should also be recorded when an animal changes physical location and is no longer housed at the same premises location, even if it does not change ownership and is still part of the same farm operation. When an animal arrives at your farm, you must record this in your herd records and report to CLTS or ATQ within seven (7) days following the arrival of the animal or before it leaves the farm, whichever comes first.



NATIONAL TRACEABILITY DATABASE:

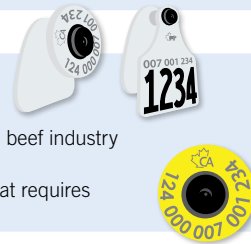
CCIA – www.clia.livestockid.ca or ATQ – www.atq.qc.ca for Quebec farmers

If you have any questions call NLID 1-877-771-6543 or email ORDER@NLID.ORG. For queries in the province of Quebec call 1-866-270-4319, or visit the website www.atq.qc.ca Or contact your Dairy Farmers of Canada Provincial Coordinator.



Livestock Traceability Quick Tips

WHAT TO DO?		TIME PERIOD
1. PREMISES IDENTIFICATION		
Obtain a premises ID number (PID)	Contact your provincial dairy association or your provincial department of agriculture	
2. PREPARE FOR IDENTIFYING YOUR ANIMALS		
Order your approved dairy tags	Contact NLID/ATQ for dairy cow/calf tags NLID 1 877 771-6543 ATQ 1 866 270-4319 For young calves to be sold within 14 days, you may order an approved RFID beef tag. Contact CCIA 1 877 909-2333 or local tag dealers	
3. DAIRY ANIMAL BORN ON FARM		
Identify your animal	Must be double-identified with approved NLID/ATQ tags Any calves born on farm and destined for the beef industry may be identified with a single RFID ear tag (approved beef tag) – Except for provinces that requires dual tagging	Within 7 days of birth or before the animal leaves the farm of origin, whichever occurs first
4. TAG ACTIVATION		
Once calves are identified, you need to activate their tags (For age verification)		
RECORD animal birth	<ul style="list-style-type: none"> Animal identification number – 15 digits <div style="border: 1px solid black; padding: 5px; text-align: center;"> ISO Code structure reads electronically as: 124 000 299999999 ↓ ↓ Country Unique ID number </div> <ul style="list-style-type: none"> Date of animal's birth Premises identification number where the animal was born 	7 days of birth or before it leaves the farm of origin, whichever occurs first
REPORT animal birth to the national traceability database	<ul style="list-style-type: none"> Animal identification number – 15 digits Date of animal's birth Premises identification number where the animal was born 	45 days of birth or before it leaves the farm of origin, whichever occurs first
5. DAIRY ANIMAL IDENTIFICATION & LOST TAGS		
It is prohibited to remove, or cause the removal of, approved NLID/ATQ/CCIA tags from a dairy animal		
The animal is identified only by a NLID/ATQ electronic button tag (RFID) or NLID/ATQ visual panel tag	Order a replacement tag, a new visual panel tag or electronic button tag (RFID) from NLID (or ATQ in Quebec) with the same number as the remaining tag	Apply immediately when the tag is received & check that the number of the replacement tag matches the original one
The animal is identified with two official US tags starting with "840" (RFID button and visual panel tags)	Please refer to factsheet for information on lost «840» tags (approved US tags) – <i>Identification of Animals Imported from the USA</i>	



DFC would like to acknowledge and thank Linda Markle at National Livestock Identification for Dairy, for her collaboration in this document.



Livestock Traceability Quick Tips

WHAT TO DO?		TIME PERIOD
5. DAIRY ANIMAL IDENTIFICATION & LOST TAGS (CONTINUED)		
The animal is not identified with two official tags (NLID/ATQ electronic button tag (RFID) and visual panel tags) or	The owner must purchase a set of approved dairy tags from NLID (or ATQ in Quebec) or use a set from their inventory and report the tag replacement to the national traceability database and dairy breed herdbook (if registered)	7 days following the identification of the animal or before it leaves the farm, whichever comes first
The dairy animal is identified with an RFID beef tag (yellow CCIA button)	Replacing two lost tags requires the animal's owner to report both animal identification numbers and replacement date to the national traceability database and dairy breed herdbook (if registered) so the numbers can be cross referenced	
Lost both official tags or	If the animal loses its RFID beef tag, replace with another beef tag from your inventory and report the tag replacement to the national traceability database so the numbers can be cross referenced	
6. DAIRY ANIMAL ARRIVES AT YOUR FARM		
Reception of an animal at the farm Animal move-in		
RECORD animal movement and REPORT to the national traceability database	<ul style="list-style-type: none"> • Animal identification number – 15 digits • Date of animal's arrival • Premises identification number of the farm of arrival • Premises identification number of the farm of departure • Vehicle (single unit) or trailer (tandem unit) licence plate number 	7 days following the arrival of the animal or before it leaves the farm, whichever comes first
<ul style="list-style-type: none"> • ATQ in Quebec • CCIA in all other provinces 		
REPORT animal move-in from outside of Canada (Import Event)	<ul style="list-style-type: none"> • Animal identification number – 15 digits • Date of animal's arrival • Premises identification of the farm of arrival • Location of the site the animal was kept at before it was imported (departure) • Vehicle (single unit) or trailer (tandem unit) licence plate number 	
7. DAIRY ANIMAL DIES AT THE FARM		
Approved NLID/ATQ/CCIA tags may be removed from dead stock disposed of on-farm		
RECORD animal death and REPORT to the national traceability database	<ul style="list-style-type: none"> • Animal identification number – 15 digits • Date of animal's death • Premises identification number of the farm where the animal died 	7 days following animal death
<ul style="list-style-type: none"> • ATQ in Quebec • CCIA in all other provinces 		
8. DAIRY ANIMAL IS EXPORTED TO ANOTHER COUNTRY		
REPORT animal move-out to destination outside of Canada (Export Event)	<ul style="list-style-type: none"> • Animal identification number – 15 digits • Date of animal's departure • Premises identification of the farm of departure • Location to which the animals were exported (arrival) • Vehicle (single unit) or trailer (tandem unit) licence plate number 	7 days following animal loading for export
* If the premises identification number is not allocated in the province you are in, provide the name and address of the location		

NATIONAL TRACEABILITY DATABASE: CCIA – www.ccia.livestockid.ca or ATQ – www.atq.qc.ca for Quebec farmers
DAIRY BREED HERDBOOK: contact your breed association



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

THEN & NOW: We moved from Chilliwack in B.C.'s Fraser Valley, where we were milking our 130-head Master Breeder herd until August 1st of 2014. It was then that we sold our milking herd and made the move to Saskatchewan with all of the young stock to add to a purchased, on-going commercial dairy milking over 500 unidentified and unregistered cows.

WHY THE NEW START? WHAT MADE YOU DECIDE TO MAKE SUCH A BIG CHANGE?

With two or more children wanting to make a career dairy farming, we felt Saskatchewan offered greater opportunity for another generation to continue in our chosen profession. It also made our succession planning simpler, as it allows the younger generation to experience the successes and pitfalls of their farm. Additionally, our daughter Nicole had gotten married, and was already living in Saskatchewan with her husband, Ian Crosbie who operates Benbie Holsteins with his family.

WHAT WERE SOME OF THE CHALLENGES YOU FACED IN STARTING OVER?

Of course leaving family, friends and community behind was difficult. Beyond that though, learning to deal with different weather patterns, cropping practices and the level of industry services is still challenging.

HOW HAS YOUR HERD MANAGEMENT AND BREEDING PROGRAM CHANGED?

Firstly, we now milk three times per day. Also, we have put in a system called Herd Manager, which tracks activity, eating and rumination on every cow. All cows are bred on activity, and the system also alerts us to sick cows before we would have even noticed in the past. All cows are pregnancy-checked using blood, and blood is drawn Wednesday morning with results coming back by Friday afternoon. Cows can be checked at 28 days, and if cows show no heat, or are checked open, they are put on a synchronization program. We are running a 24% pregnancy rate, and our vet is only used for surgery and consulting.

Bulls are selected with attention paid to overall balance, stature of no more than +6, and positives on all health traits. Less

attention is paid to individual breedings by selecting bulls that can work anywhere. We are targeting a herd of consistent cows rather than great individual cows. We currently use about 50% genomic and 50% proven bulls. We think proven bulls are a great buy today. We use a calving ease sire on all heifers, and no sexed semen yet. All heifers go to a custom raiser during the breeding period and come back once pregnant.

HAS YOUR NEW FACILITY AND HERD SIZE CHANGED THE WAY YOU USE HOLSTEIN CANADA SERVICES? HOW?

All calves are e-registered through Dairy Comp now. We still register and continue to classify the herd. We see great value in registration to identify animals and control inbreeding and haplotypes. We have also gone paperless with Holstein Canada.

WHAT IS ONE THING YOU WOULD DO DIFFERENTLY IF YOU WERE TO DO IT ALL OVER AGAIN?

Looking back we probably would have made the change earlier in life!

WHERE DO YOU SEE YOUR HERD AND FARM 10 YEARS FROM NOW? We see a larger herd of cattle and a more consistent herd since we have changed our focus. We will also see better health traits in the future – you will get what you breed for. And, we will see the next generation taking over all aspects of the farming operation.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO FINDS THEMSELVES IN THE SAME POSITION YOU WERE?

Explore your options, do your homework and ask advice from professionals and peers. Have a good relationship with your banker, and once a decision is made and put in motion, be flexible, stay positive, look ahead and don't dwell on the past. Lastly, in order for everything to work out, everyone involved needs to be onboard.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM?

The ideal cow on our farm is a medium-sized, well-balanced, productive, healthy cow that can milk over 60,000 kg with minimal intervention.



FARM PROFILE

Major Changes

Hyljon Holsteins Ltd.

Hague, Saskatchewan



By Brian Nelson, HC Field Service Business Partner

PEOPLE INVOLVED: The Hylkema family (John, Susan, Hans, Melissa, Patrick, Theresa and Benjamin), plus five full-time and two part-time employees

OF YEARS AS A HOLSTEIN CANADA MEMBER: 36 years (Since 1981)

OF COWS MILKED: 500+ cows

OF ACRES FARMED: 1,400 acres

FACILITY TYPE: Free-stall with a double-12 parallel parlour.

HERD CLASSIFICATION: 2 EX, 53 VG, 76 GP & 6G

WHAT IS YOUR FEEDING SYSTEM? TMR (Corn silage, barley silage, alfalfa silage, alfalfa hay, barley grain, dried distillers grain, whey and concentrates)

ARE THERE OTHER BREEDS IN YOUR HERD? 100% Holstein (some that came with farm are unknown)

HOLSTEIN CANADA SERVICES USED: Registration, Classification, NLID and genomic testing for Embryo Transfer





FARM PROFILE

Major Changes

Joy Acres Farms Ltd.

Wellandport, Ontario



By Jennifer Kyle, HC Communications Coordinator

PEOPLE INVOLVED: Archie & Nancy Huizinga, Adrian & Karen Huizinga

OF YEARS AS A HOLSTEIN CANADA MEMBER: About 30 years

OF COWS MILKED: 50

OF ACRES FARMED: 400 acres

FACILITY TYPE: Robot barn

HERD AVERAGE: 254-273-270 BCA

HERD CLASSIFICATION: 1 EX, 17 VG, 23 GP and 2 G

WHAT IS YOUR FEEDING SYSTEM? TMR plus robot pellets

ARE THERE OTHER BREEDS IN YOUR HERD? No, only Holsteins

HOLSTEIN CANADA SERVICES USED: Registration and Classification



THEN & NOW: We used to milk 37 cows in an old tie-stall barn. We are now milking 50 cows in a new robot barn.

WHY THE NEW START? WHAT MADE YOU DECIDE TO MAKE SUCH A BIG CHANGE?

The old barn was on its last legs. In order for the next generation to take over, we felt that building a new barn was in order. We also needed to move away from the Welland River to be more environmentally-friendly.

WHAT WERE SOME OF THE CHALLENGES YOU FACED IN STARTING OVER?

Training tie-stall cows to go through the robot was not fun and a lot of work! We also struggled with mastitis for the first few months, as well as some typical robot growing pains.

HOW HAS YOUR HERD MANAGEMENT AND BREEDING PROGRAM CHANGED?

Since moving into the new barn, we have moved to feeding a TMR, which was a big change for us. We have also made some changes to our dry cow feeding program. In terms of our breeding program, we now select bulls that are more robot-friendly. With the robot now, we really need to make sure that the udders and teat placement on the cows are as close to ideal as we can get.

HAS YOUR NEW FACILITY CHANGED THE WAY YOU USE HOLSTEIN CANADA SERVICES? HOW?

In terms of registration, the new barn has not changed the way we do it. We register everything online. With classification, there have been some changes. Now that we are in a loose-housing environment, the classifier just walks through

the cows to score them, and they see them as they are in their working clothes. In the old barn, we would have done a little more prep work, simply because we could. We also pay a bit more attention to how the cows score on traits like foot angle and teat placement when we make breeding decisions.

WHAT IS ONE THING YOU WOULD DO DIFFERENTLY IF YOU WERE TO DO IT ALL OVER AGAIN?

We would spend more time and detail on dry cow housing, plus feeding and management. We really would like to have had a separate dry cow area.

WHERE DO YOU SEE YOUR HERD AND FARM 10 YEARS FROM NOW?

10 years from now, our son and his wife will have succeeded the farm from us. We would also like to see better longevity in the herd, and possibly a few more EX cows!

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO FINDS THEMSELVES IN THE SAME POSITION YOU WERE?

We would encourage them to have patience, and to listen to advice. Developing a good relationship with the banker is also a good thing. And, if you want the next generation to continue to farm, you need to make improvements as you go along.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM?

She looks nice! But seriously, she has good feet and legs, a great udder, and is a well put together cow overall that will last a long time in our barn.

THEN AND NOW: When building a new barn in 2005 after a fire, we considered building a free-stall barn with a parlour for the milk cows. However, since we had only been farming for five years, the costs for such a building were too high for us. So, we kept the cows in tie-stalls. On the other hand, the investment in a good ventilation system was our biggest change. At that time, tunnel ventilation was not very popular, but it was one of our best choices for the new barn. We also put emphasis on cow comfort, a factor that has a great impact on maximizing animals' potential. During the fire, we lost almost 40% of the cows, the best of our breeding. Therefore, we invested in cow families that would help us make effective use of our buildings. Not only was productivity important to us, but when we started milking again in January 2006, we quickly realized we did not enjoy milking commercial-type cows. So, the families of *Quality Felina Terrason VG-89 14** and *Fleury Allen Janelle EX-91* helped us build the herd we have today. In June 2006, the purchase of the *Applecrest* herd was a major decision for the future of our herd. Today, six cows from that breeding are scored Excellent.

WHY THIS NEW START? WHAT MADE YOU DECIDE TO MAKE SUCH A BIG CHANGE?

We enjoy working with beautiful cows. That's what prompted us to select good animals with potential. Before the fire, we only participated in local shows. Today, we have the buildings, the facilities and the right cow families to develop high-level individuals. For example, *Duhibou Fever Piranha* was Junior Champion at the World Dairy Expo in 2016.

WHAT WERE SOME OF THE CHALLENGES YOU FACED IN STARTING OVER?

The main challenge encountered was to determine what we wanted. We were not short on ideas, but we had to define which ones would be best adapted to us and to our vision of breeding. Also, during our visits, it was difficult to look at all of these nice options with a critical eye.

HOW HAS YOUR HERD MANAGEMENT AND BREEDING PROGRAM CHANGED?

With regards to our breeding program, the diversity of the families has increased. And in addition to the new genetics implemented on the farm since the fire, the use of the *Golden-Rose GS Riviera-ET* family has allowed us to increase the number of embryo flushes to a dozen per year, as compared to the one per year we did previously.

HAS YOUR NEW FACILITY CHANGED THE WAY YOU USE HOLSTEIN CANADA SERVICES? HOW? No, it hasn't changed at all.

WHAT IS ONE THING YOU WOULD DO DIFFERENTLY IF YOU WERE TO DO IT ALL OVER AGAIN?

With the new building, finances restricted our choice to tie-stall housing when compared to free-stalls. At that time, the banks showed less enthusiasm to embark on such projects. On the other hand, we don't think we are less profitable with this type of facility since comfort was and is our number one criterion. When the time comes for the heifers to go from free-stalls to tie-stalls, that's when small problems occur. The heifers need some time to adapt to their new environment.

WHERE DO YOU SEE YOUR HERD AND YOUR FARM 10 YEARS FROM NOW?

Our goal is efficiency and profitability. We want to be close to 2 kg of fat per cow per day, compared to 1.5 kg today. Longevity is also an important focus in our breeding. This is why we focus on great type cows that remain in our barn for a long time. It will also be very important for us to start to integrate the people who may be interested in our operation, to begin succession planning.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO FINDS THEMSELVES IN THE SAME SITUATION YOU WERE IN?

Looking at as many farms as we could was of critical importance for us. During these visits, having an expert advisor could be useful to help you make informed and rational choices that align with your objectives. We only visited Quebec farms, and that is something we regret. In our opinion, we are lagging in terms of technology and breeding on some items. However, it was important to consider buildings that are located in areas with a climate similar to our own.

WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM?

She looks like *Duhibou Samuêlo Portfolio EX-95 4E 3** (MS: 96), 5-01 305 15 465 kg 4.9% 3.1% (287-380-275). In six lactations, she has already produced 100,000 kg of milk while transmitting her qualities to the next generation. *Portfolio* is our ideal mature cow. As for our ideal young cow, she produces between 10,000 and 11,000 kg of milk, and weighs around 700 kg. We don't push first lactation heifers to produce more than 12,000 kg of milk because we believe those young cows will run out of milk over time.



FARM PROFILE

Major Changes

Ferme Duhibou Inc.

St-Lambert de Lauzon, Quebec

By Valérie Bolduc, Holstein Quebec, Advisors' Assistant

PEOPLE INVOLVED: Yves Labbé and Nathalie Bilodeau

OF YEARS AS A HOLSTEIN CANADA MEMBER: Since the early 1970s

OF COWS MILKED: 60

OF ACRES FARMED: 150 acres for pasture (millet, alfalfa and brome grass), 70 acres of corn, 115 acres of soybeans and 70 acres of oats

FACILITY TYPE: Tie-stall barn with tunnel ventilation for milking cows; dry cows and replacement heifers are in free-stall facilities. Dry cows and heifers also have access to pasture.

HERD AVERAGE: 12,562 kg of milk

HERD CLASSIFICATION: 13 EX, 40 VG and 22 GP

YOUR FEEDING SYSTEM: Basic TMR with supplements and corn for groups 1 and 2

OTHER BREEDS IN YOUR HERD: 100% Holstein

HOLSTEIN CANADA SERVICES USED: Registration, classification & occasional genotyping





Major Changes

Boreview Farms Ltd.

Burton, New Brunswick

By Robert Beckwith, HC Field Service Business Partner

PEOPLE INVOLVED: Adam Howe & family, Aaron Howe & family, Don & Joy Howe

OF YEARS AS A HOLSTEIN CANADA MEMBER: 62 years

OF COWS MILKED: 60

OF ACRES FARMED: 200 acres

FACILITY TYPE: One-year-old free-stall barn with a Lely robot

HERD AVERAGE: 36 kg of milk per cow

HERD CLASSIFICATION: 4 EX, 27 VG and 34 GP

WHAT IS YOUR FEEDING SYSTEM? PMR

ARE THERE OTHER BREEDS IN YOUR HERD?

No, just Holsteins

HOLSTEIN CANADA SERVICES USED:

Registration, Classification and NLID tags



HOW HAS YOUR HERD MANAGEMENT AND BREEDING PROGRAM CHANGED?

We now have to be more aware of the cows in our new barn because we are not milking them ourselves twice a day anymore. Our breeding has improved significantly since the move, and we are getting more cows bred in our new facility.

HAS YOUR NEW FACILITY AND LOCATION CHANGED THE WAY YOU USE HOLSTEIN CANADA SERVICES?

HOW? No. We still register, classify and milk record, and we are actively using all of the information available to us on a regular basis.

WHAT IS ONE THING YOU WOULD DO DIFFERENTLY IF YOU WERE TO DO IT ALL OVER AGAIN?

There is nothing we would change at this point. Our cows are comfortable and our production is higher than it ever was in the old barn. And, of course, mom and dad were able to retire!

WHERE DO YOU SEE YOUR HERD AND FARM 10 YEARS FROM NOW?

There is the possibility of a future expansion to two robots... but we will have to wait and see about that!

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO FINDS THEMSELVES IN THE SAME POSITION YOU WERE?

Our change ran very smoothly. We recommend that you do lots of planning, distribute responsibilities and rely on each other's strengths.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM?

The ideal cow on our farm is a cow with good type and high production!

THEN & NOW: We milked 60 cows in Lower Coverdale, N.B. in a head-to-head tie-stall barn, built in 1933, until May of 2016. At that time, we moved the farm 150 km to Burton, N.B. where we now milk in a new free-stall barn with a Lely robot. All of our animals are now housed in a free-stall environment, young stock included.

WHY THE NEW START? WHAT MADE YOU DECIDE TO MAKE SUCH A BIG CHANGE?

Before moving, we were running two separate family farms. As our parents were ready to retire and enjoy some relaxation time, it was decided that we would merge the two farms together, build a new free-stall barn and put in a robot. These changes have given us all a lot more opportunity for family time.

WHAT WERE SOME OF THE CHALLENGES YOU FACED IN STARTING OVER?

The first challenge was moving our herd 150 km between milking times, while trying not to put them under too much stress. We then had to train them all to use the new robot. Luckily there were only a couple of older cows that could not adjust. It was also a huge adjustment for us as a family to go from milking and working in a tie-stall to working in a free-stall environment. There was also the stress of moving our family to a new location, as well as the long hours associated with the robot start-up.



GENETICS 101

GENETIC PROGRESS BEFORE & SINCE GENOMICS

SINCE THE INTRODUCTION OF GENOMICS, we have seen advancements in genetic progress for all traits in the Holstein breed. Though it may be hard to believe, genetic progress has doubled in the years since genomics; it is true!

Genomic testing bulls began in 2009. Since that time, all AI bulls are tested and their genomic results made available to producers and semen companies to aid in breeding programs. This ensures that the bulls selected for AI use really are the best of the best.

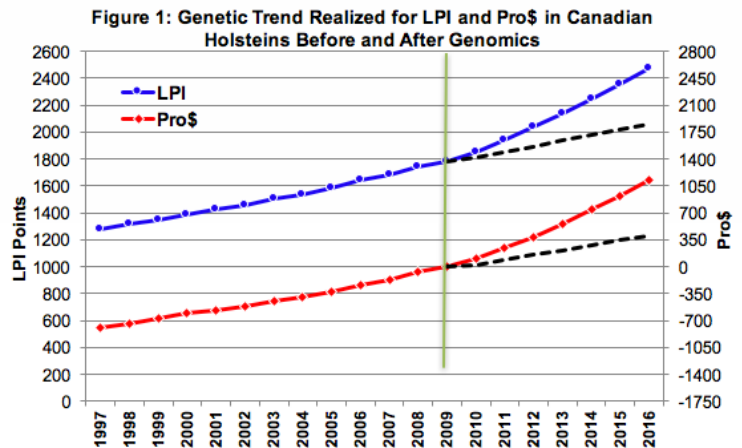
Genetic progress is the relationship between selection intensity, accuracy, variation and generation interval. Through genomics, we have been able to increase the accuracy of selection, increase the selection intensity, maintain levels of genetic variation and decrease the time interval between generations. For more detailed information regarding the Genetic Progress Formula, please refer to the Genetics 101 article in the March/April 2017 issue of the *InfoHolstein*.

The Canadian Dairy Network's (CDN) May 2017 extension article entitled "Genetic Gains Before and After Genomics" analyzes the genetic gains for LPI and Pro\$, as well as production, conformation and functional traits over the last twenty years. In doing so, CDN is able to show genetic trends before and since genomic technology became a tool available to producers.

Overall Performance Increase

In the five years leading up to the introduction of genomic evaluations, the average genetic progress was 50 LPI points per year for females born in that period. Similarly, the increase in Pro\$ was \$79 per year. Though Pro\$ was not introduced until 2015, the strong correlation between LPI and Pro\$ (96%) means selection for LPI was resulting in selection for Pro\$ before the index even existed.

As mentioned, with the introduction of genomics in 2009, we have seen the rate of genetic progress more than double. In the last five years, LPI has risen to an average rate of 107 LPI points gained per year. Pro\$ saw an average gain of \$176 in the same time period (Figure 1). This rate of genetic progress has more than doubled compared to the pre-genomics numbers above.



Production and Health Performance

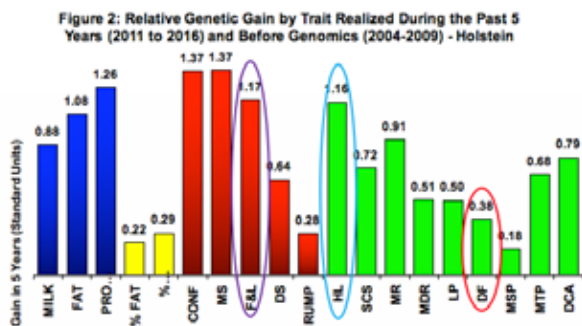
It's not just in overall performance where we have seen tremendous increases in genetic merit. Each individual trait has seen a positive trend since genomic technology was introduced.

Figure 2 shows the genetic gain for individual traits before and after genomics. Gain is expressed in standard units so traits with different units of expression can be directly compared. Significant genetic improvement can be seen for fat and protein yields. For example, females born in the last five years in a herd with average management are expected to have 305-day lactation yields that increase roughly 5 kg per year for protein and 6 kg per year for fat, on average.

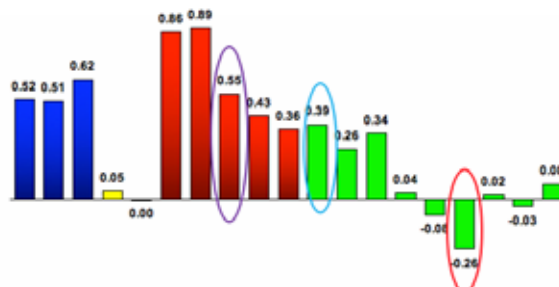
Low heritability traits, such as Daughter Fertility and Herd Life, have seen substantially more gain in the past five years. Genetic gain for many low heritability functional traits was slow or negative prior to genomics. The gain now seen for these traits is one of the many benefits of genomic selection.

Herd Life has tripled in genetic gain, with the current progress being 2/3 of an RBV point per year, or two full points every three years. These gains for functional traits mean that not only are Holsteins producing more, but they are also lasting longer in the herd. This is due to factors such as improved calving and reproduction performance combined with increased disease resistance.

Genetic Gains After Genomics (2011-2016)



Genetic Gain Before Genomics (2004-2009)



Type Performance

Type traits such as Mammary and Conformation show the highest overall genetic gain since genomics. It should be noted, however, that these traits were also showing the most gain prior to genomics. This is a sign that producers have been practicing high selection intensity for these traits. One type trait that should be highlighted as having impressive genetic gain with genomics is Feet and Legs. Although it is the least heritable scorecard trait, in the last five years, the genetic gain for this trait has doubled. This is due in large part to the increased accuracy of the trait, thanks to genomics (Table 1). The gains presented in Table 1 are expressed in the same units as the genetic evaluations.

It is clear to see that genetic progress has increased significantly since the introduction of genomic evaluations in 2009. Genomics allows producers to realize faster genetic gain in order to achieve their breeding goals. Holsteins are becoming stronger and more resilient while producing more milk. This means there is more milk in your tank, older cows in the barn and hopefully more money in your pocket.

Over the decades, our industry has seen many changes. In fact, some might say that genomics is the most advanced tool we have experienced in our industry since artificial insemination. There are sure to be many more changes and advancements, and there continues to be room for increased genetic progress by genomic testing females. As a producer, you have access to more information at your fingertips now than ever before.

Table 1: Comparison of Total 5-Year Genetic Gain Realized by Traits Before and After the Introduction of Genomics in Canada

Trait	Total Gain Realized	
	Before Genomics (2004-2009)	Last 5 years (2011-2016)
Milk Yield (kg)	355	603
Fat Yield (kg)	14.0	29.8
Protein Yield (kg)	11.8	24.0
Fat Deviation (%)	0.01	0.07
Protein Deviation (%)	0.00	0.04
Conformation	3.20	5.06
Mammary System	3.19	4.94
Feet & Legs	1.86	3.99
Dairy Strength	1.78	2.63
Rump	1.34	1.05
Herd Life	1.12	3.36
Mastitis Resistance	0.92	2.46
Somatic Cell Score	0.04	0.12
Metabolic Disease	0.10	1.42
Persistency	-0.22	1.41
Daughter Fertility	-0.72	1.06
Milking Speed	0.06	0.51
Milking Temperament	-0.09	1.89
Daughter Calving Ability	0.23	2.29



Young Leader Convention 2017

EVERY YEAR, Holstein youth from across the country gather at the Young Leader Convention held in conjunction with the National Holstein Convention. This year, we welcomed 38 young dairy enthusiasts who embarked on an intensive four-day learning opportunity in Ontario's beautiful York Region. The days featured different perspectives on the dairy industry as the group made farm visits, took part in workshops, spoke with industry leaders, and met with the Holstein Canada Board and CEO.

The first day was the in-class workshop day for the Young Leader group. We welcomed speakers from CDN and Farm Life Financial who covered an array of topics relevant to the age group of the participants and the direction the industry is heading. Following the intensive day of learning, the group headed to Cranston Farms where the Taste of Ontario Convention Sale was being held. There the Young Leaders had an opportunity to chat with some industry leaders about the paths they took to get to the careers they have today.

The excitement of the Ontario Spring Discovery Show was next up on the agenda. The weather may not have been in our favour with gloomy skies outside, however, the mood was sunny and bright inside as the high quality animals were shown off by their owners. A Q & A panel held on-site provided the group an opportunity to hear from some of the 2016 Master Breeder recipients. The panelists shared a lot of tips and insights that may help the young leaders obtain a shield of their own someday. During the evening activities, the young leaders had the honour of meeting with the Holstein Canada President, Board of Directors and CEO, after which we enjoyed the food and fun at the Heritage evening put on by the host committee.

Farm tour day began bright and early and included a sudden April snow storm! We are thankful for our bus driver who took the time to get us to each farm safely. The group visited four dairy herds, one on-farm processing plant, and a greenhouse operation. Each offered different insights on the agriculture industry. After learning how to diversify the farm income, use genomics as a management tool, better understand Holstein Canada's classification system, and learning about a different agriculture sector, the Young Leaders returned to the hotel buzzing from the day's visits. The buzz



ABOVE LEFT: Nathan Hessels officially put the "young" in Young Leader. The three-month old dairy enthusiast attended with his parents, Greg and Coral Hessels. **ABOVE RIGHT:** Participant Julia Noel of Almalee Holsteins in N.L. made a new friend on the farm tours.

continued with the Sports Bar evening, dancing until the cows came home to the *James Barker Band!*

AGM day gave the Young Leaders time to sit and listen to the pertinent topics discussed throughout the day, as well as to participate in the meeting themselves. To end the day in style, the group celebrated the success of the 2016 Master Breeder herds at the Master Breeder Gala.

In closing, we would like to give a shout out to the branches across the country that selected and supported the young dairy enthusiasts who attended this year's Young Leader Convention. The Young Leader Convention program, as it is, would not be possible without your support, willingness and abundance of enthusiasm. Thank you!

For more information on Education Awards, please visit the Young Leader section of the Holstein Canada website.





Opportunities for Young Leaders



HAVE YOU EVER WONDERED what learning opportunities are available to young producers and dairy enthusiasts? Need some guidance or looking to gain more knowledge about the dairy industry to help in your future endeavours? Holstein Canada is here to support and foster the next generation of dairy enthusiasts to help lead our industry into the future. From coast-to-coast, Holstein supports many different opportunities that await the leaders of tomorrow, in addition to our own Young Leader program activities. Beyond organizing our own events and opportunities, Holstein Canada's Young Leader Program works with many different events across the country. Holstein is involved in various ways whether through sponsorship, sending participants or providing personnel to present and/or help out at events. Let's take a look at a few of these opportunities.

The Western Canadian Classic offers not only a chance for youth to come together and compete in the show ring, but also provides insights into different aspects of the Canadian dairy industry. Through judging and clipping competitions, demonstrations and a quiz, the youth are challenged to expand their dairy knowledge.

In Ontario, Dairy Sen\$e has made a strong impact among the youth in our industry. With more of a management focus, Dairy Sen\$e offers the opportunity for participants to hone their farm business management skills through workshops, farm tours and case studies. The event is also a great way to gain new connections and mentors through networking with various industry members and likeminded individuals like themselves.



In Quebec, a Fitting School, Breeding School and a Forum for Young Managers are offered. Each program offers different insights into the industry and cover a range of topics such as marketing animals, breeding tips and strategic business planning all, of which will ultimately play a role in their career. Youth are invited to take part to strengthen their knowledge and perfect their skills.

In our Eastern provinces, the Atlantic Young Breeders School is offered. This weekend of learning provides the young adults with a chance to develop their business skills in a classroom setting as well as in an on-farm setting. They are also given the opportunity to hear about various aspects of farming through presentations by industry partners. This allows them to learn how to make management decisions in a team setting while working with mock farm data.

Each one of these activities provides young adults with an opportunity to learn about new aspects of the industry, hone their skills and network with other dairy enthusiasts. To help cultivate the future of these excellent programs and the young people involved, Holstein Canada has a team of trained staff available to provide workshops and presentations at events, and answer any questions about the services we offer, how they connect to the industry as a whole and how they can work for producers. For more information, please contact Holstein Canada's Programs Coordinator, Christine at ctolhurst@holstein.ca. 

For more information on Education Awards, please visit the Young Leader section of the Holstein Canada website.

20 17

COW OF THE YEAR

CALL FOR NOMINATIONS

NOW OPEN

For full contest rules and selection criteria, please visit:

WWW.HOLSTEIN.CA Awards-Lists → Cow of the Year

DEADLINE: SEPTEMBER 29, 2017

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

Based on 1st Lactation Classifications from March/April 2017

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
AFTERSHOCK	233	82.19	82.48	GOLD CHIP	86	82.59	82.70
SEAVER	197	82.13	82.05	UNIX	74	82.16	81.50
REGINALD	105	81.92	82.03	KIAN	57	81.65	82.14
MCCUTCHEN	241	81.71	82.21	JENKINS	50	81.48	80.74
DEMPSEY	188	81.56	81.67	AIRINTAKE	50	81.42	80.04
DOORMAN	320	81.51	81.54	ARTIE-RED	36	81.36	81.03
SAMMY	113	81.37	80.94	THUNDER	45	81.20	80.11
LIVING	105	81.30	80.52	SANCHEZ	73	81.15	81.49
IMPRESSION	565	81.20	80.68	BRADNICK	42	81.14	81.48
NUMERO UNO	133	81.02	81.32	DORCY	87	81.08	80.97

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**

JULY

ON **MR** Ontario Central
 QC Kamouraska
 QC **MR** Lac Saint-Jean & Roberval, Quebec West, North Shore Central
 AB

EARLY

ON **MR** Northumberland, Victoria & Durham
 QC **MR** Quebec North Central
 MB

MID

ON **MR** Peterborough, Waterloo
 QC **MR** Lapointe & Chicoutimi

LATE

AUGUST

ON **MR** Oxford
 ON **MR** Wellington
 QC Rimouski, Matane

EARLY

ON **MR** Northern Ontario, Thunder Bay
 QC Rivière Du Loup, Témiscouata, Bonaventure, Matapédia
 PEI, NS, NB, NFLD **MR**

MID

ON Perth
 QC **MR** Vaudreuil & Huntingdon, Chateauguay & Beauharnois, Iberville & Saint-Jean

LATE

SEPTEMBER

ON **MR** Dundas, Stormont, Glengarry, Prescott
 QC Arthabaska, Wolfe
 QC **MR** Shefford, Richmond & Missisquoi
 SK **MR**

EARLY

Please note this schedule is tentative and can be subject to changes. For the most up-to-date schedules for Classification and Field Service, please visit the Holstein Canada website.

WANT TO BE PART OF IT ALL?

Consider a career as a classifier!

Contact hr@holstein.ca today!

#FrameTheHerd Photo Contest

Great photos are still rolling in for the #FrameTheHerd Photo contest! Thank you to everyone for your submissions!

Meet our Top 4 Finalists from Theme #10 - Bovine Friends!



Brittany McIntosh out for a stroll with her heifer. – Submitted by Lindsay McIntosh



Marshall getting show tips from dad, Scott Hastie. – Submitted by Wendy Weir



Feeding calves is a family affair at Briscoe Farms, Betty Briscoe and granddaughter Chetley Smith. – Submitted by Mel Smith



Summer fun at Aveline Holsteins. – Submitted by Tony & Char Martin

THEME #12: CANADA 150

This theme is inspired by our nation's 150th birthday this year! We want to see how you and "the girls" are celebrating Canada's 150th birthday on your farm! On page 4 of this edition of *InfoHolstein*, we talked about naming calves after Canadian places, but what other creative ideas do you have? As always, bonus points if you can sneak a Holstein Canada logo into the photos somehow (hats, jackets, etc.), and we also don't discriminate against colour, so send us those all-breed photos as well!

THE DETAILS:

- Photos should be high-res digital images (300 dpi is preferred)
 - There is no limit to the number of entries 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.

DEADLINE
AUGUST 31, 2017

ON SOCIAL MEDIA? SHARE YOUR ENTRY WITH THE WORLD! EMAIL YOUR ENTRY TO US AND SHARE IT ON SOCIAL MEDIA USING #FRAMETHEHERD

infoHolstein 

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