info Holstein

May/June 2017   issue no. 145

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

Thank you for Experiencing the City Lights with York Region!

Hosted by York Region Holstein Club, York Region, Ontario

On behalf of the 2017 National Holstein Committee, we would like to thank you for your generous support. The convention was a huge success and was enjoyed by dairy enthusiasts from across our great country. It was your support that enabled us to put together such an outstanding week full of fantastic events that catered to all. The dairy industry continues to be strong and carries the maple leaf proudly on the global front thanks to people and industry partners making it what it is today, as well as supporting the youth of tomorrow. *~The 2017 National Holstein Committee*

World Cow of the Year
Holstein Canada

Supreme Champion
Agropur
Allflex
EastGen
Dairy Farmers of Canada
Semex

Grand Champion
Central Counties Tourism
John Deere
Ontario Holsteins

Reserve Grand Champion
Gay Lea
Select Sires Genervations
York Holstein Club

Senior Champion
Alberta Convention
Farm Credit Corporation
Lely
National Bank Canada
Quality Seeds
York Federation of Agriculture

Intermediate Champion
Agribrands Purina Canada Inc.
B&B Dixon Automotive Inc.
Belridge Farms
CDX
Cowsmo
DeLaval
Dupont Pioneer
Foodland
GEA
Holstein Journal
Lucknow
Ideal Milk Haulage
King Township
R Beckstead Transportation Ltd.
Simcoe Holstein Club
Town of Georgina
Vicki Fletcher Photography
York Dairy Producers

Junior Champion
Chas Richards
Chefero Sand & Gravel
Claire Snodden Farm Machinery
Conestogo Agri Systems
Durham Holstein Club
Exclusive Candy & Novelty
Farm Business Consultants

Gary's Service
Holmes Agro/Pride
Lennox & Addington Holstein Club
Northumberland Holstein Club
Ontario County Holstein Club
Peel Mutual Insurance
Quality Cheese
Scotia Bank
Sunderland Co-op
TD Bank
Pit King
Victoria Holstein Club
Wellington Holstein Club
Grand Valley Fortifiers
Master Feeds

Friends of York
Don & Dee Miller
Bruce & Isabel Risebrough
Dalton & Karen Faris
Paul Livingston
In memory of Gerald Livingston, from the Livingston family
Dave Schwartz
Glenn & Ashley Beckett
Doug & Debi Johnson

We wish to thank all volunteers for their significant contributions and efforts in bringing this national event to a memorable and successful result!

2017 CONGRÈS NATIONAL CONVENTION

Experience the City Lights
Découvrez les lumières de la ville

Pro$ 8

ABOVE: Be sure to check out the feature on Pro$ which includes profiles on two Canadian herds using the new index.
ON THE COVER: Our cover photo was a #FrameTheHerd photo contest entry from Dreamfield Holsteins in Gibraltar, Ontario. Check out the new theme and the four finalists from our most recent theme on page 20.

Holstein Celebrates
Canada's 150th
12

13

contents

Q&A

Meet the New President:
Orville Schmidt

Rollyview, Alberta

Prefix: Southrise – Master Breeder in 1995

Family: My wife Lorraine and I have been married for 40 years this year. We have two sons, Jason and Marc. Marc is married to Lana and they have two little girls, our granddaughters, Keira and Emma.

Tell us a little about your farm: Our farm is a third generation farm, and began producing milk in 1946. Over the years we milked up to 150 cows in a parlour/free-stall and tie-stall barn. We sold our quota in 2010, but continue to raise, breed and calve heifers. We currently have about 125 head and calve between 50 and 60 per year. We flush and show cattle frequently, and we focus our breeding on red & whites and polled genetics. Some of the cow families we have enjoyed working with are those of Apple, Roxy, Splendor and Suzette. We also farm 800 acres of land with my brother, Bruce, where we grow wheat, canola and hay.

What made you want to become a Holstein Canada member? In my early teens, I went to a local Holstein show, joined 4-H, and from there became "hooked" on the Holstein cow and her genetics. My uncle became a Holstein Canada member in 1942, my father in 1955, and I became a member in 1974. I wanted to learn about Holstein Canada programs in order to improve our herd, and we started on ROP and classification in the late 1960s.

What motivated you to become a Holstein Canada Director? I have always believed in being involved. Over the years, I have been active with the Northern Alberta Holstein Club including a term as President. From there I became involved at the Provincial Board level and served as President of the Alberta Holstein Branch Board of Directors in 2001 and 2002.

At the national level, I served on the "Futures Committee" and the GEB. During this time I became interested in the future of the industry and its changes, and wanted to be part of changing the dairy industry. I really wanted to offer some of my experience and passion for the breed.

What is your vision for Holstein Canada? My vision is for Holstein Canada to continue to promote and improve the classification program, while also developing programs to maximize genomics. I would like Holstein Canada to become the central organization to provide all genetic and breed information to our membership and the Holstein enthusiasts around the world.

What is the one thing you are looking forward to the most during your year as President? I am looking forward to the opportunity to leave a positive impression on all of the Holstein Canada member producers and Holstein breeders across the country, and to be able to visit with them on their home turf.

What do you feel is the most valuable Holstein Canada service? I feel strongly that classification and parentage verification are equally 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? I would encourage them to get involved; be prepared to bring their vision; listen to their associates; be positive, even in tough situations; and above all, enjoy the experience! 🍁

Canadian Dairy History in the Making

Dairy farmers have been a part of Canada's history for over 150 years, and the passion that drives Canadian dairy farmers ensures that they will be an integral part of Canada for the next 150 years. By feeding the country in a sustainable way, dairy farmers have withstood the test of time, from before Confederation to the present day.

In celebration of Canada's 150th anniversary, Dairy Farmers of Canada has produced a book, *Dairy Farmers—Deeply Rooted for a Strong Future* that honours Canada's dairy tradition and the contributions dairy farmers have made to Canada's emergence as a nation.

This booklet traces the emergence of dairy farming in each of Canada's provinces in the order in which they joined Confederation. By featuring a different dairy farm from every province we have captured the unity of a sector that has fed our country in the past and that is committed to doing so for the future.

Dairy Farmers of Canada invites you to learn more about the development of the dairy industry province-by-province, and introduces you to 10 farming families whose ancestors contributed to the creation of this country, and whose current generation is still feeding Canadians today.

The farms presented in the book were chosen based on each family's availability and interest in the project. DFC is grateful to each of them for their generosity and the time they dedicated throughout the book's production. A PDF version is available on Dairy Farmers of Canada website **https://www.dairyfarmers.ca/news-centre/document-library/dfc-policy-conference.**

Conformation Assessment Updates

HOLSTEIN CANADA is proud to be governed by members for members. As such, our Classification Advisory Committee, made up of members, classifiers, AI representation and a veterinarian, meets annually to discuss the current status of our conformation assessment program and potential updates and/or changes.

As our industry continues to change and our understanding of conformation evolves – both affecting economic parameters on our dairy farms – our conformation program continues to change to reflect this evolution as well. As a result, our Board of Directors has recently approved the following updates to the conformation assessment program. These updates were put forward by the Classification Advisory Committee as a result of the valuable feedback and input received from the Classification team in the field.

The following updates will take effect June 12, 2017, allowing the classification team time for training at the semi-annual Classifier Conference in June.

In an effort to be more transparent, **online animal profiles** will now display any **defective characteristics** that have been assessed at the time of classification.

Under the **Dairy Strength** section, a new defect titled **"Undesirable Head"** will be added and will replace the current defective characteristics: **Wry Face and Malformed Jaw**. Wry Face and Malformed Jaw are used so infrequently they do not warrant their own specific defects, but rather one combined defect. Undesirable Head will also include: Narrow Jaw, Short Head, Narrow Muzzle, Roman Nose and Buggy Eyes. One point will be deducted for a single tick for Undesirable Head. While a two point deduction for a double tick indicates a Severely Undesirable Head.

Under the **Rump** section, **Wry Tail** will also be removed from the defective characteristics as this defect is rarely observed and essentially has no impact on the Holstein Breed.

Under the **Mammary System**, we will be adding a new trait called **"Udder Floor"**. Udder Floor will have a trait weight of four percent, with the ideal linear code of 5-6 for first lactation animals. In second lactation animals or higher, the ideal linear code will be 5. By adding this new trait, the trait weight for **Udder Depth** will decrease from 16% to 12%.

UDDER FLOOR

1 TILT   5 INTERMEDIATE   9 REVERSE TILT

WEIGHT 4%

IDEAL 5-6
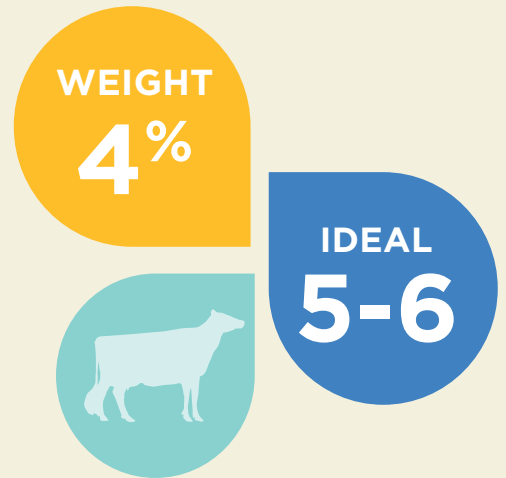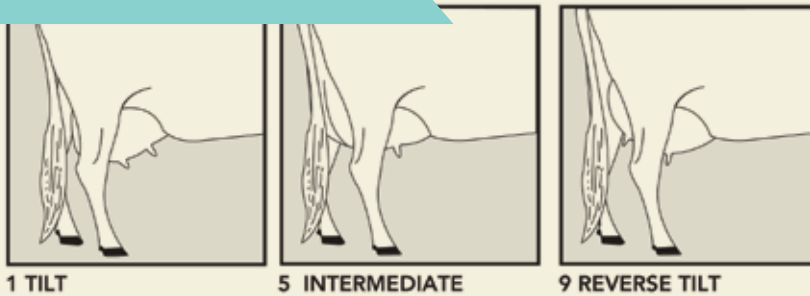
As a result of adding Udder Floor, defective characteristics **Tilt** and **Reverse Tilt** are no longer necessary and therefore will be removed from the scorecard.

Also under Mammary System, two percent trait weight will be removed from Front Teat Placement (7% down to 5%) and will be added to **Teat Length** (from 2% to 4%) as classifiers have noted short teat length may become a conformation concern.

Mammary System (42%)

CURRENT
AS OF JUNE 12TH

Udder Floor   Fore Attachment   Rear Teat Placement
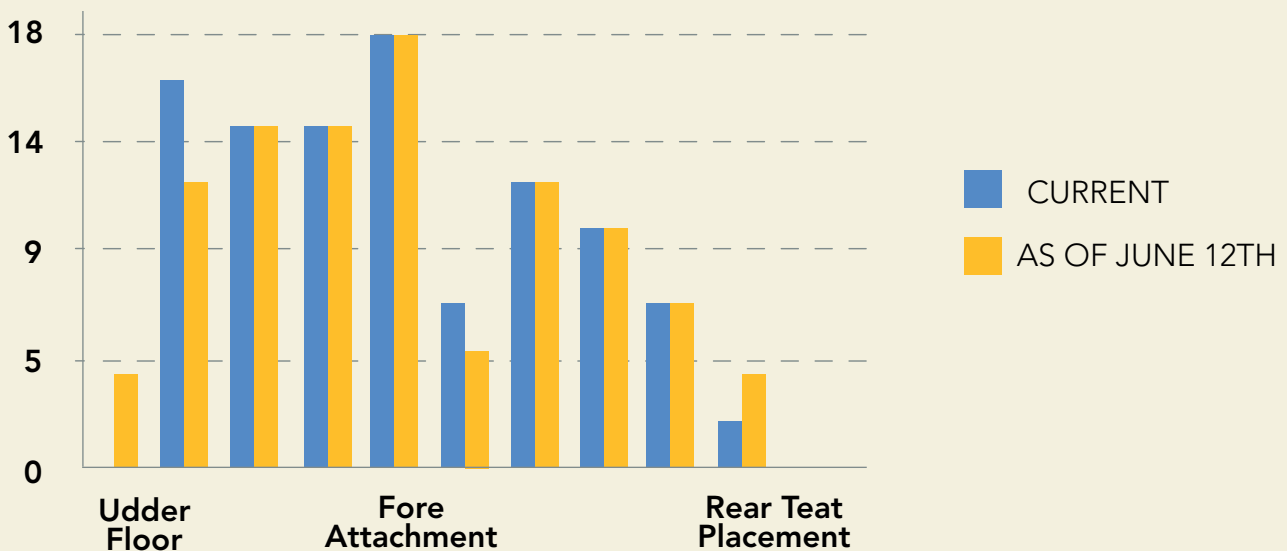
Pro$

Genetic Selection for Profit

Developed and launched almost two years ago, Pro$ is a selection tool that maximizes genetic response for daughter lifetime profitability. Many producers have familiarized themselves with the Pro$ index, and have been successful in implementing it as a tool in their genetic toolbox. In this edition of InfoHolstein, we decided to take a closer look at what Pro$ is, tackle some frequently asked questions about the new index and connect with a few producers that are using Pro$ in their breeding program.

Pro$ is a selection tool that maximizes genetic response for daughter lifetime profitability.

Pro$ is based on sound science and takes current economic values into account for the calculation of expenses, income and overall daughter profitability.

The information used to calculate the traits that make up Pro$ comes directly from Canadian dairy farms, the backbone being DHI cow profitability data.
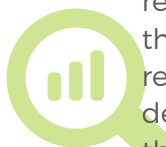
Pro$ was developed using regression analysis - a method that considers genetic relationships among traits to determine the contribution that sire evaluations for each trait have in terms of predicting the average lifetime profit of their daughters in an objective way.

Average Expected Performance Increase after 3 Generations of Selection in the Herd (HO)

Maximized Response using **LPI**

Maximized Response using **Pro$**
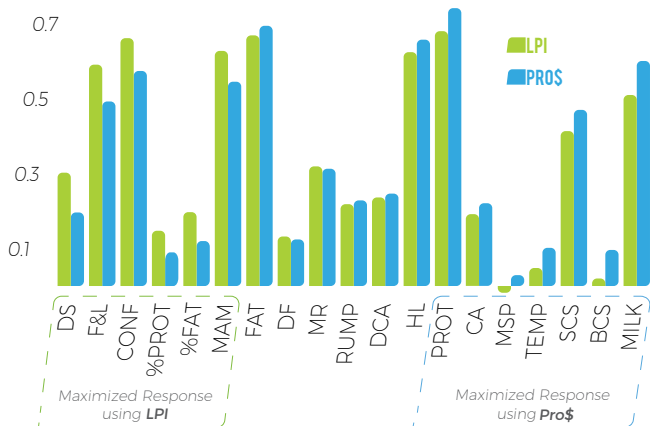
Compared to LPI, using Pro$ as a primary selection tool will maximize production and functional traits. If the main goal of an operation is milk sales, using Pro$ as a primary selection index will lead to a highly profitable herd.

INTERPRETATION OF PRO$...

Daughters of a bull with a Pro$ of 1000 can be expected to generate $1000 more profit to six years of age than daughters of bull with a Pro$ = 0 (an average bull).

1000
....
Pro$
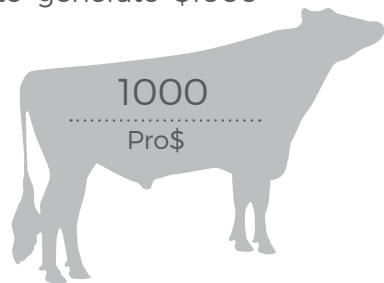
Selection for Pro$ will lead to a herd of cows that excels for production, is long-lasting and has a level of functional conformation that supports these two characteristics.

Is Pro$ just a Canadian version of the US Net Merit (NM$)?

Pro$ is not a Canadian version of the US Net Merit. Differences between Pro$ and NM$ are numerous, but key ones include:

- Pro$ uses Canadian economic values (income & expenses) for the calculation of cow profitability
- Pro$ is expressed in Canadian dollars, NM$ is expressed in US dollars
- Pro$ takes Canada's supply management system into account
- Pro$ was developed by using regression analysis which considers genetic relationships among traits to determine the contribution that sire evaluations for each trait have in terms of predicting average daughter profit in an objective way. NM$, on the other hand, places relative weights on traits based on economic importance in the US
- Pro$ includes various traits that are not evaluated in the US, which provides producers the opportunity to make genetic improvement for Mastitis Resistance, Body Condition Score, Milking Speed and Milking Temperament along with the other important functional traits like Herd Life and Daughter Fertility.

Both Pro$ and LPI are calculated and equally supported by CDN. In the US, NM$ is calculated by Council on Dairy Cattle Breeding (CDCB) and TPI is calculated by Holstein USA. Since the two US indexes are calculated and supported by different organizations with varying goals, the indexes can be considered as competing.

Is Pro$ only meant for large herds?

No, definitely not! Pro$ will be a useful tool for any producer who generates essentially all of their farm revenue from milk sales, despite the herd size.

What can I expect if I use one index versus the other?

Compared to LPI, using Pro$ as your primary selection tool will maximize production yields and the other functional traits (Graph 1). On the other hand, using LPI as your primary selection tool will lead to a herd with exceptional conformation, fat and protein deviations without sacrificing Daughter Fertility or Mastitis Resistance. No matter which index you align yourself with, you can be confident that all of the information that feeds the traits in each index is sourced directly from Canadian dairy farms.

Table 1 (see table, right) examines two herds of a similar genetic merit. Herd A decides to select sires exclusively for Pro$ while Herd B chooses to select bulls exclusively based on LPI. After three generations of selection for Pro$, you can expect the daughters resulting from selection in Herd A to produce 256 kg (i.e.: 1744-1488) more than resulting daughters in Herd B. However, you can expect 4% more of the cows in Herd B to be scored Good Plus or better than the cows in Herd A.

It is important to note that the results seen in the Graph 1 are only achieved when selection occurs exclusively for each of the indexes. If, for instance, an index like LPI is used as a primary selection tool and then a secondary filter, such as >10 for Conformation is applied, the selection response trend will be altered for all traits.

Since Pro$ has less of a response for type traits in Holsteins, does this mean type isn't related to profit?

No. A certain level of functional type is essential to lifetime profitability. Functional type leads to healthier, more trouble-free, longer-lasting cows. Selection for Pro$ results in a balance of functional type for longevity, health and production traits that optimizes profitability.

Conversely, it can be argued that in certain markets, type is more related to profit (for example, a market for genetic sales of high type individuals). In such unique situations, type is more profitable than is reflected in Pro$.

Trait	LPI	Pro$
Production		
Milk (kg)	1488	1744
Fat	74	75
Protein	56	60
Fat Deviation (%)	0.22	0.13
Protein Deviation	0.07	0.03
Functional		
Mastitis Resistance		
- % Healthy in 1st Lactation	1.3%	1.2%
- % Healthy in Later Lactations	2.5%	2.4%
Herd Life		
- Productive Life (months)	4.7	4.8
- % Survival to 4th Calving	13.0%	13.3%
Calving Ability		
- % Unassisted or Easy Births from Heifers	2.8%	3.2%
- % Calves Born Alive from Heifers	1.7%	2.0%
Daughter Calving Ability		
- % Unassisted or Easy Calvings at Daughter's 1st Calving	2.8%	2.9%
- % Calves Born Alive at Daughter's 1st Calving	2.5%	2.7%
Daughter Fertility		
- Days Open	-2.08	-1.73
- % Pregnancy Rate	1.4%	1.2%
Conformation		
- % Good Plus or Better	26%	22%
- Average Final Score (points)	2.35	1.94

We have decided to use the Pro$ index instead of the LPI index as a way to rank the bulls because we believe it to be more of an economics based index. We try to make the most of our farming and business decisions based on economics. Sire selection is very important to the future of the herd. Using Pro$ for that makes business sense.

— Anton Borst, 800 cows, Halarda Farms Ltd., Elm Creek, Manitoba

To learn more about Pro$ and how it can work for you, visit www.cdn.ca or speak to your AI representative.

Pro$

Ferme Miralys Inc.

Explain the genetic strategy in your herd and where Pro$ comes into play: Although breeding is still relatively new to me, Pro$ allows me to select the animals that will maximize the revenue of my operation. This includes raising productive animals that are 22 months old at first calving so the animals are profitable as quickly as possible. Without neglecting conformation, I put a lot of emphasis on fat and protein yields, as well as health & fertility.

What made you decide to adopt Pro$ as part of your breeding strategy? I target slightly more production because it has a direct influence on the profitability of the operation. As my income is based on yields, I'm more comfortable using an index that is more suited to my needs.

What tools do you use to help carry out your herd's genetic strategy? And how are you using those tools? I currently use genomic testing to be able to confirm my choices quicker, but I remain cautious and I like to see the results with my own eyes, once the cows are milking. For this reason, I do not flush heifers that much, but perhaps someday! A tool I use a lot on the Holstein Canada website is Animal Inquiry as it allows me to validate a lot of information like Pro$ in the pedigrees of the animals, this includes sisters and their offspring. I also pay much attention to the breeding choices made by other recognized breeders.

How has your genetic strategy changed since adopting Pro$ as a genetic tool? I started shipping milk in December 2013; therefore, my genetic strategy does not have a long track record, but let's say I now have a selection index that meets my goals with regards to the selection of females and sires.

**Did you find there was a learning curve to using Pro$?** Not really. The more important thing is to take the time to understand how Pro$ compares to LPI. If this is more of interest to you, Pro$ is an additional tool to help you make decisions.

**What has been the biggest benefit to using Pro$? In contrast, what has been the biggest challenge?** It is too early to talk about benefits, because the first animals mated using Pro$ are still calves. However, their genetic indexes show a lot of promise, but it all remains to be confirmed in the future. Initially, the biggest challenge was to select a better sire using Pro$ than we thought it would be using LPI. It will also not be surprising to see the LPI level of my herd decrease in the long term.

Farm name: Ferme Miralys Inc.

Prefix: MIRALYS

Location: St-Bernard, Quebec

People involved: Régis Berthiaume, one part-time employee, and occasionally his spouse, Dominique Bouchard, who is a veterinarian.

# of Years as a Holstein Canada Member: Since December 2013

# of Cows Milked: 32 cows for 46 kg of quota

# of Acres Farmed: None, no machinery, 100% external supply

Facility Type: Tie-stall, 40 stalls for milking and dry cows; heifers raised in free-stall (custom raised)

What is your feeding system? Conventional, corn silage, round bales of forages and complete feed.

Are there other breeds in your herd? No

Holstein Canada Services used: Registration, classification and genotyping.

Would you say using Pro$ has helped to improve the profitability of your herd? The profitability of a herd is based on several factors; it is therefore difficult for me to answer this question and to make such a statement in so little time. However, within a few years, I'd like to know exactly how old my animals are on average when they reach profitability, in order to set a new goal to exceed.

**What advice do you have for someone that is reluctant to adopt Pro$?** Start by having a good understanding of the criteria for the Pro$ index; after that, it's a question of goals and breeding strategies.

Where do you see the future of dairy cattle breeding? With all the tools available today, my hope is for it to be easier to achieve one's breeding goals than it was 25 years ago, and over a shorter period of time. Genomics should bring a good selection of animals to work with and the Pro$ index should allow milk production in Canada to increase, while allowing operations to maximize the profitability of their animals. I'm also very interested in feed efficiency. For a farm like mine, without any land and with 100% external supply, producing more with less becomes an important consideration as it relates to the profitability of my business.

And, finally, what does the ideal cow look like on your farm? First, it is a cow that transmits her qualities to her daughters, that improves my breeding criteria by more than 50% to ensure the animals from the next generation are superior. Specifically, I'm looking for a VG cow at her third calving which produces 2.4 kg of fat per day at her lactation peak and continues to produce over 1.5 kg of fat per day between calvings.

Waddy & Colpitts Ltd.

Explain the genetic strategy in your herd and where Pro$ comes into play: Pro$ comes into play in our herd right from the beginning. We ONLY buy semen from high Pro$ bulls. When selecting bulls, we look at the top 100 bulls available on the CDN Pro$ list. The number of milking daughters is not criteria for us. We put extra weight on Daughter Fertility and Herd Life, kilograms of fat, and the new trait, Metabolic Disease. We focus on these areas because the major reasons cows leave our herd are fertility, death, or sold for breeding stock. Our buyers want high-production cows with good udders and feet & legs.

From the list of Pro$ bulls, we pick 10 to 15 bulls, and select potential mates for each animal to be bred within the next two months. For each animal, we list two to four traits to improve, looking at both EBV and phenotype. Usually three or four bulls fit, and we choose the bull with the lower inbreeding percentage. Each time a cow freshens, we review the list of traits to improve. If a cow has breeding problems, mastitis etc., we pick a mate with +2 standard deviations for that trait.

Today, our herd has many daughters of *Oman* and *Manifold*. These need to be mated to bulls with sound type. We also include Pro$ in our pricing strategy. A group of heifers at 1500 Pro$ are priced $500 higher than a group at 1000 Pro$.

What made you decide to adopt Pro$ as part of your breeding strategy? It is the best economic index. It is superior because it uses a statistical regression analysis instead of a committee decided trait formula.

What tools do you use to help carry out your herd's genetic strategy? And how are you using those tools? We use Genomic testing; all animals are tested through Holstein Canada using the

Farm name: Waddy & Colpitts Ltd

Prefix: Little River

Master Breeder 2003

Location: Colpitts Settlement, N.B.

People involved: David, Patricia & Fred Waddy, along with four full-time, year-round employees.

# of Years as a Holstein Canada Member: Since 1930

# of Cows Milked: 165 cows

# of Acres Farmed: 700

What is your feeding system? TMR: corn silage, alfalfa, high-moisture corn.

Are there other breeds in your herd? No, the Ayrshires were sold in 1960

Holstein Canada Services used: All of them: registration, classification, genotyping & NLID.

TSU system when we tag our calves. When the results come back, we look at the bottom 20% and cull accordingly. This also improves the accuracy of the EBV. We also use the CDN website for EBV and inbreeding calculator. We track all known haplotypes and recessive traits. If there is over 1% probability, we do not use that sire/dam combination. During a new proof round, when we gain new information on a sire in the tank and he drops in Pro$, we no longer use the semen. We always want to use the best genetics available.

How has your genetic strategy changed since adopting Pro$ as a genetic tool? Our genetic strategy has changed very little. Many years ago, Fred had the privilege to serve on the Holstein Research Committee. He learned that the most important part of a breeding strategy is to always use the best bulls based on an economic index. The alternative, setting cut off levels for traits, will result in selecting second rate bulls. We have changed from using four or five proven bulls for three or four years, to using 20 or 30 different bulls per year. The days of having 50 *Goldwyn* and *Oman* daughters are past. Today a bull has a four-month window of use or less.

Did you find there was a learning curve to using Pro$? No, for us it was very easily adapted.

Would you say using Pro$ has helped to improve the profitability of your herd? Our production per cow, in kilograms of butterfat per day, has dramatically increased. Today we are not satisfied with 1.3 to 1.4 kg of butterfat per day; we are targeting 1.5 to 1.6 kg. The most profitable way to fill quota increases is more kilograms of butterfat per cow; Pro$ helps us achieve this.

**What advice do you have for someone that is reluctant to adopt Pro$?** I would tell them to look at their milk statement, and then look at what they sold last year for breeding stock. Then, go back 20 years and look at the same figures. The world has changed. If you are ranking bulls by LPI and are reluctant to change, continue to choose by LPI, but also make sure they are high Pro$; this is actually quite easy to do!

Where do you see the future of dairy cattle breeding? The future will be focused on health traits, feed efficiency and high forage diets. Good herds will average five lactations per cow.

And, finally, what does the ideal cow look like on your farm? We do not know what the ideal cow will look like; she will tell us. For us, the ideal cow is a four-event cow, (freshening/single breeding/pregnancy check/dry-off), year after year. 🍁

Holstein Celebrates Canada's 150th

For the third installment of our 150th celebration items, in this edition of InfoHolstein we have looked up the 150th animals registered and classified; the 150th genomic sample received; the 150th herd visited; and 150th genomic result received in 2017! Interestingly, all of these 150th milestones were reached in the first five days of the year…and the office wasn't even open for two of those five days!

150TH ANIMAL REGISTRATION

Jan 1, 2017
Van Nes Stoic 6107
Evergreen Holsteins, Ethel, Ont.

150TH ANIMAL CLASSIFIED

Jan 3, 2017
Danzel Fever Sappy
GP-84-4YR
Danzel Holsteins, Shakespeare, Ont.
Classifier Chris Steven

150TH GENOMIC RESULT RECEIVED

Jan 3, 2017
M G D Brawler Ginette 1
Ferme M.G.D. Gregoire Inc, St-Ours, Que.

150TH GENOMIC SAMPLE RECEIVED

Jan 5, 2017
Alna Helicia Duke
Alain Choiniere, Notre Dame de Stanbridge, Que.

150TH HERD VISIT

Jan 5, 2017
Larry Wideman, Clifford, Ont.
Classifier Jill Nelson

DO YOU HAVE AN INTERESTING 150-INSPIRED IDEA YOU WOULD LIKE US TO LOOK INTO?
Send it to strategiccommunications@holstein.ca – we are always looking for great ideas!

MEET THE 2016 MASTER BREEDERS

In years past, this edition of InfoHolstein would have included a copy of the Master Breeder booklet that contained bios and stats on each of the winning herds. These bios were also used to recognize the winners during the Master Breeder gala at the National Holstein Convention. This year, instead of writing bios to be read, we visited each of the winning farms and created videos to be played during the gala. These videos are available for viewing on our Holstein Canada YouTube channel. In the meantime, check out some fast facts on each of the 2016 Master Breeder recipients and what the Master Breeder award means to them.

2ND SHIELD
FERME LAITIÈRE BLONDIN INC.

St-Placide, Que.
140 Milking Cows
Tie-stall
1,000 acres

Simon Lalande & Kim Côté & Family

"For us the second Master Breeder shield is really important. We participate in a lot of shows and not all of the animals we show carry our Prefix. Receiving our second shield shows we are continuing to meet our breeding goals beyond the ring, and even if there are different cow families, our breeding and objectives are still the same."

Of the 933 females born between 1999 and 2012...

CLASSIFICATION	
GP 83-84	95
VG	409
EX or Multiple EX	91

LIFETIME PRODUCTION	
60,000 to 79,999	44
80,000 to 99,999	12
100,000+ kg	1

2 Superior Production Sires, 6 Superior Type Sire, 1 Class Extra Sire

STAR BROOD		
1*: 25	2*or 3*: 36	4*+: 18

CURRENT CLASSIFICATION		
EX 34	VG 122	GP 24

HERD AVERAGE (80)

11,344 kg M

469 kg 4.1 F%

382 kg 3.4 P%

BCAs		
258	288	273

3RD SHIELD
CARLDOT FARMS LTD.

Stratford, Ont.
70 Milking Cows
Free-stall with a robot
375 acres

Larry Krantz

"What does the Master Breeder award mean to me? That's a tough, tough question. It's pretty cool, but I guess it means that you have done the best you could, gotten the most out of what you have, had a lot of luck and that the cows bred on!"

Of the 381 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	41
VG	132
EX or Multiple EX	29

LIFETIME PRODUCTION	
60,000 to 79,999	22
80,000 to 99,999	6
100,000+ kg	1

STAR BROOD		
1*: 6	2*or 3*: 5	4*+: 2

CURRENT CLASSIFICATION		
EX 9	VG 42	GP 15

HERD AVERAGE (62)

9,919 kg M

414 kg 4.2 F%

322 kg 3.3 P%

BCAs		
223	252	226

2ND SHIELD
CLAYNOOK FARMS LTD.

New Hamburg, Ont.
200+ Milking Cows
Tie-stall
670 acres

The Wagler Families

"The Master Breeder award gives us pause to reflect and be grateful for the people who have helped you along the way, the cows you've been able to work with, the country we're born in and live in; all of these things contribute to the fact that we have a Master Breeder shield."

Of the 1267 females born between 1999 and 2012...

CLASSIFICATION	
GP 83-84	133
VG	353
EX or Multiple EX	58

LIFETIME PRODUCTION	
60,000 to 79,999	56
80,000 to 99,999	15
100,000+ kg	

9 Superior Production Sires, 6 Superior Type Sires

STAR BROOD		
1*: 13	2* or 3*: 11	4*+: 14

CURRENT CLASSIFICATION		
EX 22	VG 106	GP 75

HERD AVERAGE (205)

11,975 kg M

497 kg 4.2 F%

394 kg 3.3 P%

BCAs		
275	313	281

FERME COTOPIERRE INC.

Rimouski, Que.
100 Milking Cows
Tie-stall
900 acres

Yvon St-Pierre, Rachel Huard, Jean-Marc Bourdeau & Julie St-Pierre

"We are very happy and honoured to be receiving a third Master Breeder shield. It is an important recognition from Holstein Canada. It validates the teamwork we do each day. It also signifies that we and our cow families have endured over time – that we have adapted our breed improvement to demand and the market."

Of the 776 females born between 1998 and 2012...

CLASSIFICATION	
GP 83-84	95
VG	245
EX or Multiple EX	52

LIFETIME PRODUCTION	
60,000 to 79,999	57
80,000 to 99,999	10
100,000+ kg	4

1 Superior Production Sire, 1 Superior Type Sire

STAR BROOD		
1*: 16	2*or 3*: 14	4*+: 8

CURRENT CLASSIFICATION		
EX 21	VG 73	GP 16

HERD AVERAGE (94)

11,980 kg M
489 kg 4.1 F%
389 kg 3.3 P%

BCAs		
256	282	263

FERME DENISTIER HOLSTEIN

Rimouski, Que.
45 Milking Cows
Tie-stall
170 acres

Nada Rousseau, Denis Pelletier & Jérémie Pelletier

"When I was younger, my dream was to have a wife, a family and a farm. Once we had all of these things, we set a goal to achieve a Master Breeder title. Now we have that and we are very, very happy!" - Denis Pelletier

Of the 125 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	16
VG	36
EX or Multiple EX	8

LIFETIME PRODUCTION	
60,000 to 79,999	8
80,000 to 99,999	4
100,000+ kg	

STAR BROOD	
1*: 1	2*or 3*: 5

CURRENT CLASSIFICATION		
EX 4	VG 27	GP 12

HERD AVERAGE (34)

9,872 kg
406 kg 4.1 F%
311 kg 3.2 P%

BCAs		
214	239	213

DONNANVIEW HOLSTEINS

Stirling, Ont.
70 Milking Cows
Tie-stall
450 acres

The Donnan Family

"The Master Breeder award to us is simply recognizing a job well-done over the last 14 years, and helps us be thankful for the industry that we've been in. We're just proud to have been a part of it, and it's a nice ending to this chapter of our lives for sure."

Of the 560 females born between 1999 and 2012...

CLASSIFICATION	
GP 83-84	50
VG	177
EX or Multiple EX	60

LIFETIME PRODUCTION	
60,000 to 79,999	22
80,000 to 99,999	9
100,000+ kg	2

1 Superior Type Sire

*Stats for Donnanview as of August 2015

STAR BROOD		
1*: 9	2*or 3*: 13	4*+: 3

CURRENT CLASSIFICATION		
EX 27	VG 75	GP 22

HERD AVERAGE (108)

10,831 kg M
437 kg 4.0 F%
352 kg 3.3 P%

BCAs		
282	303	283

EMBRDALE FARM

Asphodel-Norwood, Ont.

65 Milking Cows
Tie-stall
300 acres

The Stockdale Family

"We feel the Master Breeder award is the pinnacle of breeding cows. It's nice to win one, but even better to win the second as it signifies that we are still on the right path with our breeding program."

Of the 533 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	51
VG	193
EX or Multiple EX	39

LIFETIME PRODUCTION	
60,000 to 79,999	48
80,000 to 99,999	12
100,000+ kg	14

STAR BROOD	
1*: 13	2* or 3*: 18

CURRENT CLASSIFICATION		
EX 10	VG 49	GP 16

HERD AVERAGE (76)

11,487 kg M
456 kg 4.0 F%
364 kg 3.2 P%

BCAs		
259	277	252

FRADON HOLSTEINS LTD.

Woodstock, Ont.
65 Milking Cows
Both free-stalls with parlours
400 acres

The Donkers Families

900 acres

"The Master Breeder says a lot for what Don and Frank have done over the last 15 to 20 years, and their dedication to breeding for good quality cows and good production. From the first shield to the second, what worked was investing in good cow families so it didn't really matter what bull you bred them to – they still came out nice cows."- Luke & Jimmy

Of the 979 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	63
VG	351
EX or Multiple EX	135

LIFETIME PRODUCTION	
60,000 to 79,999	36
80,000 to 99,999	9
100,000+ kg	

1 Superior Type Sire

STAR BROOD

1*: 18	2*or 3*: 22	4*+: 11

CURRENT CLASSIFICATION		
EX 38	VG 30	GP 19

HERD AVERAGE (88)

9,282 kg M

379 kg 4.1 F%

301 kg 3.2 P%

BCAs

225	249	230

FERME GENO INC.

St-Marc des Carrieres, Que.
75 Milking Cows
Free-stall with robots
740 acres

Steve, Gabriel & Richard Naud, David Matte & Murielle Langlois

"Personally, this is the ultimate goal I had set for myself when taking the reins of the herd. Even before that, all members of the Geno farm over the years had worked to improve cow comfort, animal nutrition and genetics for the sole purpose of one day earning a Master Breeder title." – Steve Naud

Of the 641 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	78
VG	173
EX or Multiple EX	29

LIFETIME PRODUCTION	
60,000 to 79,999	34
80,000 to 99,999	9
100,000+ kg	5

1 Superior Production Sire, 1 Superior Type Sire

STAR BROOD

1*: 12	2*or 3*: 7	4*+: 7

CURRENT CLASSIFICATION		
EX 12	VG 52	GP 28

HERD AVERAGE (69)

12,169 kg M

487 kg 4.0 F%

396 kg 3.3 P%

BCAs

272	293	278

HAANVIEW FARMS

Loretto, Ont.
65 Milking Cows
Tie-stall
450 acres

John & Bonnie den Haan & Family

"The desire to achieve this award has helped to keep us focused on our breeding program. Our family has been the key to our success, and their involvement and passion for 4-H has given all of us opportunities to learn and network with many dairy industry people over the years."

Of the 415 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	44
VG	121
EX or Multiple EX	30

LIFETIME PRODUCTION	
60,000 to 79,999	30
80,000 to 99,999	5
100,000+ kg	5

STAR BROOD

1*: 9	2*or 3*: 9	4*+: 1

CURRENT CLASSIFICATION		
EX 7	VG 40	GP 29

HERD AVERAGE (73)

10,135 kg M

406 kg 4.0 F%

314 kg 3.1 P%

BCAs

237	252	228

HESSHOLM HOLSTEINS

Kemptville, Ont.
55 Milking Cows
Tie-stall
500 acres

The Hess Family

"As a family, this has always been the ultimate goal. We have been working toward this prestigious award and milestone for our entire career. It's like a lifetime achievement award."

Of the 343 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	54
VG	106
EX or Multiple EX	20

LIFETIME PRODUCTION	
60,000 to 79,999	22
80,000 to 99,999	5
100,000+ kg	5

STAR BROOD

1*: 4	2*or 3*: 7	4*+: 3

CURRENT CLASSIFICATION		
EX 3	VG 17	GP 36

HERD AVERAGE (64)

8,603 kg M

331 kg 3.9 F%

280 kg 3.3 P%

BCAs

201	206	203

FERME SAINDON ET FILS

St-Alexandre, Que.
110 Milking Cows
Tie-stall with a robot
500 acres

Sébastien Saindon, Clément Saindon, Hélène Bélanger & Family

"Being recognized with the Master Breeder title is a dream come true. It is a goal achieved and it is the ultimate recognition for all of the effort we put into our cows day after day. And, I am really happy and proud to receive this with my parents." – Sébastien Saindon

Of the 718 females born between 1997 and 2012…

CLASSIFICATION	
GP 83-84	69
VG	160
EX or Multiple EX	22
LIFETIME PRODUCTION	
60,000 to 79,999	76
80,000 to 99,999	17
100,000+ kg	10

STAR BROOD		
1*: 6	2*or 3*: 12	4*+: 6
CURRENT CLASSIFICATION		
EX 8	VG 66	GP 50
HERD AVERAGE (95)		
11,774 kg M		
478 kg 4.1 F%		
380 kg 3.2 P%		
BCAs		
259	284	263

KINGSWAY FARMS

Hastings, Ont.
80 Milking Cows
Tie-stall
750 acres

The McMillan Family

"Getting the second shield means success in breeding cattle for production and type, and really, when you get right down to it, people still like good type cows. It's something you can look back on, and recognition for your farm, your breeding and your hard work every day."

Of the 556 females born between 1999 and 2012…

CLASSIFICATION	
GP 83-84	36
VG	228
EX or Multiple EX	128
LIFETIME PRODUCTION	
60,000 to 79,999	37
80,000 to 99,999	8
100,000+ kg	1

STAR BROOD		
1*: 10	2*or 3*: 16	4*+: 10
CURRENT CLASSIFICATION		
EX 38	VG 69	GP 10
HERD AVERAGE (111)		
8,970 kg M		
377 kg 4.2 F%		
291 kg 3.2 P%		
BCAs		
230	264	231

LOCHDALE HOLSTEINS

Alexandria, Ont.
60 Milking Cows
Tie-stall
320 acres

The MacMillan Family

"This award benchmarks the level of success our herd has achieved. It is a dream come true!"

Of the 425 females born between 1997 and 2012…

CLASSIFICATION	
GP 83-84	53
VG	138
EX or Multiple EX	37
LIFETIME PRODUCTION	
60,000 to 79,999	28
80,000 to 99,999	11
100,000+ kg	1

STAR BROOD		
1*: 7	2*or 3*: 7	4*+: 2
CURRENT CLASSIFICATION		
EX 20	VG 35	GP 14
HERD AVERAGE (64)		
11,681 kg M		
498 kg 4.3 F%		
370 kg 3.2 P%		
BCAs		
262	308	259

FERME MACO SENC.

St-Vallier, Que.
60 Milking Cows
Tie-stall
330 acres

Mario Corriveau & Francine Therrien & Family

"It is a privilege to have earned a shield amongst the top breeders and it is a great reward after many years of hard work and passion! For me, the Master Breeder title is very prestigious, and it's about raising above-average cows with exceptional conformation." – Mario Corriveau

Of the 254 females born between 1997 and 2012…

CLASSIFICATION	
GP 83-84	29
VG	74
EX or Multiple EX	16
LIFETIME PRODUCTION	
60,000 to 79,999	25
80,000 to 99,999	8
100,000+ kg	3

2 Superior Production Sires, 1 Superior Type Sire

STAR BROOD		
1*: 3	2*or 3*: 9	4*+: 3
CURRENT CLASSIFICATION		
EX 9	VG 32	GP 17
HERD AVERAGE (52)		
9,740 kg M		
406 kg 4.2 F%		
313 kg 3.2 P%		
BCAs		
207	232	209

MEADOWBLOOM HOLSTEINS

Elmwood, Ont.
50 Milking Cows
Both free-stalls with robot
250 acres

Paul, Marilyn, Brandon & Kristin Leis

"It is an honour and a privilege to be recognized for our years of dedication, hard work, and attention to detail with our cows. For us it's more than just milking cows. We have a passion for improving the herd and seeing how far we can go with genetics."

Of the 260 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	25
VG	77
EX or Multiple EX	38

LIFETIME PRODUCTION	
60,000 to 79,999	22
80,000 to 99,999	4
100,000+ kg	1

STAR BROOD

1*: 3	2*or 3*: 7	4*+: 1

CURRENT CLASSIFICATION

EX 18	VG 26	GP 11

HERD AVERAGE (56)

8,879 kg M
345 kg 3.9 F%
292 kg 3.3 P%

BCAs

209	215	210

FERME MYSTIQUE

Mirabel, Que..
90 Milking Cows
Tie-stall
420 acres

François Paiement & Nadine Lalonde & Family

"Besides the pride of receiving the award, it confirms our breeding philosophy. It is a joy for us, especially since we get to share it with our children who have always helped us. We would also like to share this honour with Robert and Melanie who work with us and allow us the time to be with our family."

Of the 552 females born between 1999 and 2012...

CLASSIFICATION	
GP 83-84	54
VG	209
EX or Multiple EX	69

LIFETIME PRODUCTION	
60,000 to 79,999	45
80,000 to 99,999	24
100,000+ kg	10

STAR BROOD

1*: 17	2* or 3*: 15	4*+: 14

CURRENT CLASSIFICATION

EX 19	VG 67	GP 18

HERD AVERAGE (87)

11,983 kg M
470 kg 3.9 F%
405 kg 3.4 P%

BCAs

261	276	278

TINBER HOLSTEIN INC.

Ste-Cecile de Milton, Que.
40 Milking Cows
Tie-stall
165 acres

The Martin Family

"The Master Breeder title is one of the highest honours to receive, and it is quite a joy. It is also a reward for raising animals that produce well, last in the herd for a long time, and classify well – the Master Breeder title just happens to come with it."

Of the 264 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	36
VG	75
EX or Multiple EX	10

LIFETIME PRODUCTION	
60,000 to 79,999	23
80,000 to 99,999	5
100,000+ kg	8

STAR BROOD

1*: 3	2* or 3*: 4	4*+: 3

CURRENT CLASSIFICATION

EX 5	VG 19	GP 25

HERD AVERAGE (35)

12,077 kg M
499 kg 4.1 F%
401 kg 3.3 P%

BCAs

262	292	274
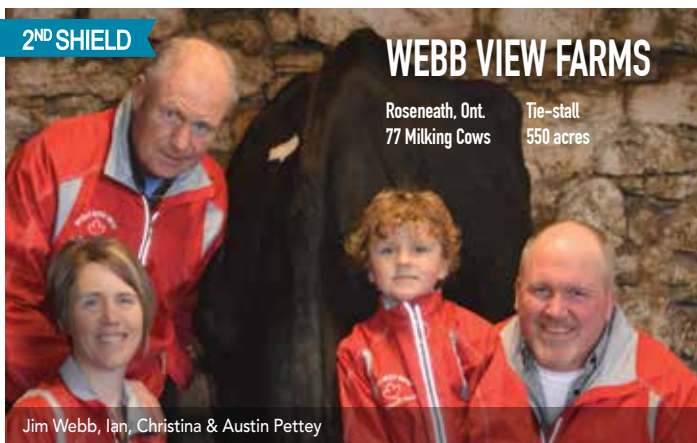
WEBB VIEW FARMS

Roseneath, Ont.
77 Milking Cows
Tie-stall
550 acres

Jim Webb, Ian, Christina & Austin Pettey

"We believe a Master Breeder shield is the highest recognition a Holstein breeder can achieve, and are truly honoured to be part of this group of elite breeders. It is a tremendous achievement we have been working toward since starting our partnership, and since my father won his first shield in 2002."
– Christina Pettey

Of the 357 females born between 1997 and 2012...

CLASSIFICATION	
GP 83-84	28
VG	96
EX or Multiple EX	35

LIFETIME PRODUCTION	
60,000 to 79,999	24
80,000 to 99,999	10
100,000+ kg	3

STAR BROOD

1*: 9	2* or 3*: 11	4*+: 1

CURRENT CLASSIFICATION

EX 23	VG 46	GP 20

HERD AVERAGE (92)

9,040 kg M
351 kg 4.0 F%
293 kg 3.2 P%

BCAs

216	228	223

Simplified Online Genomic Result Pages

In the January/ February 2017 issue of the Info Holstein, we featured an article called New Look for Online Accounts and Genomic Reports. Since that article was published, we have made some modifications to simplify filtering options on the genomic results pages (Image 1). Under each column heading, producers can now easily filter to find specific animals, or sort and rank results. Previously the filter options were more complicated than originally intended. As a result of your feedback, we have made modifications to make things easier.
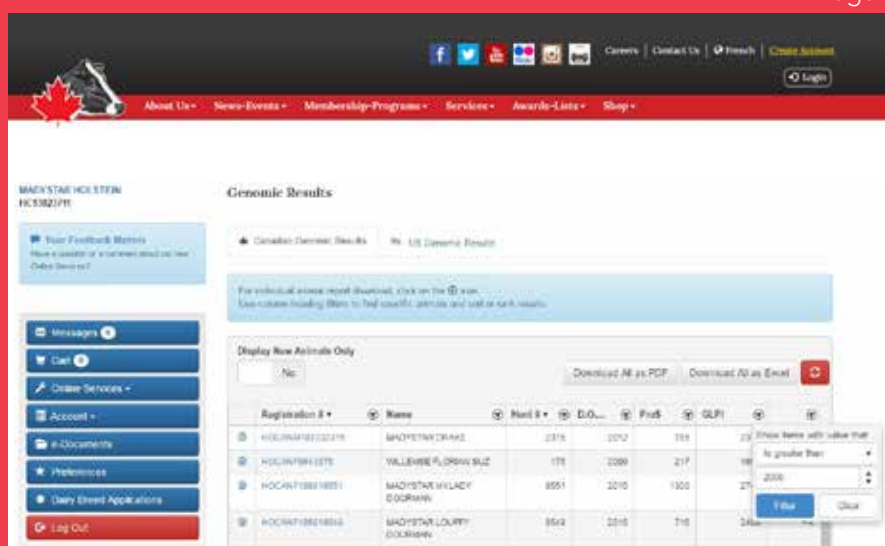
One of the main features that still exists is the option to Display New Animals Only. If YES is selected, the grid will only display the most recent animal results (any result since the last official proof). If NO is selected, every animal tested will populate the grid.

To rank your results, you can simply click on the column heading filter icon and set your parameters. For example, if you only wanted to see animals with a GLPI greater than 2000 points, you would: [1] click on the filter icon, [2] select Is greater than, [3] type in 2000, and [4] click Filter. The grid would then only display animals that have a GLPI greater than 2000 points. This option is ideal if you would like to make management decisions on a group of animals.

If you are searching for a specific animal, the same process applies. For example, if you know the animal's name or part of their name, you would: [1] click on the filter icon of the Name column, [2] select Contains, [3] types in the animal's name or part of the name, and [4] click Filter. The grid would then display animals with that name or similar spelling. The same process can be implied in the Registration # column if you are looking for an animal of a specific breed or sex.

The download options are still the same. To download an individual report, click on the download icon (⬇) that appears on the left of the desired animal. If you are looking to download the results of all animals shown in the grid, click on the "Download All as PDF" or "Download All as Excel" buttons depending on your preference. If filters have been applied to the grid, it will download based on those parameters. For example, if you set the filter to display animals based on birth year, when you click Download All as PDF, the PDF document will only include animals born in the year specified.

Should you have any questions about genomic testing, genomic results or how to filter, please contact our customer service department. 🐄

Check out the "How To" video at youtube.com/HolsteinCanadaVideo
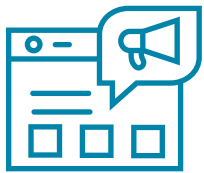
e-Documents Reminder

E-DOCUMENTS allow you to receive Holstein Canada official documents, such as Certificates of Registration, awards, invoices, statements, etc., through your web account. If you sign up for specific e-document preference, you will receive an email notification when that document becomes available in your web account, rather than waiting to receive it in the mail.

As a reminder, for those who have set their preferences to receive e-documents, you will receive an email notification. To access the actual document, please login to your web account through holstein.ca.

If you do not have a web account and/or want to learn more about e-Documents, please visit holstein.ca or contact customer service.

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

Based on 1st Lactation Classifications from January/February 2017

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

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
SID	138	82.56	82.99
G W ATWOOD	236	82.47	82.63
AFTERSHOCK	229	82.22	82.56
SAMMY	121	81.89	81.70
DEMPSEY	146	81.87	80.99
MCCUTCHEN	212	81.86	82.24
DOORMAN	67	81.81	81.53
SEAVER	160	81.78	81.59
REGINALD	119	81.43	81.50
NUMERO UNO	169	81.09	80.97

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

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
BROKAW	78	83.04	83.31
BRADNICK	39	82.82	82.64
GOLD CHIP	75	82.51	82.51
UNIX	43	81.95	81.16
LAUTHORITY	47	81.79	81.66
SANCHEZ	89	81.76	82.01
BRAXTON	35	81.71	80.91
MCDOUGAL	35	81.63	80.46
ENFORCER	44	81.50	81.20
GUTHRIE	50	81.46	81.00

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.

#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 #9 - Canadian Winters!

Snow blowing at its best! – Submitted by Michelle Visser, Ravenna, Ont.

Nothing like a mini-blizzard when moving heifers! – Submitted by Catherine Roy, Ferme André Audet inc, Compton, Que.

Baby, it's cold outside! – Submitted by Jamie Wilson, West Port Holsteins, Port Perry, Ont.

Can we have a ride too? – Submitted by Danyca Schneider, Dameya Holsteins, Glen Robertson, Ont.

THEME #11: CANADIAN MILK

This theme is inspired by DFC's recent #TallColdOne campaign! We want to see you enjoying a big refreshing glass of Canadian milk! Whether it is straight up, chocolate, strawberry, or any other flavour, we want to see you enjoying it in a setting that also showcases your farm and/or cows! Be creative…but not TOO cheesy! (Get it?) 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
JUNE 30, 2017

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

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