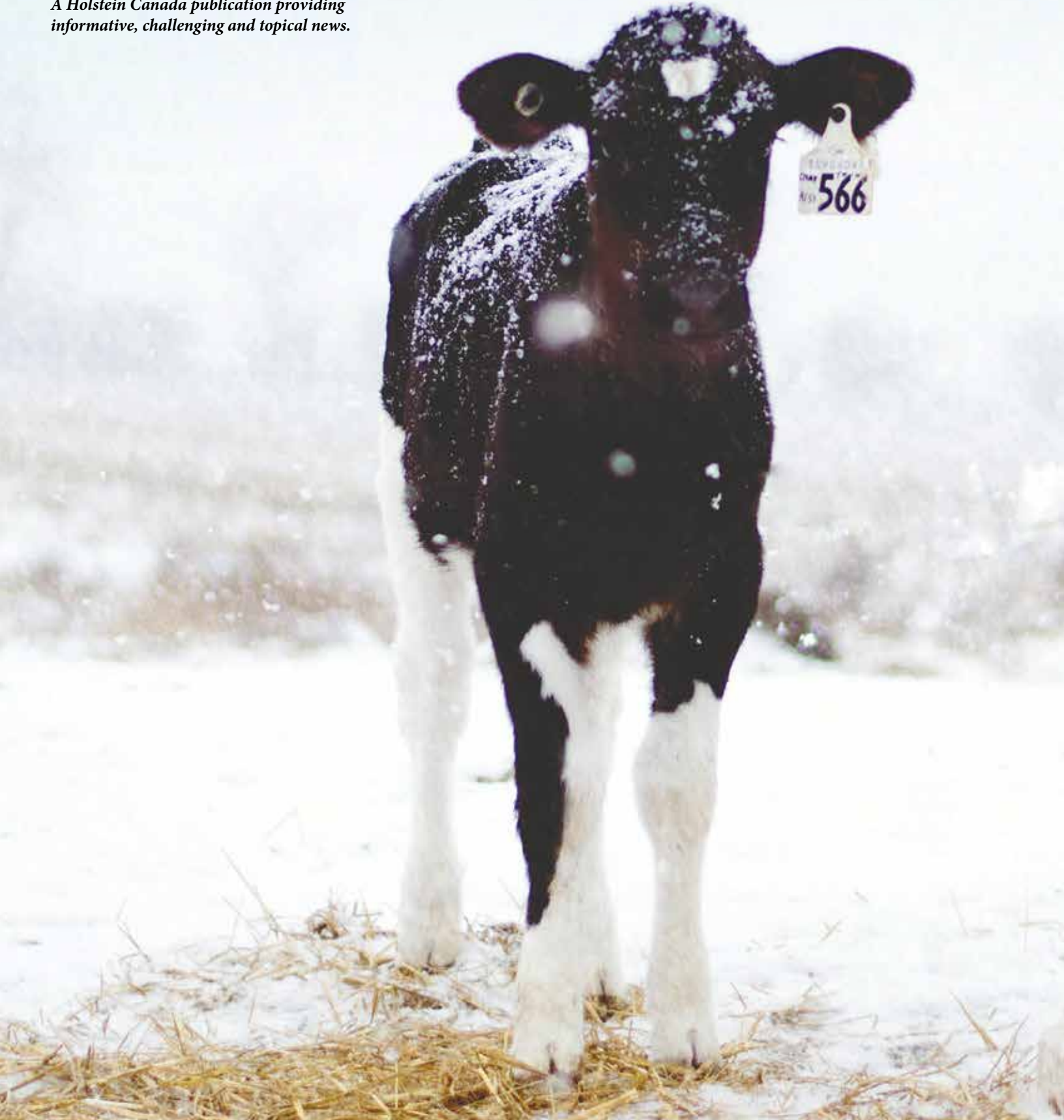


info Holstein



January/February 2016 issue no. 137

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



Meet our Top 3 Finalists from Theme #1- Holstein Canada Services!

Chicago has her photo taken for her registration – Submitted by Suzanne Pettit, Misty Glen Farms Ltd., Ont.

Tagging can be a real handful, but helpful in the long run! – Submitted by Lindsay Brown, Browntown Farms Ltd, NS.

The first calf carrying the Studio prefix for new member Brooke Boonstoppel! – Submitted by Brooke Boonstoppel, Studio Holsteins, NB.



#FrameTheHerd Photo Contest

Great photos are still rolling in for the #FrameTheHerd Photo contest!

Thank you to everyone for your submissions!

THEME #3 IS iFARMING: TECHNOLOGY ON YOUR FARM

Is the technology on your farm state-of-the-art, tried and true traditional or somewhere in between? We want to see what technology looks like on your farm! Fire up your cameras and smart phones and send us your best photos of your farm technology in action! Bonus points if you can get a Holstein Canada logo in the photos somehow (hats, jackets, etc.)! As always, we also don't discriminate against colour, so send us those all-breed photos!

THE DETAILS:

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

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

DEADLINE
FEBRUARY 29, 2016

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

FOLLOW US ON SOCIAL MEDIA & JOIN THE CONVERSATION



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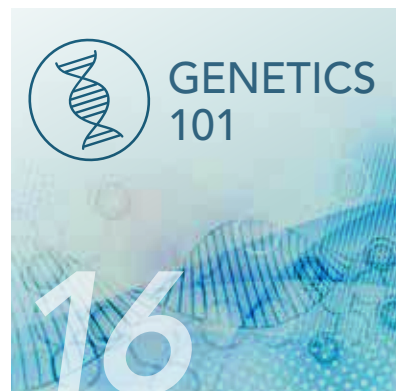
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ABOVE: NEW! Be sure to check out the first edition of our new Farm Profiles feature! In this issue we feature four Canadian herds with a focus on management. Have a theme you would like us to cover? Let us know!

ON THE COVER: Our cover girl, Aleah Chap Kissy Lips, spends a little time in the snow at Aleah Farms in Beaverton, Ont. The photo was taken by Lisa Macleod of Lisa's Photography.

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- 20 ***Young Leaders' Corner***



Holstein Canada's 133rd Annual General Meeting

SATURDAY, APRIL 23, 2016

The Rimrock Resort Hotel, Banff, Alta.

Agenda

9 AM

Welcome

National Anthem

Minutes of 2015 Annual General Meeting of Members

Consideration of reports from Board of Directors and CEO

Address of President John Buckley

Finance Report

Appointment of Auditors

Introduction of Guests

Consideration of Resolutions (*Resolutions must be submitted to the Secretary by March 18, 2016*)

Members' Input and Question Period

New Business

2015 Cow of the Year

NOON

Adjourn

1 PM

Keynote Speaker



The Business & Technology Solutions (BTS) department has been hard at work on the Herdbook project, and the team members pictured here represent only a few of the roughly 35 people who have been involved throughout various steps of the rewrite. We also extend our thanks to Peter Brand who lead the team through the bulk of the project prior to taking on his new role of General Manager of the Ontario Holstein Branch in the fall of 2015.

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

Happy New Year!

A NEW YEAR is once again upon us! I love this time of year, when everyone is filled with hope, determination and excitement as they plan for the next 12 months. Everything seems possible...

The Holstein Canada Board and Team are excited about 2016, as we enter year two of our three-year Strategic Plan. We will continue to keep you posted on our special projects, all while striving to offer you top customer service on our core services and programs.

We will start the year with a "bang" this year, as we transition to Phase I of our new software (called the "Herdbook") at the end of January. The details of this transition are found on **page 5**. As described to you in past editions of InfoHolstein, developing a software project of this scope is much like building a barn, and now we are ready to move the cows in!

The team has devoted much time and energy to Phase I (our main barn), and we are striving for a very smooth transition. We thank you for your support and understanding during the adjustment time, a step with any new barn! We are already excited about the subsequent Phases to be released throughout the coming year, which will bring more visible efficiencies and changes for clients.

So much more lies ahead in 2016 – exciting Youth activities, a "Simply Majestic" Convention in Alberta, calves to register and genotype, cows to classify, and so much more. Most importantly, the Board and Team look forward to seeing you, our members and clients, at many activities and in your barns across the country this year.

In closing, a new year also has very significant meaning to 21 families at Holstein Canada. Heartfelt congratulations to our most recent Master Breeders, who will learn the exciting news about the time this message is read! This is a very special "class" as we are awarding our 1,000th plaque this year – yet another reason to be pumped for 2016!

Happy New Year! 🇨🇦

New Herdbook System is Ready!

AT HOLSTEIN CANADA we are getting ready to roll-over to the brand new Herdbook system! Some final extensive testing is now being wrapped up, and the official launch will begin Friday, January 29, 2016. As mentioned in the previous issue of InfoHolstein, the roll-over will take up to 10 days (including weekends) to completely implement. We will continue to update via our website and social media to keep you informed as to what is happening every step of the way.

As a reminder, the roll-over will require some services to be suspended during that time. The services that will be on hold are:

REGULAR SERVICES:

- Registration, transfers, NLID Tag orders, genotyping, and print services
- Synchronizing classifications to Head Office

ON-LINE SERVICES:

- Registration, transfer ownership, NLID Tag orders
- Reports: genomic, herd trend

Services not impacted through the roll-over and continued to be offered as usual are:

- Classification service including printouts on-farm (web availability will be delayed until after the New Herdbook implementation)
- Website and Social Media
- Herdbook web services: AssistExpo

This is a planned outage of service that is necessary due to the scope of this project. If there are items that you will need during the 10-day period, please submit the orders/work to the office **PRIOR TO FRIDAY, JANUARY 22, 2016** to guarantee delivery to you in time. Our office will remain open throughout the 10-day roll-over – staff will be training on the new system and will also be available to answer questions.

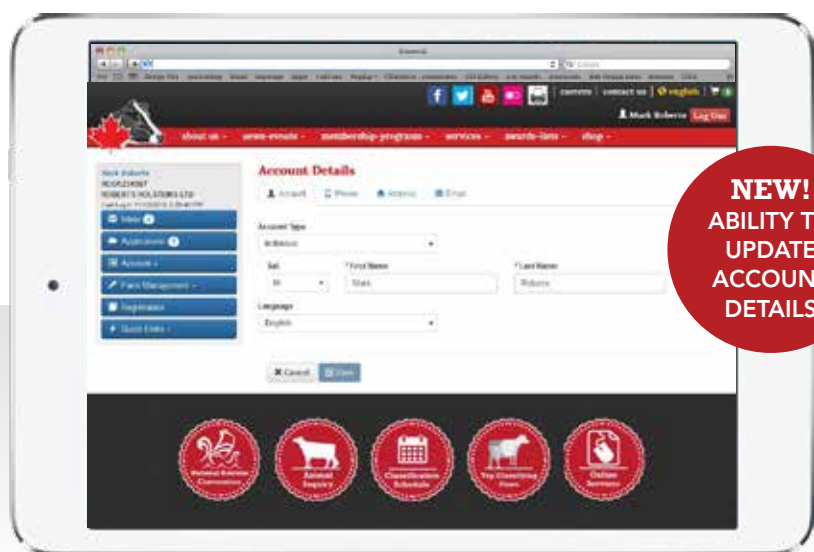
We thank you in advance for your patience throughout the roll-over and look forward to better-serving you with the new system in place!

What's New?

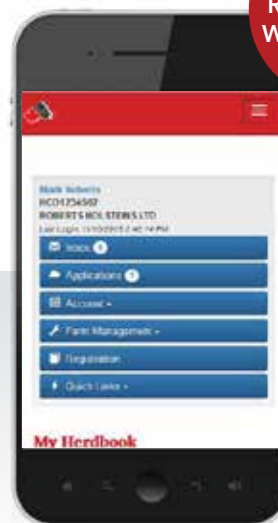
With the implementation of the new Herdbook system, our website required some updates to its functionality – specifically in the web account portion of the website. As a result, we are able to offer a new look and increased functionality to enhance the user experience. Information will be much more streamlined, therefore improving our ability to serve you.

There will be many updates to come over the coming months, some visible and others not. Some of the immediate changes in your web account you will notice are:

- Account Details: You will now be able to update your own details (phone number, email, address, etc.) as needed without contacting head office.
- Responsive Web Design: This change will be most noticeable when using the website on a mobile device. The new site will adjust automatically to the screen size of your device making it much more user-friendly on the go! 🐾



**NEW!
ABILITY TO
UPDATE
ACCOUNT
DETAILS**



**NEW!
RESPONSIVE
WEB DESIGN!**

The Royal

REVIEW

2015

IT WAS ANOTHER FANTASTIC ROYAL WEEK for Holstein Canada and all of the breeders, exhibitors and spectators! The very busy week kicked off with the always superb TD Canadian 4-H Dairy Classic and finished in spectacular style with the National Holstein Shows. The National Holstein Shows are always a highlight at the RAWF, and this year's shows were certainly no exception. Large crowds of domestic and international Holstein enthusiasts gathered to watch the world-class shows. Included in the spectators were 30 Holstein Association representatives from 10 Latin American countries who participated in the Conference of the Americas hosted for the first time by Holstein Canada during Royal week.

In the National Red & White Holstein Show judged by Thierry Jaton of Compton, Que., *L-Maples Hvezda Calli-Red* captured the roses as Grand Champion of the show. Judge Michael Heath of West Minster, MD was tasked with placing the National Black & White Holstein Show, selecting *Charwill Attic Marcy* to wear the rose garland as Grand Champion of the 2015 show. There were nearly 400 animals exhibited at the 2015 National Holstein Shows. Full results from both shows can be found on the Holstein Canada website.

The success of both National Holstein Shows would not be possible without the generous support of a number of sponsors who help make the shows such world-class events.



We sincerely thank the following:

BLACK & WHITE SHOW SPONSORS

Allstar Victoriaville
Beckridge Holsteins
Canadian Imperial Bank of Commerce
CanWest DHI
Cattle Connection
Comestar Holstein
Cowsmopolitan
Crackholm Holstein
Crasdale Holsteins
Crovalley Holsteins
Eastside Holsteins
Ferme Jacobs
Ferme Provetaz
Ferme Rolandale
Gleneil Farms

Heather Holme Holsteins
Hokkaido Holstein Association
Holstein Cattle Association of Japan
Holstein Journal
Holstein Québec
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Rocky Mountain Holsteins
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Semex Alliance

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The Bullvine
Walnutlawn Farms
Zen-Noh Livestock Co. Ltd.

RED & WHITE SHOW SPONSORS

Canadian Livestock Photography
CanWest DHI
Deslacs Holsteins
Ferme Rolandale
Holstein Québec
La Coop Fédérée
Rocky Mountain Holsteins
Semex Alliance
Southrise Holsteins
The Bullvine
West Port Holsteins

Pedigree Analysis

OF ANIMALS EXHIBITED AT THE NATIONAL HOLSTEIN SHOW AT THE 2015 RAWF

A pedigree analysis was completed at the conclusion of this year's National Holstein Shows. The following charts summarize the results of various data from animals exhibited at the shows.

LEADING SIRES OF ANIMALS EXHIBITED AT 2015 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Sires
272 animals included in the total

Rank	Name	# of Daus
1	BRAEDALE GOLDWYN	64
2	MAPLE-DOWNS-I G W ATWOOD	29
3	PINE-TREE SID-ET	24
4	VAL-BISSON DOORMAN	22
5	GILLETTE WINDBROOK	19
6	MR CHASSITY GOLD CHIP-ET	11
7	LIRR DREW DEMPSEY	9
8	CRACKHOLM FEVER	7
8	DE-SU BKM MCCUTCHEN 1174-ET	7
10	COMESTAR LAUTHORITY	6

LEADING SIRE STACKS OF ANIMALS EXHIBITED AT 2015 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Sire Stacks
272 animals included in the total

Rank	Sire x MGS	# of Daus
1	GOLDWYN X DUNDEE	20
2	SID X GOLDWYN	13
3	WINDBROOK X GOLDWYN	9
4	GOLDWYN X JASPER	5
4	GOLDWYN X SANCHEZ	5
4	DOORMAN X GOLDWYN	5
4	G W ATWOOD X GOLDWYN	5
4	G W ATWOOD X JASPER	5
9	G W ATWOOD X DUNDEE	4
9	MCCUTCHEN X GOLDWYN	4

LEADING SIRES OF ANIMALS EXHIBITED AT 2015 NATIONAL RED & WHITE HOLSTEIN SHOW

Overall Leading Sires
66 animals included in the total

Rank	Name	# of Daus
1	PATIENCE SHOWLINE CONTENDER	7
2	APPLES ABSOLUTE-RED-ET	6
3	KHW ELM-PARK ACME-ET	5
3	TIGER-LILY LADD P-RED-ET	5
5	MR APPLES ARMANI-ET	4
6	MR ANSLY ADDICTION-P-RED-ET	3
7	MILK&HONEY DESTRY MOSES-RED	2
7	HYLITE BARBWIRE	2
7	SCIENTIFIC DESTRY-ET	2
7	CRACKHOLM SECURE RED	2
7	FRADON REDLINER	2

LEADING MATERNAL GRAND SIRES OF ANIMALS EXHIBITED AT 2015 NATIONAL BLACK & WHITE HOLSTEIN SHOW

Overall Leading Maternal Grand Sires
272 animals included in the total

Rank	Name	# of Daus
1	BRAEDALE GOLDWYN	53
2	REGANCREST DUNDEE-ET	33
3	WILCOXVIEW JASPER-ET	17
4	GEN-MARK STMATIC SANCHEZ	12
5	MAPLE-DOWNS-I G W ATWOOD	7
6	PINE-TREE SID-ET	6
7	CRACKHOLM FEVER	5
8	GILLETTE WINDBROOK	4
8	REGANCREST S BRAXTON-ET	4
8	ERBACRES DAMION	4
8	LA PRESENTATION DENZEL	4
8	PICSTON SHOTTLE-ET	4
8	SILKY GIBSON	4
8	CANYON-BREEZE ALLEN-ET	4

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT THE 2015 NATIONAL BLACK & WHITE HOLSTEIN SHOW

129 animals included in the total
(Canadian classifications only)

Class	Category	# cows	# cows with scores	Avg Score
10	MILKING YEARLING	25	12	86
11	JUNIOR 2-YEAR-OLD	19	17	87
12	SENIOR 2-YEAR-OLD	16	13	86
13	JUNIOR 3-YEAR-OLD	10	9	87
14	SENIOR 3-YEAR-OLD	20	18	88
16	4-YEAR-OLD	14	12	91
17	5-YEAR-OLD	11	10	91
18	MATURE COW	9	9	92
19	LIFE TIME PRODUCTION	5	5	96

AVERAGE CLASSIFICATION SCORES OF ANIMALS EXHIBITED AT THE 2015 NATIONAL RED & WHITE HOLSTEIN SHOW

26 animals included in the total
(Canadian classifications only)

Class	Category	# cows	# cows with scores	Avg Score
11	JUNIOR 2-YEAR-OLD	9	8	85
12	SENIOR 2-YEAR-OLD	5	5	85
13	JUNIOR 3-YEAR-OLD	2	2	88
14	SENIOR 3-YEAR-OLD	2	2	88
16	4-YEAR-OLD	4	4	88
18	MATURE COW	4	4	92

Why are Animals Genotyped for Parentage Verification?

Ensuring that all dates, numbers, and pedigrees are correct is all part of our Herdbook integrity. For registration, this means that in some cases, a genotype is requested for parentage verification, particularly where doubt may exist surrounding the parentage of the calf. Parentage verification is a core function in upholding the integrity of the Canadian Herdbook. Every time an animal is tested through genomics, the parentage of the animal is officially confirmed.

Holstein Canada requires parentage tests for herdbook integrity when:

SIRE IS IN DOUBT

- Two services by different bulls within 14 days
- Two services by different bulls within a month and the calf is premature to second service
- Dates of birth and service indicate a long or short gestation period requiring validation of the sire

SIRE OR DAM IS IN DOUBT

- Multiple unsupervised calvings around the same time and same day
- Pasture / paddock breeding with access to more than one bull

ARTIFICIAL INSEMINATION (AI)

- All bulls destined for A.I. service require parentage verification

OVERAGE VERIFICATION

- An accuracy check on an individual or group basis where animals are over one year of age at the time of registration
- One out of ten random selections

EMBRYO TRANSFER (ET)

- One out of ten embryo transfer calves is selected for parentage testing

DONOR DAM

- All Donor Dams must be parentage tested prior to recovery of embryos.

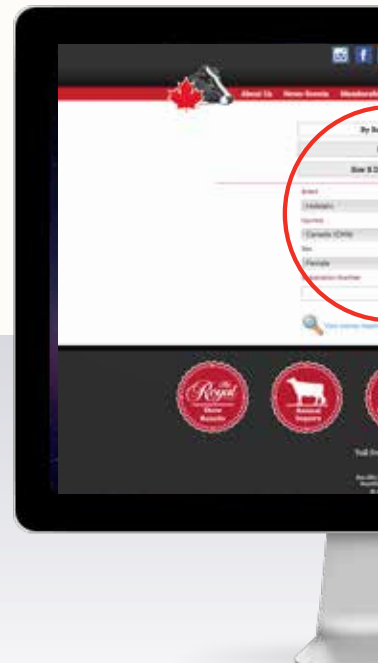
HERDBOOK SPOT TEST

- One in every 1,000 registrations is selected for random parentage testing

1 STEP 1: Select Animal Inquiry



2 STEP 2: registrat




Are your Donor Dams Genotyped?

All Donor Dams must be genotyped and parentage verified prior to recovery of embryos or at the time of the recovery in order to meet global requirements and breed regulations. These regulations assume a donor dam delivers one or more embryos at a time from one service; and that these embryos are transferred to recipient dams that carry them through a normal gestation cycle to calving. The regulations also assume that embryos may be frozen, shipped anywhere, and transplanted at any time. Furthermore, that an individual embryo may be split/divided or cloned, and thereby produce several calves developed from one embryo.

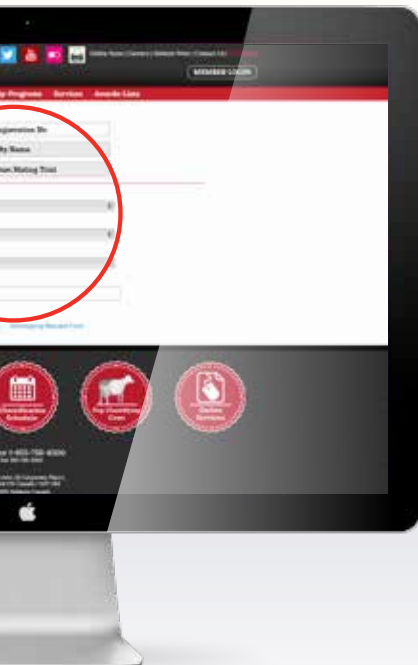
Donor Dams must be genotyped to maintain Canada's Herdbook integrity in all calves resulting from ET in Canada or abroad.

Genotyping your donor dam prior to the recovery of embryos or at the time of the recovery will ensure the genotype is on file at Holstein Canada, prior to progeny being born. In the event that the donor dam is not genotyped and is no longer available for genotyping, we will endeavor to validate her DNA genotype; however this will require the genotyping of all progeny (to a maximum of five) at the owner's cost. If the donor dam has not been genotyped, it is possible that progeny will not be eligible for registration.

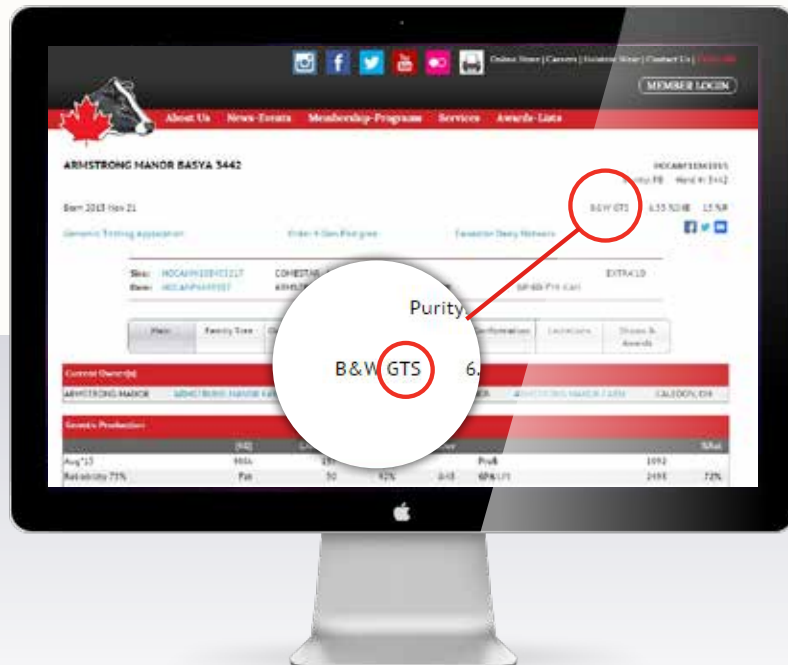
Any questions with regard to genotyping can be directed to our parentage department at 1-855-756-8300 ext. 257 

Want to know if your donor dam has a genotype on file? You can visit our website at www.holstein.ca and use our Animal Inquiry function to retrieve this information.

Search for the animal by
ion number or name



3 **STEP 3:** If the animal is genotyped, it will be displayed at the top right on the Animal Information Sheet (AIS)





FARM PROFILE

Focus on Management

Labass Holsteins

La Broquerie, Manitoba



PEOPLE INVOLVED: Labass is owned by Kees, Jan and Tracy Bassa. They employ nine full-time staff, five part-time (including 2 sons) plus themselves. The herdspeople are Robert Sonnichen and Adam Pasowisty.

OF YEARS AS A HOLSTEIN CANADA

MEMBER: 25 Years (1991)

OF COWS MILKED: 460 cows milked three times per day and filling 604 kg of quota (Expanded in 2009 from 250 cows to current size)

OF ACRES FARMED: 2,000 acres owned, 100 rented

FACILITY TYPE: Free-stall bedded with shavings and a 50-stall De Laval Rotary Parlour

FEEDING SYSTEM: We feed a TMR once per day consisting of corn silage, alfalfa silage, high moisture corn, wheat DDG (dried distiller grain), canola meal, mineral mix, molasses and fat.

OTHER BREEDS: The herd also has about 1% cross bred animals (Brown Swiss, Swedish Red, Jersey) and all were purchased animals.

HOLSTEIN CANADA SERVICES USED:

Registration and Classification



WHAT ARE YOUR HERD OBJECTIVES?

Our objective is to fill quota with the fewest cows possible by breeding functional cows with good udders, feet and legs, and slope to the rump that calve every year and fill 1.5 Kg quota each. Less cows mean less manure, and less feed.

WHAT IS YOUR BREEDING/ REPLACEMENT STRATEGY?

We start breeding heifers when they are big enough to breed, regardless of age. All heifers are bred with sexed semen so we can continue to have enough replacements to cull cows and grow. Our goal is to be a closed herd; we have only bought four cows since 2009.

WHAT IN YOUR OPERATION ARE YOU MOST PROUD OF?

We are most proud of the fact that we have a well-run farm with family involved. It is a place where anybody can stop in and see the operation without hiding anything as we pride ourselves on having an open door, transparent operation producing top quality milk. We also have a good work atmosphere for staff that promotes teamwork and reliability.

WHAT DO YOU NEED MOST FROM YOUR INDUSTRY PARTNERS?

Our industry partners – DFC, Holstein Canada, DHI, processors, etc. – need to work together as a whole. Working together will be the best way to continue to preserve supply management.

WHAT ARE THE BIGGEST MANAGEMENT CHALLENGES YOU FACE ON YOUR OPERATION?

Some of our biggest challenges are costs and staff issues; environmental regulations in Manitoba; keeping up with technology and sifting through what is usable; and managing a large operation and still finding the time to participate in the dairy industry with organizations such as the Manitoba Milk Board and Dairy Farmers of Manitoba.

WHICH MANAGEMENT PRACTICE THAT YOU'VE IMPLEMENTED HAS HAD THE MOST IMPACT ON YOUR OPERATION?

We have implemented several practices with good results: new veterinary protocols for milking to manage somatic cell count; colostrum management with our calf feeding program; working with a new nutritionist to focus on cow health and comfort; milking the cows three times per day; working with Alta on the breeding program and to make breeding decisions; and making the decision to use all genomic sires.

HOW HAS YOUR MANAGEMENT CHANGED AS YOU HAVE GROWN OR OVER THE YEARS?

Over the years, we have put more focus on team work and managing people. With the implementation of three times per day milking and the addition of more acreage, we also now prioritize tasks and have hired a custom operator to spread manure, and an agronomist to manage nutrients

HAVE YOU INCORPORATED ANY NEW INNOVATIONS IN YOUR OPERATION?

We have incorporated a number of innovations including milk pasteurization for calves; automatic teat-dip in milkers with backflush; automatic feed pushers (LELY); and a feed management software called Feed Supervisor.

WHAT ARE THE THREE MOST IMPORTANT TRAITS YOU LOOK FOR WHEN SELECTING BULLS?

There are four traits we feel are most important when selecting bulls for our herd: Udder, Feet and Legs, Health Traits and Fat percentage.

WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM?

The ideal cow on our farm has four legs, four teats, and you don't see her outside the parlour. She is a trouble-free, functional cow with good feet and legs and a good udder.



WHAT ARE YOUR HERD OBJECTIVES?

Our herd objective has always been, and continues to be, production.

WHAT IS YOUR BREEDING/REPLACEMENT STRATEGY? We raise all of our own replacements, but we are never afraid to buy a good cow to improve our herd. All cows are bred on a pre-sync program.

WHAT IN YOUR OPERATION ARE YOU MOST PROUD OF? We love being able to raise our family on the farm, and are so blessed to live where we do. We have a great relationship with the previous owners, Paul and Bonnie Lewis. They are close by for help and we appreciate their support. We also have great help on the farm, and a good relationship with our employees.

WHAT DO YOU NEED MOST FROM YOUR INDUSTRY PARTNERS? We feel very fortunate to deal with excellent industry partners. We always hope for continued support of Canadian milk and our supply management system.

WHAT ARE THE BIGGEST MANAGEMENT CHALLENGES YOU FACE ON YOUR OPERATION? Our heifer program is an area that has been a challenge for us. Our facilities haven't allowed for optimum growth – this is an area we are hoping to improve on with the new heifer barn.

WHICH MANAGEMENT PRACTICE THAT YOU'VE IMPLEMENTED HAS HAD THE MOST IMPACT ON YOUR OPERATION? Our feeding program is one of the most important aspects of our farm. The quality and quantity of our feed is very high on our priority list. We have

also implemented a shorter dry period for the cows.

HOW HAS YOUR MANAGEMENT CHANGED AS YOU HAVE GROWN OR OVER THE YEARS? Our management practices have remained consistent over the years – always striving to keep things as simple as possible. We also try to find efficiencies in all aspects of the farm. We like to keep cow comfort, time management and user friendliness at the forefront. We use the management scores as a tool – but we don't let those numbers manage us.

HAVE YOU INCORPORATED ANY NEW INNOVATIONS IN YOUR OPERATION? We have made several changes to our operation since we purchased the farm almost six years ago (We were in two rented facilities from 1999-2010). We did a complete stall renovation with new cement, dividers and head rail and mats in the dairy barn; installed three 30' window panels and a vertical TMR mixer; built a manure pit and a shop; installed a Juno robot feed pusher and double stall hook-ups; and we are currently building 66' x 204' heifer barn

WHAT ARE THE THREE MOST IMPORTANT TRAITS YOU LOOK FOR WHEN SELECTING BULLS? Udder, feet and legs, and milk are the three traits we put the most emphasis on.

WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? The ideal cow is the cow that does not get noticed – she produces a lot of milk out of a nice, silky udder; breeds back quickly; and maintains a low maintenance profile.



FARM PROFILE

Focus on Management



Prinzhaven Farms

Bloomfield, Ontario



PEOPLE INVOLVED: Philip and Selena Prinzen along with one full-time employee and one occasional employee for part-time weekend and holiday relief.

OF YEARS AS A HOLSTEIN CANADA MEMBER: 16 years

OF COWS MILKED: 70-78

OF ACRES FARMED: 280 owned / 180 rented

FACILITY TYPE: 78 cow tie-stall

FEEDING SYSTEM: We feed a one-ration TMR consisting of haylage, high-moisture corn, soy and distillers, and a mineral mix.

OTHER BREEDS: We started in 1999 in an older rented barn with smaller stalls more suited for Jerseys. As our herd increased, we moved to larger facilities allowing for more Holsteins. Today, about 10% of our herd is Jerseys, and the remainder is Holsteins.

HOLSTEIN CANADA SERVICES USED: Registration and Classification.





FARM PROFILE

Focus on Management

Bluenose

Hardwood Lands, Nova Scotia



PEOPLE INVOLVED: Jason, Paul & Jeff Scothorn

OF YEARS AS A HOLSTEIN CANADA MEMBER: 34 years

OF COWS MILKED: 430 cows

OF ACRES FARMED: 1,200 acres

FACILITY TYPE: Free-stall housing cleaned out with a skid steer and a Rotary Parlour.

FEEDING SYSTEM: TMR consisting of corn silage, grass silage, canola, brewer's grain & snapleage.

OTHER BREEDS: No

HOLSTEIN CANADA SERVICES USED:

Registration, Classification & Genomics



WHAT ARE YOUR HERD OBJECTIVES?

To breed the most profitable cows that last while continuing to grow the herd.

WHAT IS YOUR BREEDING/REPLACEMENT STRATEGY?

We put heavy focus on components. In the past, the strategy had been to sell the bottom end of the herd as replacements/breeding stock. However, as of late, incentive days, quota increases and quota purchases are keeping all replacements on the farm to keep the herd growing.

WHAT IN YOUR OPERATION ARE YOU MOST PROUD OF?

We are proud of being able to grow the operation to the size it is now; and we are proud to have bred *Bluenose Rising Star* and other members of that cow family!

WHAT DO YOU NEED MOST FROM YOUR INDUSTRY PARTNERS?

We need industry partners to continue to educate producers and help improve the management of their operations.

WHAT ARE THE BIGGEST MANAGEMENT CHALLENGES YOU FACE ON YOUR OPERATION?

The biggest challenge we face is continuing to increase efficiencies while continuing to grow the operation at the same time.

WHICH MANAGEMENT PRACTICE THAT YOU'VE IMPLEMENTED HAS HAD THE MOST IMPACT ON YOUR OPERATION?

Switching from a double-10 herring bone parlour

built in the 1960's to a 40-cow internal herringbone rotary milking system has created big labor savings.

HOW HAS YOUR MANAGEMENT CHANGED AS YOU HAVE GROWN OVER THE YEARS?

There has been a lot of transition in last 10 yrs. We completed our succession planning and took over the farm. Since then, we have doubled the milking herd and quota holdings, increased cropping, and have been clearing land annually to keep up with the growth of the herd.

HAVE YOU INCORPORATED ANY NEW INNOVATIONS IN YOUR OPERATION?

Our 40-cow Internal Herringbone Rotary, with a MOS Screen, activity tags and a sort gate. Not only has it freed up labor in milking, it has also created big labor savings with herd health and herd management.

WHAT ARE THE THREE MOST IMPORTANT TRAITS YOU LOOK FOR WHEN SELECTING BULLS?

The three most important traits for us when selecting bulls are components %, LPI and Health Traits.

WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM?

She is an average-sized cow with good components and good mobility.





FARM PROFILE

Focus on Management

Ferme Lanssi St-Albert, Quebec



PEOPLE INVOLVED: Sylvain Landry (owner) and his sons; Nicolas & Frédéric Landry.

OF YEARS AS A HOLSTEIN CANADA MEMBER: 23 years

OF COWS MILKED: 490 to produce 676 kg F

OF ACRES FARMED: 2,600 acres including 1,200 acres of corn, 600 acres of soybeans, 150 acres of wheat, 60 acres of oats and 590 acres of forage. This allows us to sell 2,000 tons of corn and 800 tons of soybeans.

FACILITY TYPE: Free-stall barn with 10 Lely A4 milking robots.

FEEDING SYSTEM: TMR consisting of haylage, corn silage, grain, supplements and minerals.

OTHER BREEDS: No

HOLSTEIN CANADA SERVICES USED: Registration, Classification and occasionally genotyping.

WHAT ARE YOUR HERD OBJECTIVES?

To breed cows that combine longevity and high milk production.

WHAT IS YOUR BREEDING/REPLACEMENT STRATEGY?

We select the best animals to breed from; the least desirable animals in the herd are bred with beef semen. We use sexed semen on heifers, and also buy a lot of embryos. This strategy allows us to be self-sufficient with regards to replacement animals, and to make great consistent and uniform genetic progress.

WHAT ARE YOU THE MOST PROUD OF ON YOUR OPERATION?

The productivity level and the performance of our herd (management) despite the large number of animals we work with.

WHAT DO YOU NEED MOST FROM YOUR INDUSTRY PARTNERS?

We need the data from the milk robots to be recognized (DHI). Also, the data exchange between partners and shareholders needs to be facilitated and maximized.

WHAT ARE THE BIGGEST MANAGEMENT CHALLENGES YOU FACE ON YOUR OPERATION?

The biggest challenges are to remain efficient despite declining milk prices and rising input costs, and to maximize the revenues of our farm operation.

WHICH MANAGEMENT PRACTICE THAT YOU'VE IMPLEMENTED HAS HAD THE GREATEST IMPACT ON YOUR OPERATION?

Automation – without question – has had the most impact.

HOW HAS YOUR MANAGEMENT EVOLVED AS YOUR FARM HAS EVOLVED OR OVER TIME?

Automation has had a big impact and has certainly made it necessary to adapt our work methods.

Having robots means having easily accessible data; this has made it easier for us to see our weaknesses and to question our methods. We put new management protocols in place and changed some of our working methods for areas where we were the least successful.

We also had to learn to work with a free-stall barn. The concept of dominant vs dominated cows was foreign to us. We started trimming hooves more often because we quickly realized that cow mobility is extremely important with robots. We also trained staff to perform artificial inseminations because as the herd grew, it made sense to no longer be dependent upon technician service.

With regard to staff, we also had to adapt the work schedules given that milking is never ending. In the beginning, we had a night employee to look after the robots but with time and experience, we decided that a simple barn check was enough.

Another thing is that in the early 2000s, veterinarians, nutritionists and AI centres had very little expertise on robotic milking systems. Therefore, there has been a long period of trial and error on our operation. This process is still ongoing, but the industry is now much better equipped and decisions get easier and easier to make.

WHAT ARE THE MOST IMPORTANT TRAITS YOU LOOK FOR WHEN SELECTING BULLS?

Production (fat/protein component), SCC, daughter fertility and herd life are the most important traits for us when making breeding decisions.

WHAT IS THE IDEAL COW ON YOUR FARM?

The ideal cow is scored VG as a two-year-old, produces 12,000 kg of quality milk (high components and low SCC) in her first lactation, reproduces and calves easily, and is cost effective.





How daughters earn points for Star Brood Dams

PROFITABLE COWS are those that are consistently high performers, both reproductively and in terms of production lactation by lactation. In order to identify these cows, Star Brood points are awarded – points are earned by a cow when her daughters qualify for both production and functional conformation points. Farms that excel in these measures on a whole herd basis could also be in the running for a Master Breeder Shield.

STAR BROOD AND MASTER BREEDER POINTS TABLE

	Production					Classification		Longevity		
	Composite Deviation (fat + protein)		Composite BCA (**) (fat + protein)		Lifetime Production	Points	Type	Points	Total	Points
1 Lact.	[(+40)	or	(+120)]	or	60,000 kg	1	83-84	1	7	1
2 Lacts.	[(+40)	or	(+120)]	or	70,000 kg	2	85-86	2	8+	2
2 Lacts.	[(+60)	or	(+150)]	or	80,000 kg	3	87-89	3		
3 Lacts.	[(+60)	or	(+150)]	or	90,000 kg	4	EX	4		
3 Lacts.	[(+80)	or	(+180)]	or	100,000 kg	5	EX-2E	5		
4 Lacts.	[(+80)	or	(+180)]	or	120,000 kg+	6	EX-3E+	6		

Let's take a look at a Star Brood example for "Belle" who has three daughters: "Bona Vista", "Bonnie" & "Bernise".

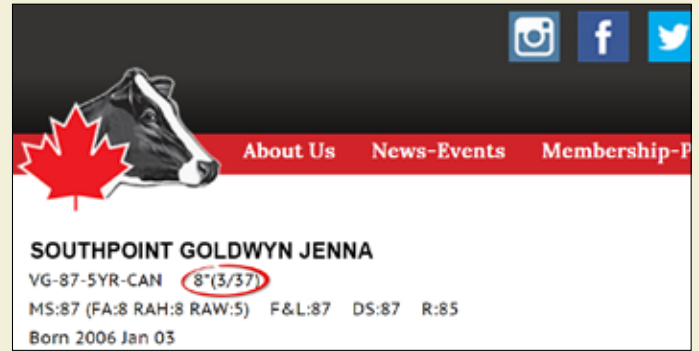
Daughter	Production	Points Prod.	Final Score Classification	Points Type	Lactations Completed	Points Longevity	Contributed Points
Bona Vista	110,000kg Lifetime Production	5	85	2	7	1	8
Bonnie	3rd lactation: composite deviation of (+63) 4th lactation: composite BCA of 600	3	82	0	4	0	0
Bernise	80,000kg Lifetime Production	3	87	3	5	0	6

Total Star Brood Points for Belle 14
Stars (5pt = 1 Star) 2*

Points earned by *Bona Vista* and *Bernise* are quite straightforward, though *Bonnie's* contribution of no points is a bit more complex. *Bonnie* qualified for three production points based on two qualifying lactations that, combined, met the "two lactations of ≥ 60 composite deviation OR ≥ 150 composite BCA". The composite BCA qualification requires *Bonnie's* composite BCA to have been greater than, or equal to, 150 over the national average composite BCA for the year in which she completed her 305 days in her fourth lactation (2015). Given the 2015 national average composite BCA was 445, *Bonnie's* had to be a minimum 595 composite BCA to receive the three production points. Unfortunately, while she earned the production points, *Bonnie* did not have the conformation to earn any classification points. Therefore she does not contribute any points to her dam, *Belle*. If she had scored 83 points or higher, she would then contribute four points (three production, one conformation) to her dam's star brood point total.

Each star is earned by five points, so *Belle* has two stars. With one more contributing point, *Belle* would have her third star.

On pedigrees and Animal Information sheets on the holstein.ca



website, the number of stars and points are indicated following the animal's classification. As seen above, *Southpoint Goldwyn Jenna* has eight stars; three points earned by natural born daughters and 37 points earned by ET daughters.

Though there are some additional rules for Master Breeder, Star Brood points and the points that contribute to a shield are determined by the same requirements table. From time to time the standards for qualifying production points are raised as genetic progress and improvements in management are realized at the national level. 🐄



2016 National Holstein Convention Congrès National Holstein 2016

ALBERTA • Calgary & Banff, April 20 - 23, 2016

It is with great pleasure that we welcome you to Alberta and all that is **JUST MAJESTIC!**

 @Holstein2016  @Holstein2016

Hurry, register at <http://events.holstein.ca>

Registration Opens: January 4th, 2016

Early Bird Rate Ends: March 10th, 2016

Hotel Room Block Cut-off Date: March 18th, 2016

Registration Deadline: March 31st, 2016

A sincere THANK YOU to all our generous sponsors!



Back to the Basics

GENETIC BREEDING VALUES

With the amount of information available to producers, things can sometimes get confusing. Every once and a while, it's good to get back to the basics. So, quiz yourself and test your knowledge!

Across

- 2 The record of an animal's ancestors.
- 4 Predicts average daughter profit to 6 years of age.
- 5 A numbered value that quantifies and allows comparison between the genetic potential of animals (two words).
- 6 After a cow has recorded production data added to her production genetic evaluations, they become _____ Breeding Values.
- 7 A sire with 20+ daughters from different herds contributing their performance data to his genetic evaluation is considered _____.
- 8 Recognized internationally as one of Canada's national genetic selection indexes: Lifetime _____ Index.
- 9 Everything about an animal that can be physically assessed or measured.

Down

- 1 The genetic potential of an animal.
- 3 _____ = (Sire EBV + Dam EBV) / 2 (two words).
- 6 Phenotype = Genotype + _____.



How well did you make out?

Check out **page 17** for the answers. If you missed a few of the answers, check out this quick explanation which will clarify the answers.

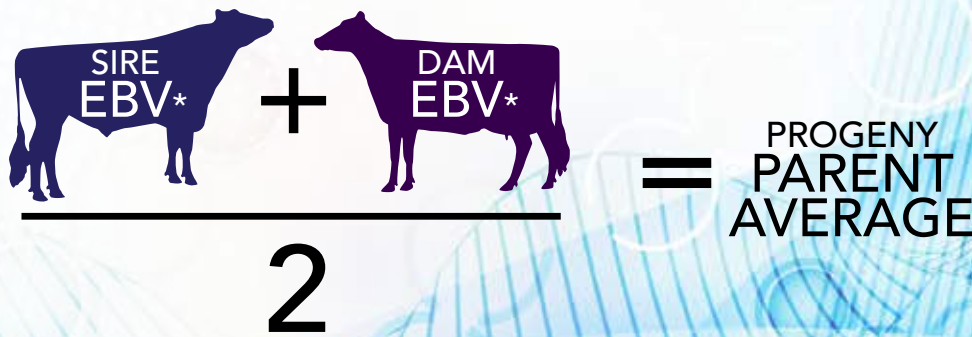
A pedigree is documentation indicating age, purity, basic information and the ancestors of an animal. If the calf is registered, the pedigree information is recorded in the Herdbook and the Canadian Dairy Network (CDN) is able to generate genetic evaluations for many traits. CDN provides genetic evaluations for the seven dairy breeds. Within each breed, all animals receive a genetic evaluation for a complete series of characteristics, including production, conformation and functional traits. These traits are combined into genetic indexes that allow producers to compare animals according to their genetic potential.

In Canada, we have two national genetic selection indexes: Lifetime Performance Index (LPI) and Pro\$ (pronounced Pro dollars). Pro\$ is a selection tool that maximizes genetic response for daughter profitability from milk sales. It was developed using on-farm Canadian profit data from DHI, taking current marketplace conditions into account along with the correlations between genetic traits. While LPI is a selection tool related to profit, it has more emphasis on type than Pro\$. LPI leads to a balanced genetic response for its three major components (production, durability and health and fertility) and is specific to each breed's goals.

When using genetic indexes, it is important to remember that an animal's performance is the result of her genetic potential AND the environment she is in. This is sometimes expressed in the equation

format: Phenotype = Genotype + Environment. Phenotype is the measure of what the animal actually looks like and how she performs. For example, services to conception, conformation assessment and milk recording are phenotypic measurements. Genotype is the genetic makeup of an animal and its ability to transmit its genes to the next generation. The third component of this is the environment which plays a key role in how the animal will actually perform based on the animal's surroundings and management.

The type of genetic evaluation depends on the information going into the calculations. An animal always starts with a Parent Average (PA). This PA can be calculated even before conception by taking the average of the parents' breeding values.



$$\frac{\text{SIRE EBV*} + \text{DAM EBV*}}{2} = \text{PROGENY PARENT AVERAGE}$$

*Depending on the sire and dam, their respective breeding values could be a PA or EBV (or if they are genotyped, a GPA or GEBV).

Increasing reliability of genetic evaluation

$$\text{GEBV} = \underbrace{\text{PA}}_{\text{Birth}} + \underbrace{\text{DNA}}_{\text{Genotyped Calf (GPA)}} + \text{Performance} + \text{Progeny}$$

Milking Cow

CROSSWORD ANSWERS

ACROSS: 2. Pedigree
4. Pro\$ 5. Genetic Index
6. Estimated 7. Proven
8. Performance 9. Phenotype

DOWN: 1. Genotype
3. Parent Average
6. Environment

After a heifer calves for the first time, the addition of her own performance data changes her Parent Average to an Estimated Breeding Value (EBV). This is true for conformation traits after 1st lactation classification, production traits following supervised milk recording and consequentially her Pro\$ and LPI values. The addition of phenotypic information increases the reliability of her breeding values. With time, more of her own performance data, and eventually her progeny's performance data, get added to her EBV calculations. For males, their progeny performance is required to change their PAs to EBVs. For a sire to become "proven", he needs at least 20 daughters from 10 different herds with both type and production data contributing to his genetic evaluation.

When an animal is genotyped, again increasing the reliability of the calculated breeding value, we add a G to the breeding value type. Therefore a genotyped calf with a PA gets a GPA and an genotyped animal with an EBV would have a GEBV.

Keep an eye open in the coming issues of the InfoHolstein for further explanation on coat colors, genomics strategies and much more! 🐮



Dairy Farmers
of Canada
dairyfarmers.ca



Dairy Farmers of Canada Launch a Website in Support of proAction®

OVER THE PAST FEW YEARS, the Canadian dairy industry has been operating within a fast evolving context. Indeed, while Canadian families are increasingly interested in and knowledgeable about where their food comes from and how its production impacts the environment, companies have been requiring more information on suppliers' environmental performance to support their own organizational goals.

Environmental sustainability has long been among the dairy sector's top priorities. Striving to improve efficiency and embracing innovation to reduce its environmental impact, considerable investments are still being made to reduce energy use, to improve nutrient, land, and water management, to adapt to climate variability, to enhance biodiversity, to increase resilience, and to reduce waste. Case in point: the proAction® Initiative established in 2009 and developed by Canadian dairy farmers to demonstrate how nutritious high quality dairy products can be produced in a responsible and sustainable manner. proAction® offers tangible proof to consumers that dairy farmers work diligently to ensure product quality and safety, and continually improve upon matters relating to animal health and welfare as well as environmental stewardship. Specifically, the six key modules the initiative comprises – Milk Quality, Food Safety, Animal Care, Traceability, Biosecurity, and Environment – are currently at different stages of development and implementation across the country.


proAction® Is Online

Launched last July, the proAction® website aims to dispense information pertaining to the initiative and the general state of dairy farming sustainability to interested stakeholders, to offer updates of our progress relating to implementation of the various modules, and to host the program's training and reference materials – content will continue to be integrated as it is developed – meant for farmers and service suppliers alike.

The site is divided into four sections. While the Resources section containing materials ranging from easy-to-digest training videos, infographics and articles to more comprehensive reference manuals



and workbooks was developed especially with the needs of dairy farmers in mind last September, the first three sections of the proAction® one-stop online shop target consumers. The first, "The proAction® Initiative", provides an overview of the program and of its six modules. The second section, "Why proAction®?", exposes the initiative's guiding principles and the reasons which motivated dairy farmer leaders to propose it. And the third, "Targets and Achievements", looks at the lay of the land for each module. What are the current targets? What concrete actions have been taken by dairy farmers? How close are we to reaching our goals? As the implementation phase of each module unfolds, we will provide yearly updates of targets and achievements so as to keep track regularly of the progress being made on Canadian dairy farms. For users' convenience and to allow them to access the information on the go, the website was designed to be responsive to the various platforms that are most common: computers, tablets and smart phones.

To learn more about the proAction® initiative, visit dairyfarmers.ca/proAction. 

National Director Elections

An election for the National Director in the Northern & Central Ontario electoral district will be taking place from January 8 – February 8, 2016. Members in this district are encouraged to watch their mailboxes for their ballots. The completed ballots must be received at Holstein Canada head office by **February 8, 2016**. For more information, please contact Nicole Faubert at nfaubert@holstein.ca or 1-855-756-8300 ext. 241. 🇨🇦

Want to Learn More About Field Service?

For those interested in learning more about Field Service, the corresponding section on the Holstein Canada website has now been updated. Learn what Field Service Reps do; learn how their time is broken down; find out who you should contact to book a visit; and check out the schedule to see when they are in your area if you are not from Ontario or Quebec! **Go to: Holstein.ca>Services>Field Service** 🇨🇦



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

Based on 1st Lactation Classifications from September/October 2015

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

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

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score	Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
G W ATWOOD	110	82.61	82.63	GOLD CHIP	94	82.62	82.82
SID	179	82.21	82.55	BRADNICK	49	81.90	82.47
AFTERSHOCK	135	82.00	82.02	SEAVAR	53	81.42	81.53
DEMPSEY	228	81.78	81.48	HERO	58	81.29	81.95
SANCHEZ	113	81.44	81.43	DORCY	59	80.88	81.49
WINDBROOK	745	81.20	81.32	EXPLODE	61	80.87	81.02
NUMERO UNO	181	80.91	80.88	EPIC	72	80.76	81.10
FEVER	976	80.85	81.22	LUMI	45	80.67	80.00
LAUTHORITY	358	80.81	81.32	ALTACEO	30	80.63	79.50
REGINALD	165	80.47	80.10	DAY	41	80.59	80.98

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

CLASSIFICATION SCHEDULE

MID-ROUND **MR** FIELD SERVICE **FS**

JANUARY

ON Northern Ontario
 QC Sherbrooke, Compton, Stanstead
 QC **MR** Nicolet, Drummond
FS NS, BC

EARLY

ON Thunder Bay, Stormont, Glengarry
 QC Frontenac, Beauce
 QC **MR** Lotbinière, Yamaska
 BC **MR**

MID

ON Dundas, Wentworth
 ON **MR** Perth, Huron
 QC Québec, Montmorency
FS NB, NS, PE, AB

LATE

FEBRUARY

ON Niagara, Brant, Haldimand, Norfolk, Prescott, Russell
 ON **MR** Leeds, Grenville
 QC Bellechasse, Dorchester, Lévis, L'Islet
 QC **MR** Abitibi, Témiscamingue, Deux-Montagnes, Terrebonne
FS NS, MB

EARLY

ON Carleton
 ON **MR** Renfrew, Lanark, Grey, Bruce
 QC Montmagny, Kamouraska
 QC **MR** Bagot, Saint-Hyacinthe, Richelieu, Verchères, Rouville, Labelle, Papineau, Gatineau, Argenteuil, Pontiac
 AB South/Central
FS PE, SK

MID

QC **MR** L'Assomption, Montcalm, Joliette, Berthier, Maskinongé
 AB Northern
 MB
FS NB, NS, PE, BC

LATE

MARCH

ON Lambton, Middlesex, Essex & Kent, Elgin
 ON **MR** Halton, York, Peel, Simcoe, Dufferin, Ontario
 QC **MR** Saint-Maurice, Champlain, Lavolette, Portneuf, Lac Saint-Jean, Roberval, Lapointe, Dubuc, Charlevoix, Chicoutimi
FS NL, BC

EARLY

Young Leaders' Corner



Domestic Exchange


Do you want to travel Canada and see how dairy farming differs from coast to coast?

Holstein Canada is interested in starting a domestic exchange program to give our Young Leaders an opportunity to gain valuable farm experience and travel to different parts of Canada. It will allow participants to see how dairy farming differs across our diverse landscape and in different settings. It will broaden the minds of the next generation, allowing them to gather information and make informed decisions for their own dairy operations.

If you are an interested participant or host farm, please email Kelly Velthuis at kvelthuis@holstein.ca. Please include your name, prefix and a brief (200 words or less) description of your farm, or yourself. Participants must be at least 16 years old at the time of travel.



Newsletter

Want to stay in the loop on the latest and greatest with Young Leaders? Hear about upcoming events and opportunities first! Sign up for an all new, quarterly, online "Young Leaders" newsletter. Email Kelly Velthuis at kvelthuis@holstein.ca to be added to our mailing list. Learn about travel opportunities, scholarships and hear about different experiences Young Leaders are having across the country, and around the world. Sign up today! 



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