

info Holstein

November/December 2017 issue no. 148

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



National Holstein Convention April 11-14, 2018

11
April

National Spring Sale: Showgrounds, Victoriaville

Welcome Reception: Hilton Quebec City

12
April

Spring Show: Showgrounds, Victoriaville

- Dinner on-site before going back to the hotel

Alternate program: Free time in Old Quebec City

Mixology Event Night: Cocktails competition, tasting and music– you can't go wrong with this!

13
April

Farm Tours

Alternate Program:

- Côte de Beaupré & Île d'Orléans
- St-Anne-de-Beaupré Sanctuary: Discover the cathedral's architecture and secrets
- Ste-Pétronille Vineyard: Tour and tasting
- Sugar Shack Lunch at L'En-tailleur
- Montmorency Falls Park

Traditions & Innovations Banquet: Hilton Quebec Hotel Foyer

- Entertainment by Tony la Sauce: His energy and enthusiasm will win you over and have your feet stomping in no time!

14
April

Annual General Meeting of the Members

Master Breeder Gala

Convention registration opens January 9, 2018



Book your hotel **today** by visiting www.holstein.ca:
News-Events → National Holstein Convention

Hilton Quebec City

\$174.00/night + tax (single or double occupancy available)

*Book your hotel by **March 9, 2018** to guarantee your stay with Holstein Canada's room block

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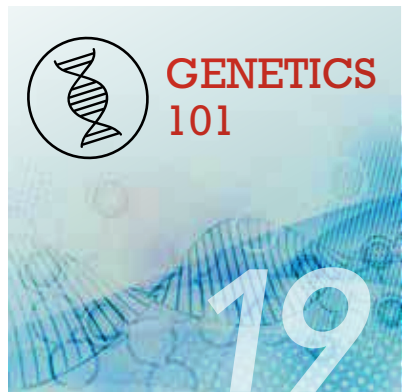


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ABOVE: Be sure to check out the farm profiles on page 15. In this edition, we talked to four past Young Leader Convention participants from across Canada. **ON THE COVER:** Our cover features Shylane Atlas Nation VG-87 (appropriately named for celebrating the 150th birthday of our great nation!) relaxing in the sand and enjoying the summer-like, warm fall weather. (Photo by Jennifer Kyle)



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Why do you use Holstein Canada's core services?

By Holstein Canada Chief Executive Officer, Ann Louise Carson

I OFTEN HEAR from non-farming people, who discover our great industry, that they are surprised each farm is so different. This diversity, paired with the fact that most are family operated, is our strength. Each family farm can determine their herd size, nutrition program, barn structure, production level and so much more, tailoring their farm to what works specifically for them. There is something very empowering about controlling your destiny – or at least what you can control. Mother Nature sometimes has a mind of her own!

Holstein Canada core services are designed to meet these flexible needs. Registration, Classification and Genotesting are, first and foremost, management tools for your herd's profitability. Information is power and in today's world of important economic decisions, more pertinent than ever. Our services are available to help make each generation of your herd more profitable than the last. It is that simple.

Genetic evaluation and marketing are also why many use our services. As our industry shifts, some of the reasons people use our services may also shift. Some producers use our services to measure their personal progress – again, directly linked to profitability.

Regardless of what your goals are, our services are available to help you reach those objectives.

We appreciate that our collective mindset may be experiencing a slight shift toward individual needs, while technology has also allowed great progress. This progress keeps us on our toes and we all benefit. So, why choose when you can have it all? Technology pushes us to the future while continuously enhanced services measure our success and validate the technology.

Holstein Canada "gets" the industry is changing rapidly. Our commitment to you is to ensure services are delivered in ways which keep up with the pace of this changing world and continue to be directly linked to your profitability.

Our services are designed to help maximize the potential and profitability of all herds. The next time you hear from someone who may not understand our services, feel free to share this with them, as well as the article, "*Functionality = Profitability*", on the following page. Each farm may be different; however, everyone has the same goal of increased profitability. 🇨🇦



My future lies in Canadian Agriculture

Each year, Holstein Canada invests in six outstanding students by awarding them with a scholarship of \$1,000 for sharing their passion for agriculture.

Visit www.holstein.ca for full application and criteria details.

Application deadline: November 24, 2017



Want to learn more or get involved? Visit holstein.ca or email youngleader@holstein.ca

Functionality = Profitability

CLASSIFICATION is a comprehensive evaluation of the physical structure of a dairy animal. It is therefore a comparison of her actual conformation to that of the ideal cow, also known as the “true type”. The true type cow represents the perfect balance of traits needed for high production, fertility, management ease, longevity, health and welfare.

The Canadian classification scorecard is made up of 25 linear traits, eight of which are actual measurements, 25 defective characteristic traits and one research trait (locomotion). The traits are split between four sections: Mammary System, Feet & Legs, Dairy Strength and Rump. The classifiers’ handheld computers assign codes for the measurements and make adjustments for the measurements according to the age at calving, stage of lactation and udder fullness. Once all data has been collected and inputted, the four section scores and final score are automatically generated.

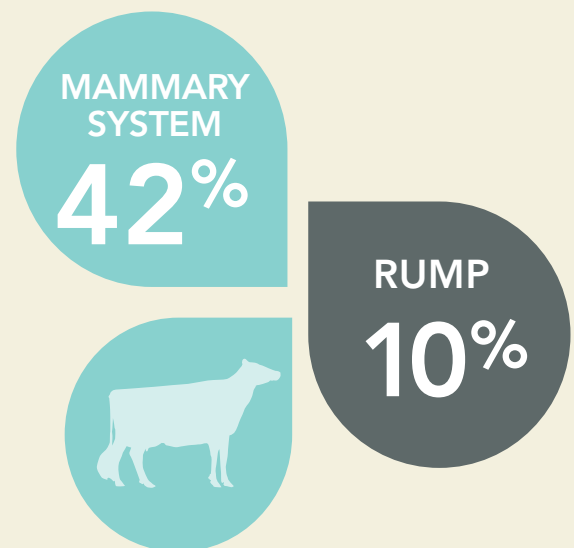
Sometimes there are misconceptions that the classification program is solely for show-oriented breeders. We hear the comment that producers do not want to classify because they “don’t show” and they “don’t breed for big ‘fancy’ or ‘stylish’ cows”. Any one breeder’s “ideal” cow does not always fit the same mould as his or her neighbours’, and that is to be respected. However, words such as “fancy” and “stylish” do not represent the actual functional working ability of a cow, and therefore, are not included in the classification scorecard.

“Whether you self-identify as a commercial herd or a show herd, cows exceeding a desirable height of 59 inches to 61 inches are often not suitable in most facilities,” says Classification and Cattle Assessment Manager, Brad Eggink.

The goal of the classification program is to build a functional cow and select cows with optimal workability that are easy to work with, more resistant to breakdown or disease, trouble-free and lower maintenance – cows that produce high volumes of milk with great ease.

In the previous edition of *InfoHolstein*, Dr. Gordon Atkins stated that, “the gap between the type of cows winning the show and the type demanded by the commercial breeder has already begun to narrow and increased efforts must be made so the cows winning in the show ring exemplify the same characteristics appreciated by the commercial breeder.” Interestingly, the animal breakdown for classification is the same breakdown judges use in the show ring (42% Mammary System, 28% Feet & Legs, 20% Dairy Strength and 10% Rump). This has been the case for many years, and recently there has been an increased push for judges to use this model more intently.

So where does the misunderstanding come from? Do both judges and





classifiers need to do a better job of articulating their reasons in the ring and in the barn? Or, are there different interpretations for the same features? Many producers will tell you that their favourite cows in the herd are animals that go unnoticed because they are disease-free, have lots of production, and breed back without any trouble. Does this sound familiar?

Many show enthusiasts appreciate and notice cows that are wide, angular, well-sprung and well-sloped with strong ligament strength and attachments. These are the same characteristics that give an animal resistance to breakdown, capacity for high volumes of milk, and reproductive soundness. This means the cow at the show and the cow in the barn should be the same cow.

Let's take a closer look...

Using the same Canadian DHI Profit Data used to create Pro\$, Holstein Canada compared the strength of many conformation traits and their association to profit. This gave us a better understanding of which "codes" have the strongest relationship to profitability. Please refer to images 1 through 3 for the next section.

Rump (10%)

Pin width makes up 21% of the rump section and has ideal codes of 8 and 9, which are in fact the most profitable codes. Wide pins equates to easy breeding, calving ease and healthy recovery after calving.

Thurl placement makes up 24% of the rump section as well as 14% of the feet and legs section. Over the last few years, thurl placement has gained higher emphasis on the scorecard as the thurls play an important role in the functionality of the cow.

Thurl placement has an intermediate ideal code of 6, describing that the ideal thurl placement between the hip and pin bones is a 60-40 ratio. If the thurls are too far back or too far forward, the cow will be more likely susceptible to mobility issues and foot disease. When comparing the strength of conformation traits to profit, this trend is very obvious.

Image 1: Rump traits

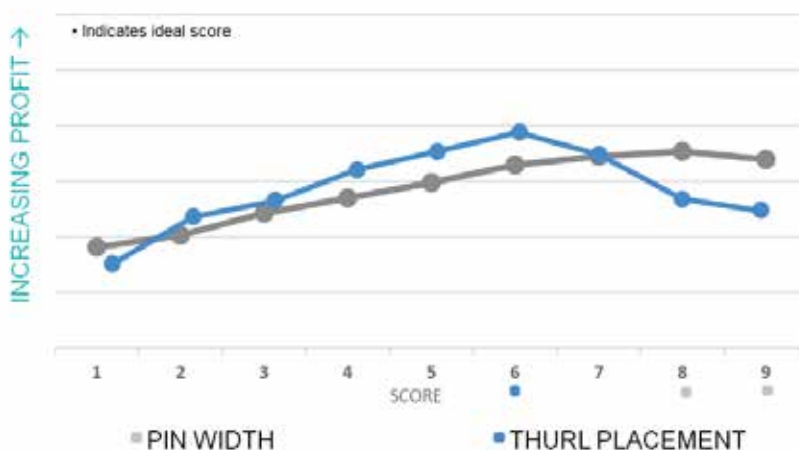


Image 2: Rear Attachment Width

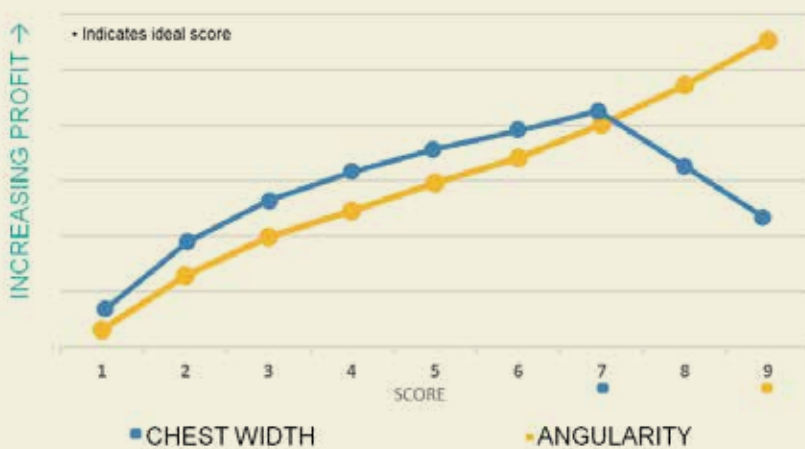


Gains in profitability are experienced by producers with consistent commitment to assessing conformation over generations of breeding; profiting from continual improvements in functional conformation and productivity.

Mammary System (42%)

Rear attachment width makes up 10% of the mammary section and has an ideal code of 9. In image 2, you can see the relationship between rear attachment width and profitability, which is extremely linear. The wider the udder the more profitable she will be. This makes sense as she has more udder capacity, and therefore can produce more milk. Cow profitability and longevity go hand-in-hand; it is hard to have one without the other. As it relates to longevity, traits with the highest strength of relationship to longevity are udder depth (12%), fore attachment (18%) and udder texture (14%). In other words, cows that last long in the herd usually have soft, high and well-attached udders that withstand injury and disease.

Image 3: Dairy Strength Traits



Higher scored cows make more milk & are more profitable.

Dairy Strength (20%)

The Dairy Strength traits help bind the cow together; whether it is loin strength, body condition or angularity, producers can agree that ideal cows should be well-sprung and open-ribbed, with adequate width. This gives the animal enough capacity for consuming a high-forage diet and sustains sufficient body condition for high milk output throughout her lactation. Every cow needs to pump 500 litres of blood through her chest floor and heart region through to her udder to produce just one litre of milk, making it imperative for cows to exemplify width of chest and spring of rib. Therefore, chest width (23%) and angularity (28%) are the two traits that carry the most weight in the Dairy Strength section. Both of these traits are strongly tied to profitability of the animal.

Dairy Strength (20%) ...continued

For first lactation animals, chest width has an intermediate ideal code of 6 and 7. If an animal is assessed as a code 8 or 9 (too wide), you may not be getting the maximum return on investment as the potential of putting great inputs into the animal may not always yield greater milk production. The same can be said with animals that are too narrow.

Angularity has an ideal code of 9. This means that the more angular a cow is, the more profitable she will be. An angular cow has greater longevity in the herd and is much less likely to get culled. The prolonged lifespan in your herd results in her having a higher return on investment and therefore increased profitability.

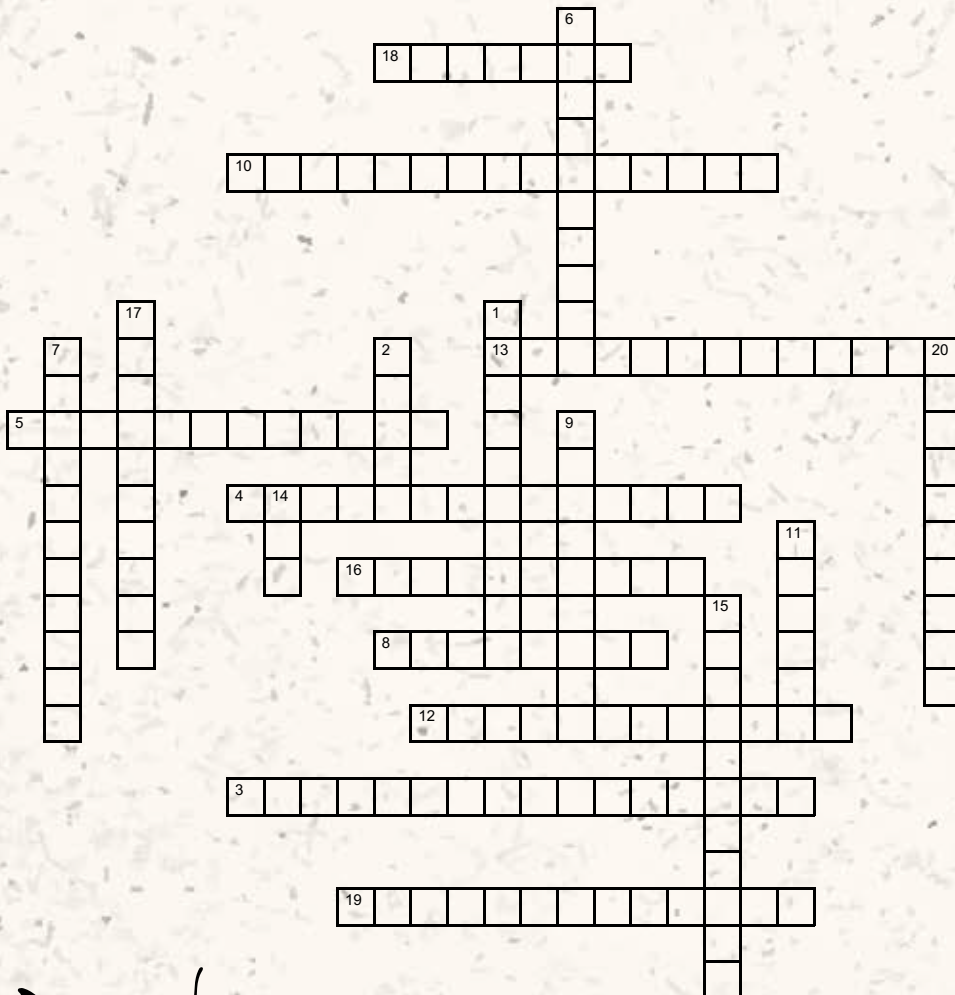
Classification is a herd management tool that helps producers to make smarter decisions about the functional conformation of their herds. The objective is to select for a cow's natural ability to produce higher volumes of milk over a longer lifetime. Identifying your herd's potential can help you make more informed breeding decisions. Classification recognizes areas of excellence while simultaneously highlighting where there is room for improvement. This type of actual raw data can go a long way in helping you set your breeding philosophy, including the types of matings, whether to use conventional, sexed or beef semen, or even possibly which animals you should use as recipients. Using the classification results, you are building toward a more functional and profitable next generation, all the while promoting longevity within your herd. 🇩🇪



Stay tuned for the January/February 2018 edition of InfoHolstein where we will interview producers to discover what their perception is on functional cows.

A Year In Review

Using only the 2017 editions of InfoHolstein, you will be able to search through the pages and find the answers to our year-end crossword challenge!



Across →

- 3 Who is the Vice-President of the Young Leader Advisory Committee? (2 words)
- 4 Who is the newest National Director for Holstein Canada? (2 words)
- 5 What was the #FrametheHerd theme for the May/June 2017 edition of InfoHolstein? (2 words)
- 8 Which herd from Loretto, Ontario was named Master Breeder in 2016?
- 10 Which band played at the National Convention in April 2017? (3 words)
- 12 Which ProAction® module came into effect September 1, 2017?
- 13 Name the title of the new judging manual released in 2017 (4 words)
- 16 Which Top Production Herd milks the most cows? (Sept/Oct 2017)
- 18 Which conformation trait was removed from the Rump section of the Classification scorecard? (2 words)
- 19 Fill in the blank: Pro\$ is based on sound science and takes current economic values into account for the calculation of expense, income and overall daughter _____.

Down ↓

- 1 Where was the 134th annual general meeting held? (2 words)
- 2 Who was Cow of the Year in 2016?
- 6 Which British Columbia farm was featured in the Farm Profiles in the March/April 2017 edition?
- 7 The ultimate goal of most dairy producers is to produce _____ (March/April 2017) (2 words)
- 9 What is the prefix of our current Holstein Canada president?
- 11 What is the last name of our most recent past president?
- 14 Based on the 1st lactation Classifications from May/June 2017, who was the top sire with 100+ daughters classified?
- 15 Fill in the blank: _____ is the standard for dairy cattle traceability and herd book registration.
- 17 Metabolic disease is heavily influenced by what?
- 20 Where can you find your e-Documents? (2 words)



**Young Leader Convention
April 11-14, 2018**

Quebec City is waiting

This year's exciting Young Leader program includes:

- Panel discussions
- Farm tours
- Workshops on classification, management topics, genomics, herd profitability and succession planning
- Holstein Canada's Annual General Meeting & Master Breeder Gala
- Judging clinic
- National Spring Show
- Lots of awesome social activities!



Interested in attending? For more information and application forms, please visit: www.holstein.ca ▶ Membership-Programs ▶ Young Leader Program ▶ Formal Gatherings
Applications are due to your provincial Branch office by **Monday, January 8, 2018.**

Holstein Celebrates Canada's 150th



Throughout 2017, we have shared a variety of 150th themed facts and listings in celebration of Canada's 150th birthday. We hope you have enjoyed reading these as much as we have enjoyed researching and creating them! For our final installment, we have decided to round out our 150th celebrations by recognizing the cows who know how to put the butter fat into the milk tank. As dairy farmers, we know it's all about that fat! We have uncovered the top 150 animals with the highest lifetime fat yields of all time. All of these animals are Canadian-bred and the rankings are based on publishable, completed records only. The top eight are listed here! Want to see the complete listing? Check it out at Holstein.ca > Awards-Lists

Rank	Animal Name	Date of Birth	Total Fat Yield (kg)	Avg. Total Fat %	Total Protein Yield (kg)	Avg. Total Protein %	Total Milk Yield (kg)	Owner Name	Province
1	GILLETTE E SMURF	9/13/1996	8,877	3.6	7,762	3.1	247,711	FERME GILLETTE INC	ON
2	HYLJON PRELUDE TESSA	12/22/1992	8,682	4.5	6,206	3.2	190,960	JOHN E. HYLKEMA	SK
3	ROCKTALE MASTER C TOP	3/23/1998	7,943	4.3	6,393	3.5	184,438	ALAIN ROBERGE HOLSTEIN	QC
4	GUERINIERE BROKER WILDA	11/15/1992	7,512	3.9	6,585	3.4	191,122	NAULY HOLSTEIN	QC
5	HOLZER CHINTZY CHAMPION	10/1/2003	7,424	5.4	4,552	3.3	137,755	BUSHY VIEW	ON
6	PETITCLERC MILAN PETITE	1/14/1997	7,381	4.2	5,293	3.0	174,341	FERME JEAN-PAUL PETITCLERC & FILS INC	QC
7	PICHEL RUDOLPH SEXY	1/2/1999	7,267	3.9	6,006	3.2	187,200	H. & R. & D. DUCHESNE	QC
8	SUMMITHOLM TRENT KATE	9/12/2002	7,122	4.4	5,573	3.4	163,706	JOE LOEWITH & SONS LTD	ON

We're here to Help!

MANY OF YOU may have talked to, emailed or met in-person members of our office customer service team. For those who have not met the head office frontline customer service team, let's take a moment to put some faces to names.

Through extensive cross-training over the past year, our team members have grown from specialists in specific service areas, such as registration, parentage and transfers, to well-rounded customer service representatives with knowledge in all service areas. Our team's varied knowledge allows them to learn from each other, grow as a team and, most importantly, serve you better! Our goal is to assist you with any questions or inquiries you may have in regards to:

- **REGISTRATION AND TRANSFERS** – How to submit, status of your work order
- **EMBRYO** – how to file your flush, implant, change of ownership information
- **PARENTAGE AND GENOTYPING** – submitting test samples, parentage questions
- **GENERAL QUESTIONS** about our services
- **CONNECTING YOU WITH FIELD SERVICE STAFF**
- **WEBSITE** – client login, online services
- **CHANGES TO CUSTOMER ACCOUNTS** – new email, membership, address updates, etc.
- Help with **ACCOUNT PAYMENT OPTIONS**
- And, much more!

We will continue to cross-train our staff on Holstein Canada services while at the same time welcoming the opportunity to assist you with your needs. Our customer service team is available Monday to Friday 8 a.m. to 5 p.m. EST. You can contact them at our toll free number 1-855-756-8300. Enter the option "4" following the auto attendant message to send your call directly to the customer service staff; this by-passes reception and saves you time! You can also email our customer service team at CustomerService@holstein.ca, and one of our representatives will be happy to get back to you.

Thank you, for allowing us to assist you! 🇨🇦



Back row from left: Roxanne McInnis*, Shanna Himburg and Marijo Turgeon*. Front row from left: Emilie Wallace*, Laura Michalovic*, Toni Welsh, Amy Earle and Courtney Silverthorn*. Absent: Debbi Laberge* and Wendy Jepma. (*Bilingual representatives who can respond quickly to requests in both English and French.)

Mailing from Holstein Canada

ALL REGULAR PRINT DOCUMENTS have been grouped for weekly printing and mailing. Weekly mailings have increased efficiencies in the handling and distribution of printed documents for our clients; more papers per customer, less often. After some analysis, it has been determined that even more efficiencies and cost savings on postage can be achieved by **MOVING TO A MONTHLY MAILING SYSTEM**. The monthly mailing system follows the same logic as the current weekly mailings; documents from your completed work are batched for print and mailed on a monthly basis. Our first monthly mailing will be in December, mailing all of your work from November with your November statement.

If you need your documents before your monthly mailing package arrives, they are always available as e-documents via your web account; for you to view, save or print at all times! If you do not have access to your documents give customer service a call to assist you 1-855-756-8300 and press option 4. 🇨🇦

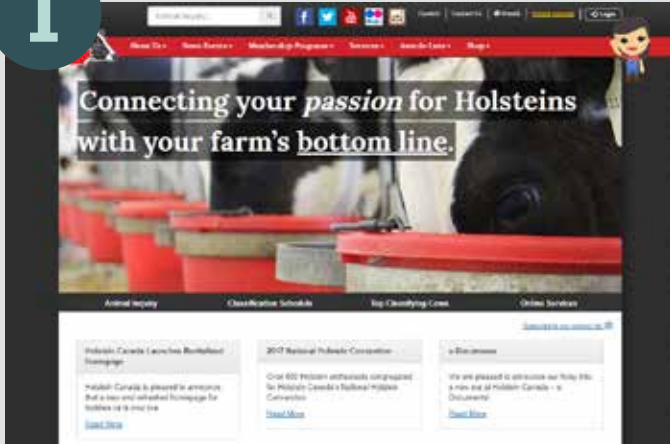


WHERE DO I FIND MY E-DOCUMENTS?
Flip the page for your handy web account guide!

Accessing Your Web Account is as easy as 1, 2, 3!

Your

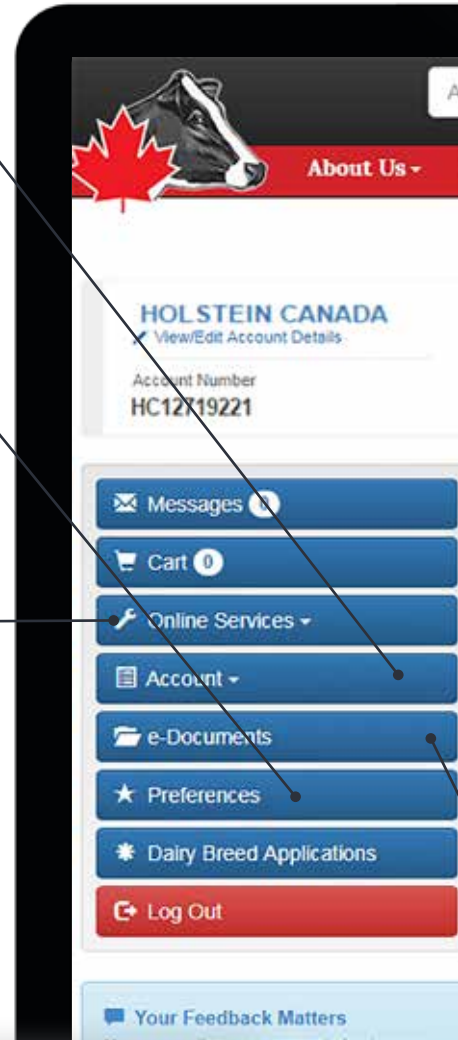
1



Step #1: Visit holstein.ca and click "Login" in the top right-hand corner!

View and print transactions and statements, make credit card payments and see your account balance here.

Too much paper mail? Set your document delivery preferences here!



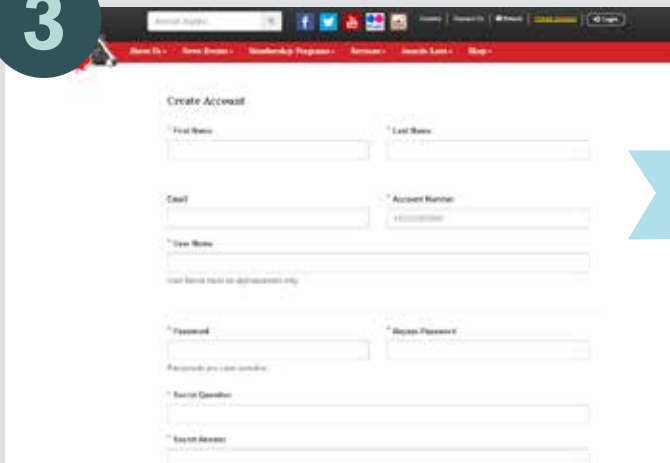
2



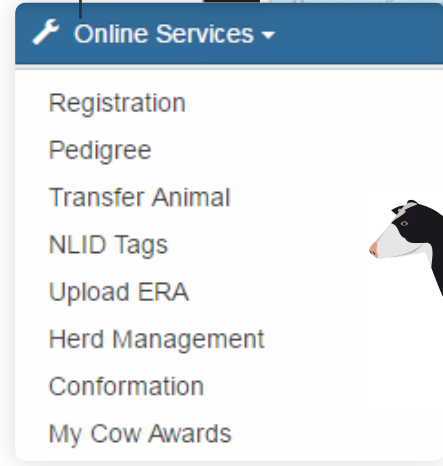
Already have your account? Login!

Step #2: Already have a web account? Log in! Don't have an account? Click "Create Account" and proceed to Step #3 below!

3



Once you're set up, Login!

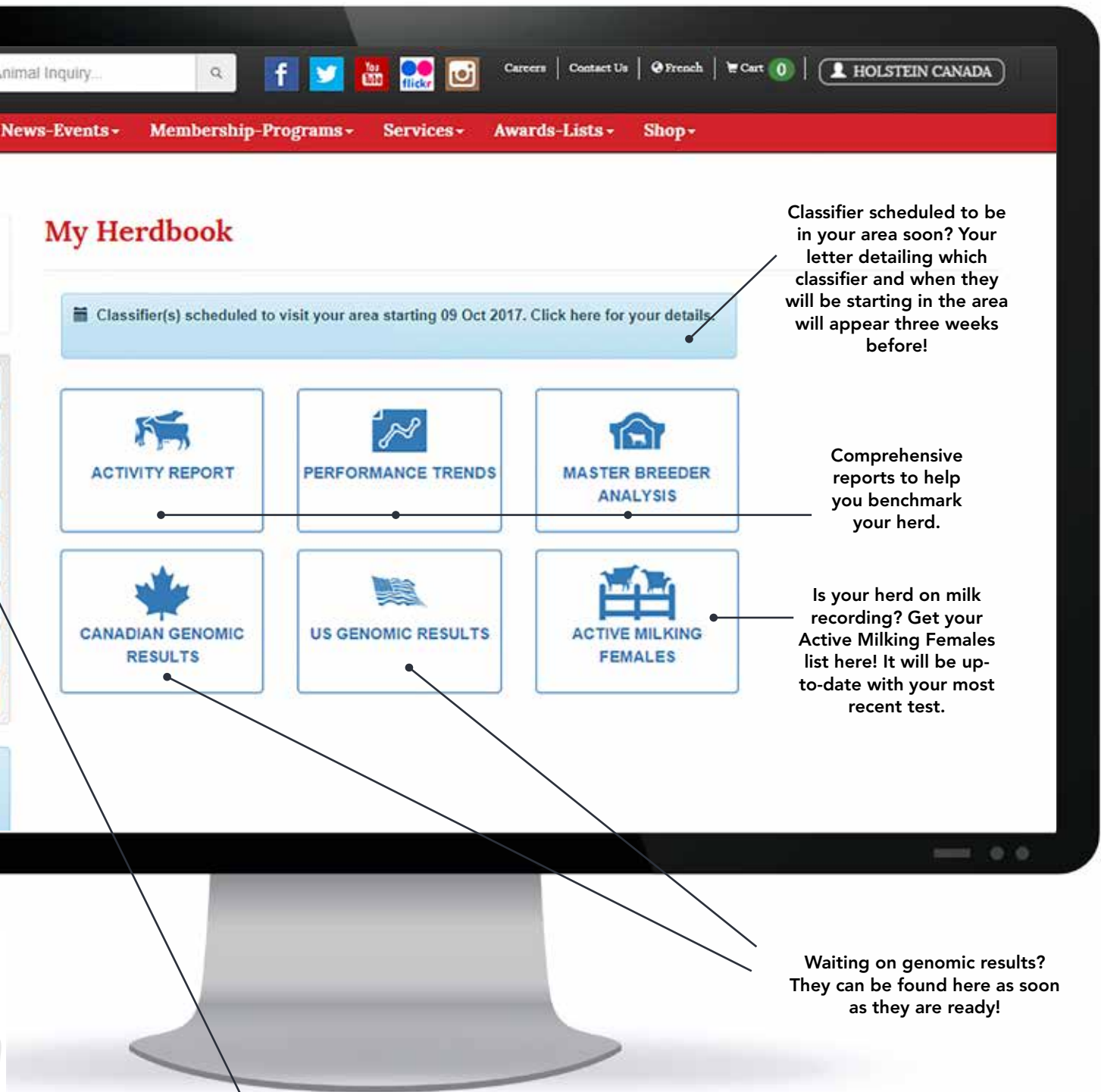


SERVICES FOR YOUR ANIMAL'S LIFETIME:

Registration | Genotesting | NLID Transfer | Classification

Step #3: Input the required information and you are all set! (Be sure to have your account number ready; it can be found on your statement or invoice.)

Web Account Road Map



My Herdbook

Classifier(s) scheduled to visit your area starting 09 Oct 2017. Click here for your details.

Classifier scheduled to be in your area soon? Your letter detailing which classifier and when they will be starting in the area will appear three weeks before!

ACTIVITY REPORT

PERFORMANCE TRENDS

MASTER BREEDER ANALYSIS

Comprehensive reports to help you benchmark your herd.

CANADIAN GENOMIC RESULTS

US GENOMIC RESULTS

ACTIVE MILKING FEMALES

Is your herd on milk recording? Get your Active Milking Females list here! It will be up-to-date with your most recent test.

Waiting on genomic results? They can be found here as soon as they are ready!

VIEW YOUR E-DOCUMENTS HERE, INCLUDING:

Certificates of Registry | Pedigrees
Awards | Invoices and, more!



Need to make a payment?
Turn the page to see 3 methods!



How to Make a Payment

Making a payment on your account is easy! Holstein Canada is pleased to offer three (3) convenient payment options:

1

Online Banking

Through your Financial Institution set up Holstein Association as a "Payee":

Enter company name:

• Select the payee you'd like to add.

PAYEES

HOLSTEIN ASSOCIATION OF CANADA

Payee account number:

The account number can be found on your statement or invoice, and is a 10-digit alpha numeric (HC + 8 numbers). Payments made by this method with a valid account number will be automatically credited to your Herdbook account.

2

VISA or Mastercard

Payments via credit card can be submitted:

- Online through your Holstein Canada Account
- Call customer service at 1-855-756-8300 (press option "4")
- Complete and submit the bottom portion of your statement with your credit card info

Did you know you can request to be set up for automatic monthly payments with your credit card? The balance on your account at the end of the month will be processed on your credit card. Contact customer service to request automatic monthly credit card payment - 1-855-756-8300 (press option "4") or email CustomerService@holstein.ca

3

Cheque

Cheques are still accepted for account payment.

Please help us to ensure your payment is applied to the correct account; include the bottom portion of your statement or note your 10-digit account number on the cheque.



FARM PROFILE

Young Leaders

Lisa Wiens Simanton

Crestomere, Alberta



By Morgan Sangster, HC Field Service Business Partner

WHAT MADE YOU DECIDE TO APPLY TO ATTEND THE HOLSTEIN CANADA YOUNG LEADER PROGRAM? I felt it was a great opportunity to network with other young Holstein enthusiasts and tour other farms in different parts of our country.

THEN VS. NOW: WHAT WERE YOU DOING AT THE TIME OF YOUR PARTICIPATION? WHAT ARE YOU DOING NOW? In 2012, I was in my third year of university, and just back from a student exchange program in Australia. In 2015 and 2016, I was working for Cargill Animal Nutrition full-time. Currently, I am still working for Cargill, and am now married to my husband, Lee, and we operate Crestomere Holsteins with his family.

HOW HAS YOUR PARTICIPATION IN THE YOUNG LEADER PROGRAM IMPACTED YOUR LIFE/CAREER PATH?

The people I meet and building onto my network are always my biggest takeaways from the Young Leader Program. The farm tours are also one of my favourite parts, to see and hear about the various ways that people farm.

TELL US ABOUT YOUR AG INDUSTRY/ COMMUNITY INVOLVEMENT:

As I mentioned, I work for Cargill Animal Nutrition as a Dairy Nutritionist in central Alberta. I am also a Director on the Central Alberta Holstein Board. I help Crestomere Holsteins at our local shows (Calgary, Leduc, Lacombe & Red Deer) and also volunteer at some of these shows as well.

HAS ANYTHING YOU LEARNED DURING YOUR PARTICIPATION IN THE YOUNG LEADER PROGRAM INFLUENCED/CHANGED YOUR FARM/ HERD MANAGEMENT?

It has definitely influenced some of the different ideas that I am able to bring to my customers – different farming practices I have learned along the way.

THINKING ABOUT THE NETWORKING AND CONNECTIONS MADE DURING YOUR PARTICIPATION, DO YOU STILL KEEP IN TOUCH WITH ANY OF THE OTHER PARTICIPANTS? Yes I do.

WHY DO YOU THINK IT IS IMPORTANT FOR ORGANIZATIONS TO OFFER THESE TYPES OF PROGRAMS? AND, WHY DO YOU THINK IT IS IMPORTANT FOR YOUNG PEOPLE TO ATTEND? It is an excellent program that develops the next generation and gets them involved. Sitting in on the AGM is a great opportunity to stay current. It's important that young people take advantage of these opportunities. I think it's very important to get outside your bubble and experience some new perspectives and meet new people.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO IS CONSIDERING APPLYING TO ATTEND THE YOUNG LEADER PROGRAM? DO IT! Just do it. You will have fun and learn a lot. I do believe that the Young Leader Program is great for anyone in our dairy industry; whether you consider yourself show or commercial. There is a lot to take away from the tours, the learning sessions, and just from getting to know the other participants. And you will have the opportunity to meet some great leaders in our industry and see some great cattle along the way.

WHAT WAS THE BEST OR MOST MEMORABLE MOMENT FROM YOUR YOUNG LEADER EXPERIENCE? I really enjoyed being involved in the planning committee for the 2016 Convention in Calgary/Banff!

AND, FINALLY (BECAUSE WE ASK EVERYONE THIS QUESTION!), WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? Personally, my ideal cow is a long-lasting one. We know that a cow's most efficient lactation is her fifth and her greatest production is in her sixth. Who doesn't love 100,000L cows? 🐄

Crestomere Holsteins

PREFIX: Crestomere

YEAR(S) YOU ATTENDED THE YOUNG LEADER PROGRAM: 2012 World Holstein Conference, 2015 & 2016

WHERE WAS CONVENTION THAT YEAR? Toronto, New Brunswick & Calgary/Banff

HERD SIZE: 80 milking cows

OF ACRES FARMED: 325 acres of hay, barley & corn

FACILITY TYPE: 67-cow tie-stall barn

HOLSTEIN CANADA SERVICES USED: Registration, Classification & Genotyping

HERD CLASSIFICATION: 7ME – 8EX – 48VG – 35GP
HERD AVERAGE PRODUCTION: 10,992M – 384F – 349P

ARE THERE OTHER BREEDS IN YOUR HERD? All Holsteins





FARM PROFILE

Young Leaders

Stephanie & Camron Murphy



Hastings, Ontario

By Ava Doner, Ontario Holstein Branch Summer Student

Ronbeth Holsteins

PREFIX: Ronbeth

OWNERS/OPERATORS: Stephanie and Camron own and operate the farm with Stephanie's parents, Dean and Carol Warner, and sister, Lacey Warner.

YEAR YOU ATTENDED THE YOUNG LEADER PROGRAM: Stephanie: 2013-2017. Camron: 2016 & 2017.

WHERE WAS CONVENTION THAT YEAR?
Stephanie: Quebec, New Brunswick, Alberta & Ontario. Camron: Alberta & Ontario

HERD SIZE: 50 cows

OF ACRES FARMED: 550 acres

FACILITY TYPE: Tie-stall

HOLSTEIN CANADA SERVICES USED: Classification, Registration NLID & Genotyping

HERD CLASSIFICATION: 14 ME – 7 EX – 37 VG – 5 GP

HERD AVERAGE PRODUCTION: 33 litres per day with 4.2% Fat and 3.4% Protein

ARE THERE OTHER BREEDS IN YOUR HERD? No, just Holsteins.



WHAT MADE YOU DECIDE TO APPLY TO ATTEND THE HOLSTEIN CANADA YOUNG LEADER PROGRAM? **STEPHANIE (S):**

The Young Leader Convention Program provides a great networking opportunity throughout the country and educates people about industry events. Being on the advisory committee has allowed me to give back to an organization that has given so much to the Holstein Community.

CAMRON (C): I really like the education aspect of the program. It has allowed me to learn new things about the dairy industry, keep up-to-date with where the industry is heading, view different farming styles and make contacts throughout Canada.

THEN VS. NOW: WHAT WERE YOU DOING AT THE TIME OF YOUR PARTICIPATION? **WHAT ARE YOU DOING NOW? S:**

I was working for Campbellford Farm Supply and was actively involved on our home dairy farm. Currently, I am working for Grand Valley Fortifiers as a Dairy Specialist and now own the farm with Camron, my parents and sister, Lacey. **C:** I was working on a large scale (2,500) sheep farm at the time. Now, I part-own and operate Ronbeth Holsteins and custom graze beef cattle.

HOW HAS YOUR PARTICIPATION IN THE YOUNG LEADER PROGRAM IMPACTED YOUR LIFE/CAREER PATH? **S:**

I have gained more confidence to speak with those in the industry, as well as to educate those not in the industry. It has also reassured me that this is the industry and career that I want to be involved in. **C:** I grew up in New Zealand and not in the dairy industry. Participating has allowed me to learn more about the industry, different ways of farming, and has enabled me to meet friends that I can always call on for advice or help.

TELL US ABOUT YOUR AG INDUSTRY/ COMMUNITY INVOLVEMENT: **S:**

I am currently the Chair of the Young Leader Advisory Committee, President of the Peterborough Holstein Club, a member of the Milk Committee, a 4-H Dairy Club Leader and a Holstein Canada Official Judge. **C:** Right now, I am a Member of our local Milk Committee.

HAS ANYTHING YOU LEARNED DURING YOUR PARTICIPATION IN THE YOUNG LEADER PROGRAM INFLUENCED/ CHANGED YOUR FARM/HERD MANAGEMENT? **S:**

We have now begun to focus more on marketing tools, such as social media.

C: We have also used CDN more and have learned a lot from guest speakers about things we would like to implement on the farm in the future.

THINKING ABOUT THE NETWORKING AND CONNECTIONS MADE DURING YOUR PARTICIPATION, DO YOU STILL KEEP IN TOUCH WITH ANY OF THE OTHER PARTICIPANTS? **S:**

Yes, for sure! **C:** Yes, and it is always nice to catch up with them at the next event we go to.

WHY DO YOU THINK IT IS IMPORTANT FOR ORGANIZATIONS TO OFFER THESE TYPES OF PROGRAMS? AND, WHY DO YOU THINK IT IS IMPORTANT FOR YOUNG PEOPLE TO ATTEND? **S:**

It is so important to use these programs as a networking opportunity and to learn from others through their experiences. It is such a good way to get out, see different management tools on a variety of farms, and to hear the latest industry news from the guest speakers. **C:** It helps you broaden your horizons and see the bigger

picture of what organizations like Holstein Canada and Ontario Holsteins have to offer.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO IS CONSIDERING APPLYING TO ATTEND THE YOUNG LEADER PROGRAM? **S:**

If you are considering it, apply! The people you meet will become friends and industry partners for the rest of your life. **C:** Go for it! Don't be nervous because everyone else is in the same boat. When you go to the first event, you might be shy but you soon realize everyone is in the same situation and you will have an amazing time.

WHAT WAS THE BEST OR MOST MEMORABLE MOMENT FROM YOUR YOUNG LEADER EXPERIENCE? **S:**

That is hard. I can't pick one specific part but overall, it has been the industry people that I have met. The networking opportunities are amazing.

C: Definitely meeting the other Young Leader participants.

IN CONTRAST, WHAT IS SOMETHING YOU THINK COULD BE IMPROVED IN THE PROGRAM TO HELP MAKE THE EXPERIENCE EVEN MORE VALUABLE FOR PARTICIPANTS? **S:**

Since I am on the committee, I won't answer this question, but rather take the opportunity to encourage young people to get in touch with their local Young Leader Advisory rep to share any ideas they might have. We are always looking for new ideas to ensure the program stays relevant!

AND, FINALLY (BECAUSE WE ASK EVERYONE THIS QUESTION!), WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? **WE**

We both appreciate a problem-free, functional, high-type, high-producing cow. 🐄

WHAT MADE YOU DECIDE TO APPLY TO ATTEND THE HOLSTEIN CANADA YOUNG LEADER PROGRAM? In 2014, I participated in the Breeding School; I finished 2nd and won the chance to participate in the Convention's Young Leader Program. I had no idea this program existed before that.

THEN VS. NOW: WHAT WERE YOU DOING AT THE TIME OF YOUR PARTICIPATION? WHAT ARE YOU DOING NOW? I was and still am a full-time Advisor for Valacta, and am involved on the farm on weekends.

HOW HAS YOUR PARTICIPATION IN THE YOUNG LEADER PROGRAM IMPACTED YOUR LIFE/CAREER PATH? Personally, my participation in this program was very helpful. It helped me get out of my comfort zone and broaden my horizons. Since then, I am less nervous to try new things. I am also much more comfortable joining new groups and connecting with new people. I also quickly realized that English is a huge asset to speak with people at such events. Few regions outside of Quebec speak French.

TELL US ABOUT YOUR AG INDUSTRY/ COMMUNITY INVOLVEMENT: Through my work, I am very involved in sharing my expertise with my clients and the producers I visit. I very recently became part of the next generation group in my region and in a few years, I would also like to be more involved in my farming community. I really enjoy attending the shows to connect with producers. I love speaking with and learning from the local breeders. To stay current, I participate in several industry training courses. I also attend events such as the picnic, and am very interested in agriculture policy.

HAS ANYTHING YOU LEARNED DURING YOUR PARTICIPATION IN THE YOUNG LEADER PROGRAM INFLUENCED/ CHANGED YOUR FARM/HERD MANAGEMENT? I learned a lot more about myself. By talking to others, I learned about their backgrounds and how they work, which really varies depending on where in Canada they come from.

THINKING ABOUT THE NETWORKING AND CONNECTIONS MADE DURING YOUR PARTICIPATION, DO YOU STILL KEEP IN TOUCH WITH ANY OF THE OTHER PARTICIPANTS? I am not in direct contact with them, but we all follow each other and stay connected on social media.

WHY DO YOU THINK IT IS IMPORTANT FOR ORGANIZATIONS TO OFFER THESE

TYPES OF PROGRAMS? AND, WHY DO YOU THINK IT IS IMPORTANT FOR YOUNG PEOPLE TO ATTEND? I think this program is important as it brings young people out of their isolation and is very rewarding from a personal perspective. It developed my independence and opened my mind. Organizations can certainly benefit from offering such programs. The Young Leader Program allows the next generation to really get to know Holstein Canada and its services. When organizations like Holstein Québec offer it as a prize, it encourages participation of young leaders who do not know about the program.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO IS CONSIDERING APPLYING TO ATTEND THE YOUNG LEADER PROGRAM? Set your fears aside and go for it! The Young Leaders Program is very well organized and supervised. It's the perfect event to broaden your mind. Don't let language stop you. This program is adapted to everyone, English or French.

WHAT WAS THE BEST OR MOST MEMORABLE MOMENT FROM YOUR YOUNG LEADER EXPERIENCE? The Master Breeder Banquet! This event helped me understand just how prestigious this award is for a breeder. I was very impressed by the whole evening. I realized that this title was very much in line with our breeding philosophy and it would be rewarding to earn such an award.

IN CONTRAST, WHAT IS SOMETHING YOU THINK COULD BE IMPROVED IN THE PROGRAM TO HELP MAKE THE EXPERIENCE EVEN MORE VALUABLE FOR PARTICIPANTS? The only thing that could make this experience even more exciting would be to give more free time for participants to connect. It's a jam-packed program, but that way, we could get to know each other more and learn about our different backgrounds. One thing that should NOT change is the random hotel room assignments! This helps us learn to talk to and fit in with new people.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? The ideal cow on my farm is productive and durable with a combination of milk production and components, longevity and balanced conformation to age well in our barn. Calving after calving, she must be ready to perform, and hopefully achieve 100,000 kg of milk. When a cow earns her stars, it means she deserves to stay in our barn. 🐄



FARM PROFILE

Young Leaders

Jonathan Pelletier

St-Charles-de-Bellechasse, Quebec

By Valérie Bolduc, Holstein Quebec, Advisors' Assistant

Ferme Agrimatic Inc.

PREFIX: Agrimatic

YEARS YOU ATTENDED THE YOUNG LEADER PROGRAM: 2015

WHERE WAS CONVENTION THAT YEAR? New Brunswick

HERD SIZE: 52 cows & 37 replacement heifers

OF ACRES FARMED: 200 acres in forages

FACILITY TYPE: A tunnel ventilated barn; the milking cows are housed in a tie-stall area, the heifers in a free-stall area and there is an outside exercise pen for dry and pregnant cows.

HOLSTEIN CANADA SERVICES USED: Classification, Registration & Genotyping; 100% of our herd is genotyped to allow us to know the genetic potential of our animals.

HERD CLASSIFICATION: 5 EX – 26 VG – 19 GP

HERD AVERAGE PRODUCTION: 10,462 kg M with 4.24% F and 3.53% P. BCA 235-256-245

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





FARM PROFILE

Young Leaders

Reginald Dillman

Middle Musquodoboit, Nova Scotia

By Rob Beckwith, HC Field Service Business Partner

Musqie Valley Farms Ltd.

PREFIX:
DILLMAN
for Holsteins,
MUSQIE for
Coloured Breeds

PEOPLE INVOLVED: Reg,
Melissa, Kaden
& Tate Dillman,
Reg's parents
John & Gwen
Dillman and his
sister, Briana
Dillman.



YEARS YOU ATTENDED THE YOUNG LEADER PROGRAM: Multiple Years

WHERE WAS CONVENTION THAT YEAR?
Multiple locations

HERD SIZE: 65 milking or dry cows and 45 heifers

OF ACRES FARMED: 350 acres

FACILITY TYPE: Tie-stall

HOLSTEIN CANADA SERVICES USED:
Classification, Registration & Genotyping

HERD CLASSIFICATION:
16 EX – 36 VG – 14 GP – 6 NC

ARE THERE OTHER BREEDS IN YOUR HERD?
Jersey, Ayrshires & Brown Swiss

YOUNG LEADER PARTICIPATION IS ALL IN THE FAMILY! Reg answered the questions for this questionnaire, but he was quick to point out that several members of his family have participated. Reg attended from 2001-2006 as did his wife, Melissa. His brother R.J. attended in 2002 & 2003, while his other brother Trevor attended in 2002. All of them found great value in attending the Young Leader convention and remain involved in the Ag industry. Reg and Melissa are on the home farm while R.J. owns Pinehaven Jerseys and Trevor manages the three Nova Scotia Blueline New Holland dealerships.

WHAT MADE YOU DECIDE TO APPLY TO ATTEND THE HOLSTEIN CANADA YOUNG LEADER PROGRAM? I was asked to join the Young Adult Advisory Committee in 2000. It was our committee, along with the Alberta Convention Committee that hosted the first Young Adult Convention Program in 2001.

THEN VS NOW: WHAT WERE YOU DOING AT THE TIME OF YOUR PARTICIPATION? WHAT ARE YOU DOING NOW? At the time, I had just come home from College to join my family on the farm. Since then, my wife, Melissa, and I have become part owners of the farm.

HOW HAS YOUR PARTICIPATION IN THE YOUNG LEADER PROGRAM IMPACTED YOUR LIFE/CAREER PATH? The greatest impact is seeing and hearing what others are doing on their farms, and then taking it home and applying it on our own farm. I've brought back ideas on everything from breeding and cropping, to succession planning.

TELL US ABOUT YOUR AG INDUSTRY/COMMUNITY INVOLVEMENT: Aside from sitting on the Young Adult Advisory Committee for 10 years, I have been a 4-H Dairy leader, a member on the Young Adult Committee at Jersey Canada for five years, a Dairy Judge, Board member and Chairman at Nova Scotia Animal Breeders Cooperative and am a past President of the Central Nova Holstein Club.

HAS ANYTHING YOU LEARNED DURING YOUR PARTICIPATION IN THE YOUNG LEADER PROGRAM INFLUENCED/CHANGED YOUR FARM/HERD MANAGEMENT? Yes. The biggest thing I learned was that we are all dairy farmers and we all have the same job to do. Not one of us does it the same way, but we are all successful. Don't be scared to try something new but know that not all things will be a fit for your operation.

THINKING ABOUT THE NETWORKING AND CONNECTIONS MADE DURING

YOUR PARTICIPATION, DO YOU STILL KEEP IN TOUCH WITH ANY OF THE OTHER PARTICIPANTS? Yes, I have made contacts with breeders from all over Canada and still keep in contact with a lot of them.

WHY DO YOU THINK IT IS IMPORTANT FOR ORGANIZATIONS TO OFFER THESE TYPES OF PROGRAMS? AND, WHY DO YOU THINK IT IS IMPORTANT FOR YOUNG PEOPLE TO ATTEND? When you are young, it is important to know that you are not alone in the challenges you face; whether that is finding where you fit on your farm, trying to make things work when taking over the farm or even discovering what career you want to choose inside the agricultural industry. I took great comfort in meeting people who shared the same challenges or goals as me and discussing how they were achieving their goals.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO IS CONSIDERING APPLYING TO ATTEND THE YOUNG LEADER PROGRAM? Go with an open mind and be ready to voice your thoughts and opinions, but, most importantly, be prepared to be a good listener as well!

WHAT WAS THE BEST OR MOST MEMORABLE MOMENT FROM YOUR YOUNG LEADER EXPERIENCE? I have a lot of good memories of my travels. The best memory of being involved was being part of launching the first Young Leader Convention Program in Alberta, and watching and helping this annual program to grow and develop into the program it is today!

AND, FINALLY (BECAUSE WE ASK EVERYONE THIS QUESTION!), WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? Our ideal cow at Musqie Valley Farms is a cow that is wide-chested with long, open ribs and a wide flat rump, walks trouble-free and has a strongly-attached, capacious udder that is pure silk for texture. Those are the kind of cows that last forever, make tons of milk and are profitable, regardless of the breed. 🐄



WHAT'S IN A BULL'S PROOF?

ARTIFICIAL INSEMINATION (AI) has been around since the 1940s. In the 1960s, AI became more widespread and gave producers the opportunity to expand their breeding pool. AI makes it possible for producers to use a variety of bulls that meet their breeding goals rather than limiting themselves to one or two bulls per year. By using bull proofs, producers can select younger, higher indexing bulls that better meet their criteria for corrective mating. As a result, producers are also closing the gap in their herd's generational interval for faster genetic progress.

In Canada, the Canadian Dairy Network (CDN) is responsible for calculating and publishing genetic evaluations for all dairy breeds. Within each breed, animals receive genetic evaluations for a complete series of production, conformation and functional traits. Data for proofs comes from actual performance data collected from each cow at the farm level, along with the corresponding pedigree information provided by the respective breed associations. As information on production, classification, somatic cell scores, calving ease, milking speed and other traits is considered in proof calculations, the industry works hard to ensure all data and information on individual animals is accurate and reliable.

What Makes an Official Proof?

For 2017, CDN has 42 weekly unofficial proof releases and three official proof releases (April 4, August 8 and December 5). Sires that have 20 daughters in at least 10 different herds that are contributing to the bull's data are eligible for an official proof. The criteria for an official bull proof can be seen in figure one (right). Once an animal has an official proof released, the bull becomes a "Proven Bull".

NOTE 1: Production daughter minimums refer to daughters past 120 DIM

NOTE 2: Bull proofs for Production and Type are published only when both sets of criteria are met

NOTE 3: Daughter Calving Ability also requires an official proof for Calving Ability since it is calculated as the maternal effect plus half the direct effect

NOTE 4: The minimum criteria for receiving an official proof for Mastitis Resistance are applied to the evaluation for Clinical Mastitis in first lactation

CRITERIA FOR AN OFFICIAL BULL PROOF BY TRAIT (HOLSTEIN)			
Trait	Holstein		
	Daughters	Herds	Reliability
Production (1,2)	20	10	70%
Somatic Cell Score	If production proof is official		
Lactation Persistency			
Type (2)	20	10	60%
Herd Life	If type proof is official		
Milking Speed	10	10	55%
Milking Temperament	10	10	55%
Daughter Fertility	20	10	45%
Calving Ability	10	10	70%
Daughter Calving Ability(3)	10	10	55%
Body Condition Score	20	10	60%
Mastitis Resistance (4)	20	10	45%



An official bull proof, or evaluation, is made up of several parts, including general information, trait information and index ratings

Since the introduction of genomic testing in 2009, all young sires at AI studs are genomic tested in order to find the top ranking bulls. Similar to female genomic testing, the genomic results increase the reliability (Rel) of the proof and provide producers with more accuracy when making breeding decisions. As a result of increased reliability on bull proofs, in recent years we have seen the use of young genomic sires skyrocket.

Reading a Bull Proof

For the following section please refer to the example bull proof on page 21.

An official bull proof, or evaluation, is made up of several parts, including general information, trait information and index ratings. Data for the official proof comes from a variety of sources including DHI and the breed associations.

1. The first section highlights the general animal information including registration number, date of birth and parentage information. This information comes from the animal registration.
2. The second section highlights the production information to the most current official proof release. It highlights the bull's usage, as well as the milk components. Production information is provided through the milk recording agencies (CanWest DHI and Valacta).
3. The next section highlights the Pro\$ value of the bull. The average Pro\$ value is \$0. Therefore, if a bull has a Pro\$ value of \$1000, the daughters of that bull are expected to have a profit of \$1,000 more to six years of age than daughters of the average bull. The Pro\$ value can be both positive (expected to perform better than average) or negative (expected to perform poorer than the average).
4. The fourth section of an official proof looks at the Lifetime Performance Index (LPI) of the bull. The average LPI score of a Holstein is 1821. Animals that are expected to perform better than the average will have a higher LPI score. For every 100 additional LPI points, there is an average gain of \$154 to six years of age. Those that are expected to perform poorer than average will have a lower LPI score. However, the LPI score will never be below zero.
5. The conformation trait evaluation follows LPI and contains the rating for all conformation traits broken down by section. Ratings for conformation traits are expressed as standard deviations. Standard deviation is a number used to tell how measurements for a group are spread out from the average, or expected value. For conformation traits, the average value is zero. Therefore, if a sire has a conformation value of -5, he is in the 16th percentile for conformation, much below the average bull. (please see figure 3 on page 22)
6. Finally there is the rating of the animal's functional traits including Somatic Cell Score, Daughter Fertility, Body Condition Score and the Metabolic Disease Resistance. Similar to the conformation traits, the functional traits are expressed in Standard Deviations.

Genetic Evaluation Summary

HOCANM103631566 CRACKHOLM FEVER **FEVER**

0200HO05592 ET BW A1A1 CVF BYF BLF DPF Born 26-NOV-05 6.48%INB 20%R

Sire: [HOCANM10705608](#) BRAEDALE GOLDWYN 03-JAN-00 15.77% 22%
 Dam: [HOCANF100385034](#) CRACKHOLM EMORY FASHION 01-SEP-02 8.34% 16%
 MGS: [HOUSAM17013604](#) FUSTEAD EMORY BLITZ-ET 02-MAR-96 10.98% 17%

PRODUCTION		GEBV 17* AUG			3 Pro\$	LIFETIME PERFORMANCE INDEX			
Herds	5876		Kg	%RK	%Dev	\$1446	4 GLPI	2720	99
Daughters	33270	Milk	180	27%			PRODUCTION	873	Rel
Lactations	62375	Fat	32	51%	+0.23		DURABILITY	1310	
Reliability	99%	Protein	7	19%	+0.01		HEALTH & FERTILITY	537	

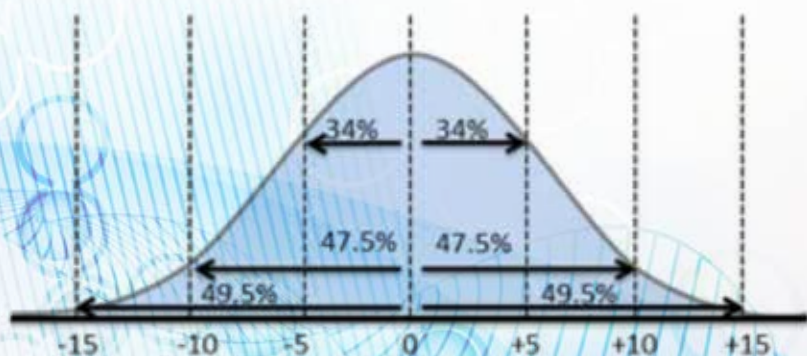
5 CONFORMATION GEBV 17***AUG** Herds: 5360 Daughters: 30033 Reliability: 99%

SCORECARD	Rating	%RK	-15	-10	-5	0	5	10	15
Conformation	10	95%							
Mammary System	6	84%							
Feet & Legs	12	98%							
Dairy Strength	3	70%							
Rump	8	95%							

DESCRIPTIVE	Rating	%RK	-15	-10	-5	0	5	10	15
Udder Depth	2S	Deep							Shallow
Udder Texture	8	Fleshy							Soft
Median Suspensory	5	Weak							Strong
Fore Attachment	4	Weak							Strong
Front Teat Placement	3W	Wide							Close
Rear Attachment Height	4	Low							High
Rear Attachment Width	1	Narrow							Wide
Rear Teat Placement	0	Wide							Close
Teat Length	2S	Short							Long
Foot Angle	2	Low							Steep
Heel Depth	3	Shallow							Deep
Bone Quality	9	Coarse							Flat
Rear Legs Side View	2S	Straight							Curved
Rear Legs Rear View	6	Hocked-in							Straight
Stature	6	Short							Tall
Height at Front End	5	Low							High
Chest Width	-1	Narrow							Wide
Body Depth	-5	Shallow							Deep
Angularity	3	Non-Angular							Angular
Loin Strength	6	Weak							Strong
Rump Angle	6L	High							Low
Pin Width	1	Narrow							Wide
Thurl Placement	10A	Back							Ahead

6 FUNCTIONAL	Rating	Rel		Difference from Breed Average (SD)						Breed Avg.	
Herd Life	113G	99%	Short							Long	100
Somatic Cell Score	2.67G	99%	Undesirable							Desirable	3.00
Mastitis Resistance	106G	98%	Susceptible							Resistant	100
Metabolic Disease Resistance	96G	98%	Susceptible							Resistant	100
Lactation Persistency	97G	99%	Poor							High	100
Daughter Fertility	105G	99%	Poor							High	100
Milking Speed	102G	99%	Slow							Fast	100
Milking Temperament	105G	99%	Nervous							Calm	100
Calving Ability	99G	99%	Difficult							Easy	100
Daughter Calving Ability	109G	99%	Difficult							Easy	100
Body Condition Score	99G	99%	Low							High	100
Semen Fertility	59	92%	Low							High	59

FIGURE 3



Pro\$ and LPI

Pro\$ was introduced in 2015 as Canada's second national index. Pro\$ maximizes genetic response for daughter lifetime profit and is based on data from Canadian dairy farms using DHI profitability data. Since the introduction of Pro\$, many Canadian producers opt to use Pro\$ rather than other profit indexes. Pro\$ is based on the current Canadian environment and encompasses the expenses and revenues generated for milk production in Canada.

When compared to LPI, Pro\$ will maximize production and functional traits, and therefore is optimal for reaching milk sale goals. LPI, on the other hand, puts higher emphasis on conformation traits using a formula of:

$$\text{LPI} = 40\% \text{ PRODUCTION} + 40\% \text{ DURABILITY} \\ + 20\% \text{ HEALTH AND FERTILITY}$$

Both Pro\$ and LPI can be used to breed profitable, functional cows.

Holstein Canada's Role

When an animal is registered in the Holstein Canada herdbook, her information is funneled to CDN to create a genetic evaluation. To increase reliability of the genetic evaluation, information from our core services (identification, registration, classification and genotyping) is provided to CDN to assist with the calculation of genetic evaluations for Holsteins. The more accurate the pedigree information, the more accurate the genetic evaluation will be. Other breed associations provide similar information to CDN for their respective breed evaluations.

Official proof release dates are always exciting. It is a time to see how your favourite bulls rank and perform! By utilizing proofs when making mating decisions, you enhance your genetic progress and breed a more functional and profitable herd. 🐄

Pro\$ maximizes genetic response for daughter lifetime profit and is based on data from Canadian dairy farms using DHI profitability data.

Call for National Director Nominations



THERE IS AN OPEN CALL for nominations for National Directors in the Electoral Districts listed below. Clubs located in these districts received official notification of the call in September, and nominations will close **December 8th, 2017**. Ballots will be mailed out to all voting members in the districts with more than one candidate by January 8th, 2018 and voting closes on **February 8th, 2018**. The criteria for National Director Eligibility can be found in the Association By-laws on Holstein.ca and nomination forms can be obtained from your local Holstein Club, Provincial Branch or by contacting Jeanne Dumont at jdumont@holstein.ca or 1-855-756-8300 ext. 241. 🇨🇦

Electoral Districts 2018

British Columbia

Western Ontario

Eastern Ontario

Western Quebec

Quebec at Large

Atlantic Canada

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

Based on 1st Lactation Classifications from July/August 2017

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

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

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score	Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
WINDBROOK	122	82.80	83.49	REGINALD	80	82.50	82.64
DOORMAN	471	82.62	82.45	BRADNICK	41	82.10	81.80
GOLD CHIP	162	82.60	82.60	PULSAR	73	81.79	81.58
SID	114	82.36	83.17	COMMANDER	58	81.74	81.55
SEAVER	184	81.95	81.84	SAMMY	48	81.71	81.46
DEMPSEY	255	81.61	81.89	UNIX	68	81.53	80.34
AFTERSHOCK	198	81.49	81.74	RAPTOWN	53	81.51	81.42
IMPRESSION	385	81.45	80.74	ELUDE	79	81.47	81.68
MCCUTCHEN	221	81.32	81.65	SANCHEZ	54	81.46	81.70
CHELIOS	151	81.07	80.96	DAVINCI	41	81.41	81.29

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

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

NOVEMBER

ON Peel, Halton, York
 ON **MR** Middlesex, Elgin, Lambton, Essex-Kent
 QC Terrebonne, Deux-Montagnes

EARLY

ON Peterborough, Victoria and Durham, Northumberland
 QC L'Assomption, Montcalm, Joliette, Berthier, Maskinongé, St-Maurice

MID

MB, AB **MR**

ON Lennox & Addington, Frontenac, Hastings, Prince Edward
 QC Champlain, Lavolette, Portneuf
 QC **MR** Montmagny & L'Islet

LATE

DECEMBER

ON Waterloo
 QC Lac St-Jean, Roberval, Lapointe, Dubuc & Charlevoix, Chicoutimi
 QC **MR** Kamouraska

EARLY

ON Wellington
 ON **MR** Oxford
 QC Vaudreuil & Soulanges, Huntingdon, Châteauguay, Beauharnois

MID

JANUARY

ON Thunder Bay, Nipissing & Algoma, Timiskaming-Cochrane
 QC Laprairie & Napierville, Iberville, Brome, St-Jean
 QC **MR** Matapédia, Matane, Rimouski & Bonaventure
 PEI, NS, NB, NL

EARLY

ON Glengarry, Stormont, Dundas
 ON **MR** Perth
 QC Shefford
 QC **MR** Rivière du Loup & Témiscouata, Rimouski & Matane

MID



Email Notifications are Coming Your Way!

STARTING THIS FALL, producers will begin to receive email notifications when new genomic evaluation reports are available online. Also in the New Year, wherever possible, upcoming classification notification letters will be replaced with email notification. This will reduce mailing costs and delays, and provide an opportunity for producers to advise Holstein Canada sooner of conflicting schedules.

Make sure Holstein Canada has your updated contact and email information!

As of recently, through your online Web Account, you now have the ability to modify basic contact information, including your email, phone and address. If you do not have a web account, create one on our website and follow the "Create a Web Account" tutorial video to easily create a web account, free of charge. Check out the Web Account Road Map on page 12 for more details!

Holstein Canada Holiday Hours

IN CELEBRATION of the holiday season, our office will be closed for a couple of days to allow our staff to spend some quality time with their loved ones. The following are the hours of operation that will be in effect at Holstein Canada's head office during the holidays.

Monday, December 25	Closed
Tuesday, December 26	Closed
Wednesday, December 27	Open 8 a.m. – 5 p.m.
Thursday, December 28	Open 8 a.m. – 5 p.m.
Friday, December 29	Open 8 a.m. – 5 p.m.
Monday, January 1	Closed

From our family to yours, the Holstein Canada team wishes you a wonderful holiday season and a happy, healthy and prosperous New Year. We look forward to continuing to serve you, our valued members and clients, in 2018! Happy Holidays! 🇨🇦

Looking for the #FrameTheHerd Photo Contest?

Don't worry! It will be back for the January/February 2018 edition – complete with two categories of finalists and a brand new theme!



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