

info **Holstein**

September/October 2017 issue no. 147

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



20  17

COW OF THE YEAR



*Who will be the next
Queen of the Breed?*

Nominations for the 2017 Cow of the Year contest are now open.

For official competition rules, selection criteria and nomination forms visit: www.holstein.ca > Awards & Shows > Cow of the Year

SUBMISSION DEADLINE: SEPTEMBER 29, 2017



Editor Jennifer Kyle

Chief Executive Officer Ann Louise Carson

Board of Directors
President Orville O. Schmidt, AB
780-986-5746
southrisegen@yahoo.ca

1st Vice President Harry Van der Linden, Atlantic
902-863-3063
hvdl205@gmail.com

2nd Vice President Gerald Schipper, ON
519-765-4614
geraldschipper@gmail.com

Ben Cuthbert, BC
250-246-6517
b.cuthbert@telus.net

Ron Boerchers, SK & MB
204-447-2047
rainyridge@mymts.net

Doug Peart, ON
905-768-5163
peartome@live.com

Dennis Werry, ON
905-213-8228
werrydennis@gmail.com

Nancy Beerwort, ON
613-330-0348
cherrycrest@sympatico.ca

Elyse Gendron, QC
450-265-3147
e.gendron@xittel.ca

Angus MacKinnon, QC
819-570-3891
angusmackinnon3891@gmail.com

Gilles Côté, QC
418-343-2597
lacnor@hotmail.ca

Isabelle Dubois, QC
819-359-3120
milibro@cablovision.com



Design by Blueprint Agencies Inc.
10 Scott Ave., Paris, ON 519.442.1242

Printed in Canada by BECK'S PRINTING
75 Empey St., Brantford, ON



ABOVE: Be sure to check out the farm profiles on page 10. In this edition, we talked to four of the top production herds in the country. ON THE COVER: Our cover features Classifier Chris Steven at Claynook Farms Ltd. during the Classifier Conference. Check out Page 5 for a recap, and Page 6 for a great article on Classification as a tool to improve functional conformation and achieve longevity.



contents

- 4 **A Note from the President**
- 5 **Semi-Annual Classifier Conference Recap**
- 15 **proAction® Traceability 101: FAQ**
- 16 **Young Leaders Participate at National Judging Conference**
- 19 **Call for National Director Nominations**

A Note from the President

By Orville Schmidt, Holstein Canada President

IT IS INDEED with a great deal of humility that this country boy from Alberta is writing this article as the President of Holstein Canada. I must first thank the many great people across this country that have helped, supported or congratulated me on this achievement. I intend for you to be as proud of me when I complete the job as you were when I began. The first few months have been very busy but the highlight has been attending several events with our great allies: the US, Mexico and Dairy Farmers of Canada (DFC).

Even as some neighbouring governments take aim at our industry, our fellow dairy farmers from other countries all support our Supply Management system, even agreeing they need to “manage their own supply”.

On the home front, it is great to see all levels of our Government reassure us they remain vigilant, united and strong in defending our system. Our responsibility as producers is to constantly improve our efficiencies and maintain the unity of our Industry Partners by recognizing our strengths and focusing on our ever changing politics, economics and technologies.

At Holstein Canada, we fully realize our main goal is to provide services and programs that will make you, our members, more



profitable and efficient. DFC reports great milk sales and, while we are enjoying the current high market prices, unity remains very important to our long-term success. Our industry is envied by the world and will only remain so if we continue to develop services and programs for the future. That is what Holstein Canada will do.

See you on the road. 🇨🇦

Holstein Celebrates Canada's 150th



For the fifth installment of our 150th celebration items, in this edition of InfoHolstein we have looked through the archives to find the 150th female and the 150th male that were registered into the Holstein Canada herd book. The 150th female was *Mina Rooker 2nd* born on April 14, 1886 and owned by A.C. Hallman & Co. of New Dundee, Ont. The 150th male was *Sir Archibald of Aaggie* born on May 11th, 1885 and owned by R. Howes Crump of Masonville, Ont. Interestingly, while the females seem to have a wide variety of names, there was a notable “regal” theme to the male names with many including such titles as king, sir, duke and prince!



INSPIRED IDEAS:

Do you have an interesting 150-inspired idea you would like us to look into? Send it to strategiccommunications@holstein.ca – we are always looking for great ideas!

Semi-Annual Classifier Conference Recap

THE CLASSIFICATION TEAM meets on a semi-annual basis to hone their skills, expand their knowledge and help maintain consistency across the team. The conference is a combination of time spent on-farm and in the classroom, and this year's conference was held in early June at Holstein Canada's head office in Brantford, Ont. The on-farm portion of the week took place at member farms in close proximity to the office. This conference was especially exciting as it was the first conference for new Classification Manager, Brad Eggink. With the guidance of the National Classification Coordinators, Carolin Turner and Bruno Jubinville, and the support of the classification department staff, the 2017 conference was another great success.

There were several areas of interest during both the on-farm and the in-class sessions. The highlights included the new Classification program changes for all breeds, and reviewing the updates to member web accounts.

The Classification program changes were highlighted and discussed throughout the week. As a result of introducing the new trait "Udder Floor", the tilt and reverse tilt defects have been eliminated from the score card, and there is a new distribution of the weighting percentages for traits within the mammary system section. The approved changes came into effect on June 12th and were detailed in the May/June 2017 issue of the *InfoHolstein*. Workshops on-farm provided an opportunity for classifiers to discuss traits in-depth and work together on how to provide a better service to our classification customers. Classifiers were also shown how to access the Conformation Feedback Form, which can now be filled out and submitted online.

Since the start of the Multi-Breed Classification program in 2005, incorporating other breeds into the conference each year continues to be imperative in an effort to maintain unity and consistency while classifying all dairy breeds. This year the team had the pleasure of conducting a workshop with the Brown Swiss breed. On farm, the team reviewed the subtle differences between Holsteins and Brown Swiss and spoke in depth about some of the characteristics specific and desirable to the Brown Swiss breed. The team looked at several different animals and reviewed both the differences in the scorecard and in the animal itself. The developmental process of the Brown Swiss breed was covered in-depth as the animal reaches maturity later in life than a Holstein.

The Classification team, along with other Holstein Canada staff, took some time to celebrate our program and to reflect on how Classification will continue to grow and develop in our quickly changing industry. The introduction of cattle assessments in September 2016 changed the pre-existing Classifier job description, but the team has quickly adapted to the dynamics that come with this new role. The conference provided time for open discussion on how both programs were progressing together, and what that could mean for the future. It also provided an opportunity to discuss the ever-changing dairy industry and how the Classification service continues to be an important herd management tool. 🐄

A BIG THANK YOU GOES OUT TO OUR HOST FARMS:

- Claynook Farms Ltd.
- Smithden Holsteins Inc.
- Springrose Farms Ltd.





By Gordon Atkins, D.V.M.

CLASSIFICATION

THE TOOL TO IMPROVE FUNCTIONAL CONFORMATION & ACHIEVE LONGEVITY

Today's dairy cow deals with some of the greatest challenges ever faced in the history of the dairy industry. Some of these challenges include the stresses associated with unprecedented levels of production, the expectation for superior reproductive performance, high energy rations, and confinement management characterized by constant exposure to concrete footing. The length of a cow's productive life in a herd directly affects her profitability since a longer herd life reduces replacement costs and increases the proportion of lactations from higher-yielding, mature animals. Therefore, it is paramount that we increase the cow's chance of surviving longer in the herd.



Genetic & Non-Genetic Factors

Dairy cow survival is influenced by many genetic and non-genetic factors. Non-genetic factors include stall size and barn design, bedding type, milk quota restrictions, and the availability and affordability of replacement heifers. Genetic factors include the genetic capability for high production and desirable milk components, calving ease, achieving normal reproductive efficiency, maintaining adequate body condition, resisting mastitis and metabolic disorders and maintaining the type of foot conformation that minimizes lameness in a confined management system.

A cow that has all the genetic capabilities to meet the demands of modern dairy production will only reach the desired goals if she is provided with the care and housing that is necessary to achieve the full expression of her genetic potential. Many cows fail to attain the above genetic and non-genetic requirements, and as a result, leave their herds prematurely. These animals are either genetically inadequate or live in an environment that compromises the expression of their true genetic potential.

All of us share the great passion for good Holstein cows and it has been this common passion that, over the past 100 years, has been fundamental in the development of our present day Holstein. We appreciate the power of genetic selection and the responsibility that we have in shaping the future of the breed. It is remarkable that the genetic progress made in the first 50 years was made without the benefit of A.I., embryo transfer or genomic evaluations. Now with all of the genetic improvement tools we have at our disposal, the opportunity for rapid genetic progress has never been greater.

However, the industry is very different today than it was 50 years ago. In Canada, there has been a large reduction in the number of herds with many of the 50 – 60 cow tie-stall dairies having been replaced by 200+ cow free-stall dairies. The focus on the individual cow and livestock shows has, in many cases, been replaced by a focus on maximizing production and profitability and developing sophisticated herd management programs. Intense selection for production in commercial dairies has resulted in a diminished priority being given to classification and show cows. It has often been recognized that there is a disconnection between the type of cow sought after by the commercial breeder compared to the type of cow winning in the show ring.

Traditionally, the primary focus of the classification system was the overall Final Class. Great importance was placed on whether an animal scored Good Plus, Very Good or Excellent, and a lesser emphasis was placed on the detailed appraisal of individual traits that identify conformational strengths and weaknesses. The past decade has seen a dramatic shift in the use of classification as a herd improvement tool. Final Class still carries huge importance and prestige in herds that have a long-standing investment in achieving excellence in dairy cattle type selection. However, today more than ever before, the classification program must focus on a comprehensive set of descriptive traits that describe the animal's strengths and weaknesses, and collectively depict her overall functionality. One of the largest challenges is to identify the specific traits and parameters that are most important in defining true functionality.

Today more than ever before, the classification program must focus on a comprehensive set of descriptive traits that describe the animal's strengths and weaknesses, and collectively depict her overall functionality.



The general philosophy of the evidence-based approach has always been that one must measure before we can monitor.

Both commercial and show ring breeders must recognize the importance of the newer herd management traits such as productive life, calving ease, body condition, and the traits representing greater resistance to both metabolic and infectious disease. There is a huge opportunity for genetic progress in these traits as well as the more traditional type and production traits. Many of the larger more commercial dairymen have expressed their view that the herd management traits mentioned above are the only traits that are important with regard to achieving maximum profitability. However, many of the traditional breeders draw our attention to the outstanding conformational changes, such as seen with udder conformation, that have been achieved through our classification system even without the benefit of many of the modern selection tools. With the conformational changes we have experienced in the past 100 years, it is inevitable that conformation will continue to change and it will be the selection pressures that dictate the type of change that will occur.

If we ignore all of the individual conformation traits, as some producers and researchers have suggested, we will lose the great monitoring tool we have for measuring conformational change and evaluating which of the changes are desirable and where breeding programs must be modified. Progress in feet and leg conformation and identifying the most desirable foot that minimizes lameness in a confinement management system has been much less successful than the progress in udder conformation. The introduction of foot lesion data and the initiative to review the way foot traits are currently evaluated is a proactive step to better evaluate foot conformation and provide an effective tool to reduce lameness. The introduction of robotic milking has emphasized the importance of proper teat placement and teat length as well as the desirability of a level udder floor. Without individual trait evaluation, it will be very difficult to monitor the progress made with these important anatomical characteristics. It is a dangerous assumption that the current conformation status of the Canadian Holstein will remain the same if we don't continue to evaluate individual traits to identify the trends that develop. The general philosophy of the evidence-based approach has always been that one must measure before we can monitor.

Productivity, Longevity, and Animal Welfare

With today's dairy businesses being more commercially oriented and less focused on the individual animal, generating interest in breed improvement programs such as classification will be challenging. We must find ways to clearly identify the relationship between functional type and longevity and demonstrate the profitability benefits associated with achieving the correct functional conformation. The commercial breeder's perception of the correct functional type will inevitably be different than the show ring breeder. The focus will most likely be on a cow with less stature than the extreme of the breed, but with the necessary balance between strength and angularity. This involves a wide chest floor supporting well-sprung ribs with a strong loin and proper rump structure and slope. Udder conformation remains paramount for both longevity and freedom from mastitis. We must be prepared to be open-minded and accept the fact that the type classification system may have to be modified to accommodate the demands of modern confinement housing. The gap between the type of cow 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. It should be the mission of all Holstein breeders to ensure that the show ring remains the venue to demonstrate excellence in functional conformation and serves as a celebration for the entire dairy industry of their commitment to genetic progress in productivity, longevity, and animal welfare.

Strength of relationship by conformation traits

The image below displays the strength of relationship that conformation traits have in relation to Longevity and Profitability. Using the same DHI profit data that was used to create Pro\$, this data looks at animals born from January 2005 to September 2008 who were given the opportunity to reach six years of age. The strength or relationship was calculated using trait points to accommodate intermediate optimums and ideal linear scores; the results of which can be viewed in the image below. In order for an animal to remain in the herd for an extended period of time, her Mammary System and Feet and Legs must be sound, functional and productive. In order for an animal to be profitable while she is in the herd, she needs to be a balanced cow in order to remain healthy, productive, durable and functional.





FARM PROFILE

Top Production Herds

Hueging Dairies Ltd.

Woodlands, Manitoba



By Morgan Sangster, HC Field Service Business Partner

OWNERS/OPERATORS: Curtis Hueging

PREFIX: Aggies

OF YEARS AS A HOLSTEIN CANADA MEMBER: 37 years (since 1980)

OF COWS MILKED: 100

OF ACRES FARMED: 1,200 in hay and 1,800 in pasture

FACILITY TYPE: Tie-Stall

MILKING SCHEDULE: 3 times per day

HOLSTEIN CANADA SERVICES USED: Registration and Classification

ARE THERE OTHER BREEDS IN YOUR HERD? No

HERD CLASSIFICATION (IF APPLICABLE): 4 EX - 58 VG - 61 GP - 11 G

WHAT IS YOUR CURRENT HERD PRODUCTION AVERAGE? 48 litres per day

BCA: 305-313-299

WHAT IS YOUR FEEDING SYSTEM AND SCHEDULE, AND WHAT GOES INTO YOUR RATION? We have a computerized feeder that feeds a prepared ration 8x per day. Additionally, we feed a three bale rotation of dry hay with an average Relative Feed Value (RFV) of 120.

IN TERMS OF YOUR HERD MANAGEMENT, WHAT IS YOUR FEED COST PER LITRE? AND, WHAT IS YOUR RATIO OF PEOPLE TO COWS? We have three full-time staff, as well as three part-time staff; we are sitting at a little less than 30 cows per person. On our operation we focus on income over feed costs, which is about \$20 per cow per day at the moment.

WHEN SELECTING BULLS FOR MATINGS, WHAT TRAITS DO YOU PUT THE MOST EMPHASIS ON? WHY? When we are selecting our bulls, we are concentrating on Butter Fat percent, Thurl Placement, Fore Udder Attachment, Chest Width and Rear Teat Placement. Our goal is to breed cows that will be productive and last in the herd for multiple lactations.

WHAT ARE YOUR EXPECTATIONS FOR FIRST LACTATION ANIMALS? We calve our two-year-olds between 24-25 months. We

would like to see them score at least Good Plus, and maintain a 900 BCA. We feed them to be healthy, so we don't really push them too hard.



WHAT ARE YOUR EXPECTATIONS FOR OLDER COWS? WHAT PERCENTAGE OF YOUR HERD ARE 3+ LACTATIONS? Generally, we expect our older cows to produce 15,000 litres of milk while maintaining positive components. Roughly 50% of the cows in our herd are 3+ lactations currently.

WHAT IS YOUR DRY COW/TRANSITION COW PROGRAM? Our cows are dry for a minimum of three months, on pasture in the summer and in sheds through the winter. Our transition cows are separated into a different pen three weeks prior to calving.

HOW IMPORTANT IS MILK RECORDING TO YOUR HERD MANAGEMENT? For us, milk recording is very important. We use it to monitor the components of individual cows in the herd.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO WOULD LIKE TO INCREASE THE PRODUCTION OF THEIR HERD? We would tell them to find a ration that works and stick with it – don't keep changing it. We would also encourage them to put emphasis on high-quality forage and pay attention to cow comfort.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? The ideal cow in our herd is an 83-point two-year-old or a VG cow that has high components and low somatic cell with a calving interval of 13 months. A Superior Production Award is nice as well!



Top Production Herds

Joe Loewith & Sons Ltd.

Lynden, Ontario



By Jennifer Kyle, HC Communications Coordinator

OWNERS/OPERATORS: Carl, Ben & Dave Loewith, Laura Schuurman, Melanie Bishop, Sukhdev Singh, Crystal Hand and a number of part-time employees.

PREFIX: Summitholm

OF YEARS AS A HOLSTEIN CANADA MEMBER: 72 (since 1945)

OF COWS MILKED: 425

OF ACRES FARMED: Approximately 800 acres

FACILITY TYPE: Free-stall barns with a double-12 parlour

MILKING SCHEDULE: 3 times per day

HOLSTEIN CANADA SERVICES USED: Registration, Classification and NLID tags

ARE THERE OTHER BREEDS IN YOUR HERD? All Holsteins except for five Jerseys

HERD CLASSIFICATION (IF APPLICABLE): 16 EX - 136 VG - 280 GP

WHAT IS YOUR CURRENT HERD PRODUCTION AVERAGE? 13,909 kg M 405 kg F 315 kg P (302-328-301)

WHAT WOULD YOU SAY ARE THE TWO OR THREE MOST IMPORTANT FACTORS IN YOUR HERD'S SUCCESSFUL PRODUCTION? For us, the most important factor is cow comfort. Second to cow comfort would be forages, and after that, our intensive fresh cow protocols as well as the genetics of the herd are keys. We also believe that our intensive calf raising program plays a significant role in the herd's success. All calves receive two three-litre feedings of colostrum in the first 12 hours, as well as selenium and naval dipping. They then receive two two-litre feedings of transition milk (the cow's second milking), and after that are fed 3.5 l of milk three times per day for the first month. They are then dropped to being fed 3.5 l twice a day for two weeks and then 3.5 l once a day for the last two weeks in the hutch. They are all fed chopped straw, calf starter and fresh water as well. We aim to have them gain 900 grams per day to get off to the best start possible. Healthy, well-raised calves make healthy, productive cows down the road.

DESCRIBE YOUR FEEDING SYSTEM AND SCHEDULE, AND WHAT GOES INTO YOUR RATION? We feed a single level TMR ration to the whole milking herd, with the fresh cows receiving some extra energy and dry hay. Our milking cow ration consists of corn silage, haylage, wet beet pulp, dry corn, soy meal and milking cow mineral.

IN TERMS OF YOUR HERD MANAGEMENT, WHAT IS YOUR FEED COST PER LITRE? AND, WHAT IS

YOUR RATIO OF PEOPLE TO COWS? Right now we are at about 50-60 cows per person and our feed cost per litre is about \$0.17/litre. That figure includes \$0.13-\$0.14 of purchased feed costs.

WHEN SELECTING BULLS FOR MATINGS, WHAT TRAITS DO YOU PUT THE MOST EMPHASIS ON? Hands down, production and health traits are where we focus the most. Kilograms of fat and protein, daughter pregnancy rate and somatic cell are four of the most important. We use Pro\$ and Net Merit, and once we have selected our battery of bulls, we use our computer mating program - and that is mainly for inbreeding purposes.

WHAT ARE YOUR EXPECTATIONS FOR FIRST LACTATION ANIMALS? We push our young cows very hard and work to maximize their potential. Our age at first calving is just under 23 months and our two year olds are averaging 11,600 kg. They receive the same ration as the rest of the herd and we are aiming to breed them back at 55 days.

WHAT ARE YOUR EXPECTATIONS FOR OLDER COWS? WHAT PERCENTAGE OF YOUR HERD ARE 3+ LACTATIONS? Our motto with the older cows is "stay healthy and get pregnant". Currently 54% of the cows in our herd are 3+ lactation animals and our calving interval is 12.7 months. We like nice cows, but it's not a primary goal for us to have a herd of excellent cows. We are very proud to have bred 119 cows that have completed 100,000 kg or more in their lifetimes!





Top Production Herds

Guillaume & Étienne Lessard



St-Honoré-de-Shenley (Quebec)

By Valérie Bolduc, Advisors' Assistant, Holstein Québec

OWNERS/OPERATORS: Guillaume & Étienne Lessard

PREFIX: Holdream

OF YEARS AS A HOLSTEIN CANADA MEMBER: 10 years

OF COWS MILKED: 115 cows

OF ACRES FARMED: approx. 900 acres

FACILITY TYPE: Tie-stall barn with tunnel ventilation for dairy cows; dry cows are housed in a pack barn and replacement heifers are housed in a free-stall barn with tunnel ventilation.

MILKING SCHEDULE: Cows are milked 3 times per day: 4:30 a.m., noon and 7:00 p.m.

HOLSTEIN CANADA SERVICES USED: All services (classification, registration, etc.)

ARE THERE OTHER BREEDS IN YOUR HERD? No

HERD CLASSIFICATION (IF APPLICABLE): 11EX, 5ME, 68VG, 45GP

WHAT IS YOUR CURRENT HERD PRODUCTION AVERAGE? 16,577 kg M 4.12% F 3.23% P (363-401-369 (377 average))



WHAT ARE THE TWO OR THREE MOST IMPORTANT FACTORS IN YOUR HERD'S SUCCESSFUL PRODUCTION?

For us, calving preparation and transition have the greatest impact on our success. It all plays out in the month before and the month after calving. To make sure that our cows produce a lot when they are lactating, we allow them to have a good rest. In our herd, animal comfort is also a basic component that makes all the difference. This factor is of significant importance, yet many neglect it. And finally, prevention is one of the most important factors. As the saying goes: An ounce of prevention is better than a pound of cure. These little things make the difference in terms of results and performance.

WHAT IS YOUR FEEDING SYSTEM AND SCHEDULE, AND WHAT GOES INTO YOUR RATION?

We use TMR with a conveyor and an automatic feeding system. The cows' ration is composed of 60% corn silage and 40% haylage. Then we add 3 kg of oats/wheat, 3 kg of supplement, 250 g of mineral and 350 g of palmite. We also adjust the amount of urea depending on the test results. For our high producing cows, we add dry corn, a VIP supplement and Pulpolac. For fresh cows, we add *Activateur 911*. During the first morning milking, we feed the cows 3-4 kg of dry hay. The second and third feedings consist of our basic mixture. We also top dress the 4th, 5th and 6th meals of the high producing

cows. At every feeding, our automatic feeder pushes the silage to get the cows to eat more and thus produce more.

IN TERMS OF YOUR HERD MANAGEMENT, WHAT IS YOUR FEED COST PER LITRE? AND, WHAT IS YOUR RATIO OF PEOPLE TO COWS?

Our feed cost is less than \$10.50/ hectolitre and our ratio of people to cows is three people for all cows.

WHAT ARE YOUR EXPECTATIONS FOR FIRST LACTATION ANIMALS?

Approximately 13,000 kg is what a first lactation cow needs to produce to deserve to stay in our barn; good conformation is also a must to last as long as possible. We aim to calve our heifers at a maximum of 23 months. We were calving at 20-22 months and we quickly noticed that once they were milking, they were not producing what was expected of them, so we are aiming for 23 months.

WHAT ARE YOUR EXPECTATIONS FOR OLDER COWS? WHAT PERCENTAGE OF YOUR HERD ARE 3+ LACTATIONS?

Our #1 criterion being profitability, older cows simply have to pay for their stall. 36% of our cows are 3+ lactations.

WHAT IS YOUR DRY COW/ TRANSITION COW PROGRAM? As our cows are high producers, our vision of the dry cow/transition cow program is to give them as much rest as possible. This is why we choose a 3 to 4-month dry

Continued on Page 14

WHAT ARE THE TWO OR THREE MOST IMPORTANT FACTORS IN YOUR HERD'S SUCCESSFUL PRODUCTION?

The most important factors in our herd's production success are good silage, our dry cow program and cow comfort.

WHAT IS YOUR FEEDING SYSTEM AND SCHEDULE, AND WHAT GOES INTO YOUR RATION?

We feed once a day at 6:30 a.m. Our feed gets pushed in eight times throughout the day. Our cows are fed alfalfa (70% alfalfa, 15% tall fescue and 15% timothy) and corn silage (as much BMR as we can grow in our fields that get a late frost). For the remaining corn silage, we aim for starch content above 38% - dry corn, canola, top soy and mineral.

IN TERMS OF YOUR HERD MANAGEMENT, WHAT IS YOUR FEED COST PER LITRE? AND, WHAT IS YOUR RATIO OF PEOPLE TO COWS?

Our feed cost per litre today is \$0.18 and this includes both concentrates and forages. We usually look at income over feed costs and try to keep that number above \$25. We don't really pay that much attention to people per cow, but we try and keep all labour on the farm to less than \$1,000 per kilogram. Our milking shifts have two people milking and one person moving cows.

WHEN SELECTING BULLS FOR MATINGS, WHAT TRAITS DO YOU PUT THE MOST EMPHASIS ON? WHY?

Like everyone else, we want productive cows that last. We select cows that have a positive deviation for fat with over 1,500 kilograms of milk. We want cows that are good at converting feed to milk. In order to do this they need capacity. Again, like everyone else, we need them to track right with an udder that can handle 50 kg of milk as a heifer. Also, we really watch for rear teat placement so we are not stuck milking a bunch of crossed-teat cows that the milker won't stay on.

WHAT ARE YOUR EXPECTATIONS FOR FIRST LACTATION ANIMALS?

We want

our heifers to calve around 23 months old and peak above 45 kg. An ideal heifer will finish her first lactation above 12,000 kg.

There are heifers within the same group that have lactations over 14,000 kg, so the potential is there. We expect a lot from our heifer group to make that much milk while continuing to grow.

WHAT PERCENTAGE OF YOUR HERD ARE 3+ LACTATIONS? We are currently sitting around 40% of the herd at 3rd lactation or higher. Ideally, we would like 30% heifers, 20% 2nd lactation and 50% 3rd lactation or higher in the herd.

WHAT IS YOUR DRY COW/TRANSITION COW PROGRAM? We feed the goldilocks diet - high fibre and low energy. It is a one group TMR consisting of straw, corn silage and a custom dry cow pellet.

HOW IMPORTANT IS MILK RECORDING TO YOUR HERD MANAGEMENT? We like it for monitoring somatic cell counts and milk urea nitrogen (MUN). Some of the new data is also really good for indicating how the cows are freshening and it helps us keep an eye on rumen health.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO WOULD LIKE TO INCREASE THE PRODUCTION OF THEIR HERD? It is fine to say, "Cut your feed early". But, you also need to make sure that your fields are in good shape. There are a lot of rundown fields out there. Also, be sure to get your cows bred on time. It does not matter how good of a job you are doing, if your DIM is high then your milk production will suffer.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? Our ideal cow calves trouble-free and we see her once more to breed her. When we dry her off, she has given over 15,000 kg of milk and looks ready to do it again in 60 days! 🇨🇦



FARM PROFILE

Top Production Herds

MacGregor Dairy Farm Ltd.



Churchville, Nova Scotia

By Rob Beckwith, HC Field Service Business Partner

OWNERS/OPERATORS: Robbie and Mary MacGregor, John and Arlene MacGregor

PREFIX: Expo

OF YEARS AS A HOLSTEIN CANADA MEMBER: 50 years

OF COWS MILKED: 340

OF ACRES FARMED: 800 acres

FACILITY TYPE: Sand-bedded, four-row free-stall barn

MILKING SCHEDULE: 3 times per day

HOLSTEIN CANADA SERVICES USED: Registration and Classification

ARE THERE OTHER BREEDS IN YOUR HERD? No

HERD CLASSIFICATION: 6 EX - 74 VG - 195 GP - 72 G

WHAT IS YOUR CURRENT HERD PRODUCTION AVERAGE? 46 kg M at 3.95% F and 3.28% P





WHAT IS YOUR DRY COW/TRANSITION COW PROGRAM?

Two year olds are dried off 60 days before calving, while the rest are dried off 55 days before. Every animal receives Orbeseal, and we treat any cows over 150,000 SCC with a dry treatment as well. From there they go into the dry cow pen where everyone receives the same dry cow feed ration. Three weeks before calving they also each receive a Rumensin bolus, and since we have begun monitoring rumination, we put the rumination collar on them at that time as well.

HOW IMPORTANT IS MILK RECORDING TO YOUR HERD MANAGEMENT? Milk recording and DHI are still very important to us as we use it for benchmarking purposes. Additionally, we use the 60-day pregnancy test offered by DHI and find it to be a useful tool.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO WOULD LIKE TO INCREASE THE PRODUCTION OF THEIR HERD? If you can, build a new barn! But, since that is not an option for everyone, we would simply tell them to keep in mind that cow comfort is king. If you don't want to be in the barn, the cows won't want to be either. Anything you can do to improve the comfort of the cows will help. We would also encourage them to surround themselves with good people (nutritionists, vets, etc.) and listen to their advice. Figure out what the best people are doing and copy them!

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? We don't know! Our best cows are the ones we don't even know are there and only handle twice per year because they have no issues. Cows like *Summitholm Dawson Cheri*, who is in her 11th lactation, has produced 170,000 kg and is back in calf, are our kind of cows. From a type perspective, we like a medium stature animal with great feet and legs, a strong loin and a strong median suspensory ligament. 🐄



period to ensure they rest properly. We feed them free-choice dry hay, 4 kg of corn silage, 4 kg of haylage and 1 kg of oats. We give a Rumensin bolus and vitamins to our heifers and cows three weeks prior to calving. After calving, we also give them a calcium bolus. We introduce our milking ration gradually over a period of three weeks to allow them to adapt to the new feed program.

HOW IMPORTANT IS MILK RECORDING TO YOUR HERD MANAGEMENT? We mainly use milk recording when selecting bulls. The results help us see the strengths and weaknesses of our cows.

WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO WOULD LIKE TO INCREASE THE PRODUCTION OF THEIR HERD? Our key advice would be to go visit high-producing farms and also to make the best use of the basic elements of success: the best possible animal comfort, a balanced diet, good lighting conditions, constant water flow, etc.

AND, FINALLY, WHAT DOES THE IDEAL COW LOOK LIKE ON YOUR FARM? Our ideal cow has good conformation, good reproduction and produces a lot of milk. In other words, it is the cow that you do not hear about, the one that is not in the spotlight: this is the one that is profitable. 🐄

proAction[®] Traceability 101: FAQ



DUAL-TAGGING is the standard for dairy cattle traceability and herdbook registration. Tagging young calves at birth provides an efficient way to permanently identify the animal with a unique number.

Which animals need to be dual-tagged? Starting September 1st, 2017 it is required that all dairy animals be dual-tagged with Nationally Approved tags within seven (7) days of birth or before the animal leaves the farm of origin, whichever occurs first. NLID and ATQ have standardized colour and tag components for one national dairy tagging system. The dual dairy tagging system is designed for all categories of dairy animals – registered and grade, both female and male.

All Holstein female and male calves to be herdbook registered must have approved dairy tag sets placed in both ears at birth as stated in the By-Laws (11.4.3).

Do I need to dual-tag my bull calves destined for beef? Any calves born on the farm and destined for the beef industry may be identified with a single RFID ear tag/approved beef tag, except in provinces that require dual-tagging. Contact CCIA at 1-877-909-2333 or your local tag dealer for your provincial beef requirements.

What is Tag Activation? TAG ACTIVATION = associating a unique identification number and date of birth to an animal under a premises ID number.

To activate tags, record animal births in your herd records and report animal births to the national traceability database. Reporting to the national traceability database will activate the tags, and this must be done within 45 days of birth. As a third party, Holstein Canada will continue to send tag activation event information to the tracking data base on your behalf for registered animals. When animal registrations are completed prior to 45 days you will meet the traceability requirements. Information needed to activate their tags is the animal's identification number (15 digits), date of birth and the premises ID of where the animal was born.

What do I do if my dairy animal has lost one of its official tags (NLID/ATQ)? Order a replacement tag, from NLID, or ATQ in Quebec, with the same number as the remaining tag. When the tag arrives, check that the number of the replacement tag matches the original and apply immediately. Select a new tagging site if the previous hole is enlarged or on the outer surface of the ear.

What do I do if my dairy animal has lost both of its official tags? (NLID or ATQ) If you have back-up identification of the animal's ID number (i.e. a photo, sketch or generic tag), you can order a replacement tag set with the



animal's original unique ID number. In this case the animal's identification remains the same and its life history is maintained. If the original ID number is unknown, you can re-identify the animal with a new tag set from your inventory or by ordering a set from NLID or ATQ.

NLID tags if lost through normal wear and tear are replaced free of charge as part of the program. Quebec producers must contact ATQ to acquire replacement ATQ tags. All replacement tags will have the animal's original lifetime number. Properly tagged dairy animals can move off farm anywhere at any time.

To order your tag sets or replacement tags: Quebec producers: ATQ 1-866-270-4319 or www.atq.ca

Elsewhere in Canada: NLID 1-877-771-6543 or online through your Holstein web account or email nlidorder@holstein.ca

What is the difference between record and report information for livestock traceability? A record is the action of recording on-farm traceability data in your on-farm records, that can be easily consulted (i.e. paper format, excel, DHI calendar, template from producers workbook, herd management software, etc.). According to federal regulations, the traceability data must be kept on farm for five (5) years.

A report is the action of reporting traceability data to the national administration through the National Traceability database.

National Traceability Database: CLTS – www.clia.livestockid.ca or ATQ – www.atq.ca for Quebec producers. 🇨🇦



Young Leaders Participate at National Judging Conference

EVERY THREE YEARS, Holstein Canada holds the National Judging Conference. This is an event where judges from across the country participate in a series of workshops delivered by official judges, as well as a practical day spent judging a variety of heifer, cow and mixed breed classes. For just the second time, each province was given the opportunity to send one Young Leader who shows interest in the judging program, either through actual judging experience or judging school participation. This year, we welcomed Chad Crest (Alta.), Kenton Lindenbach (Sask.), Mark Sweetnam (Man.), Devin O'Hara (Ont.), Pier-Olivier Lehoux (Que.), Rianne Dykstra (N.B.), Alex Archibald (N.S.) and Jon Raymond Dykstra (P.E.I.).

On the first evening, the delegates participated in a panel discussion where they were encouraged to ask any question they might have on any topic related to a judging career. Participating in this type of discussion provided an opportunity to gain some "insider" knowledge on how to better prepare for a judging assignment. Items like how to pack a carry-on and learning about the country they are going to may not seem like priorities, but when the plane lands, it's important for the judge to be as prepared as possible for what he or she has signed up for.

The in-class day was a day filled with information. These young

ambassadors of the program soaked up presentations on the role of the judge, the role of the associate judge, how to be a good ring steward, how to give reasons, ethics, Classification and general public speaking. With varying opinions and perspectives from across the country, many discussions arose from these topics. Evening activities took the group to Ferme Deslacs Holsteins where preparations for the Harmony Sale were taking place. This was a great opportunity for our Young Leaders to see other passionate Young Leaders at work.

The practical judging day was by far the best way to have our delegates learn, with one even asked to give his reasons orally to the whole group. What better way to get their feet wet? After each class, everyone had a chance to discuss their placings with their group before hearing the official placings.

Young Leader participation at an event like this provides motivation and a wealth of knowledge when they hear about and learn from the experience of the more established official judges. If our young judges can learn to work hard, conduct themselves with confidence, gain the trust they need from others and embrace every experience that comes along, the future of our National Judging program will surely remain bright! 🇨🇦





Awards & Recognition



Education Award Applications are Now Available!

Are you an actively involved Young Leader? Want a chance to win \$1,000? Every year, Holstein Canada offers six \$1,000 scholarships and one of those winners could be you! These awards are dispersed nationwide with one in each Atlantic and Western Canada, and two in Ontario and Quebec respectively.

Criteria:

- ✓ **Must be a regular or junior member of Holstein Canada; or a son/daughter of a member; or a member-farm employee that is supported by their employer.**
- ✓ **Must have completed at least one year of university/college (or Cégep in Quebec)**
- ✓ **Must be returning to school within the calendar year**
- ✓ **Must fill out and complete the application form found on our website at: holstein.ca > Membership Programs > Young Leader Program > Awards & Recognition.**

NEW!

There has been an additional requirement added to the application this year! Along with their completed application, each participant is required to submit a video of 2-3 minutes or a written essay of 500 words on the following topic: **What is the value of a Holstein Canada membership to you, and what can Holstein Canada do to continue to show value to their members?**

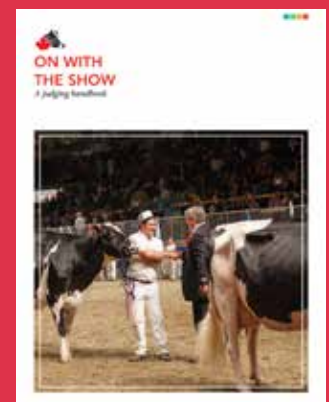
If this is something that interests you, please send your completed application to Christine Tolhurst at ctolhurst@holstein.ca no later than **November 24th, 2017**. 🇨🇦

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

The New Showing and Judging Manuals are Now Available!



HOLSTEIN CANADA is pleased to share that copies of the new Showing & Judging manuals are now both available upon request. Those who prefer electronic versions can download the digital files from the Holstein Canada website. Whether hardcopy or electronic, the manuals are free of charge. The two new manuals replace the four original manuals: **Preparing to Lead**, **Leading to Win**, **You be the Judge** and **The Dairy Show Ring Steward**. The new **Journey to the Ring** replaces both **Preparing to Lead** and **Leading to Win** and outlines the basic steps to select and prepare an animal for the show. **On with the Show** replaces the other two manuals and discusses the basic judging techniques and the roles of the judge, associate judge and ring steward. To order your copies or to find more information on the Showing and Judging program visit the Holstein Canada website. 🇨🇦





THE NATIONAL JUDGING CONFERENCE (NJC) is held once every three years as a special learning opportunity for official and aspiring judges and to keep the Holstein Canadian Judging program standardized across the country. Each participating judge is selected by his or her provincial branch.

The 2017 edition of the NJC was held in Victoriaville, Quebec at the end of June. There were a total of 65 judges in attendance, including nine Young Leader judges and four international judges; two from the US and two from Switzerland. Over the course of the in-class workshops and the practical judging day, the participating judges discussed the latest show ring issues, topics and trends as brought forward by the National Show and Judging Committee. The next NJC will be held in 2020 with the location still to be determined. 🇨🇦

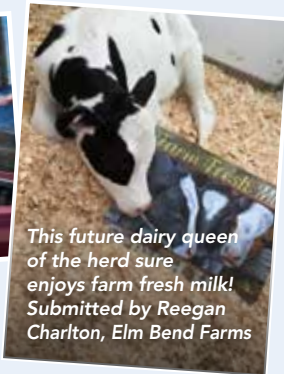
#FrameTheHerd Photo Contest

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

Meet our Top 4 Finalists from Theme #11 - Canadian Milk!



Foreman in training! Submitted by Philippe Duval-Baillargeon (Howick, QC) FERME MTPDB

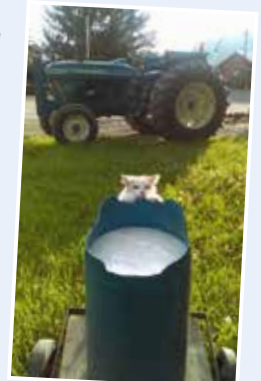


This future dairy queen of the herd sure enjoys farm fresh milk! Submitted by Reegan Charlton, Elm Bend Farms



Brothers AJ and Nash from Aveline Holsteins enjoying some milk with their favourite cows; these boys love the farm and a glass of cold milk! Submitted by Tony & Char Martin, Aveline Holsteins

Everyone at Dameya Holsteins is allowed to enjoy this white gold! Submitted by Danyca Schneider, Dameya Holsteins



THEME #13: MY LIFE WITH COWS

As dairy farmers, cows are the central focus of the job. Whether you treat "the girls" as business partners or part of the family, they play a big part in your everyday life! We want to see what your life looks like with the cows – past or present. As always, bonus points if you can sneak a Holstein Canada logo into the photos somehow (hats, jackets, etc.), and we also don't discriminate against colour, so send us those all-breed photos as well!

THE DETAILS:

- Photos should be high-res digital images (300 dpi is preferred)
- There is no limit to the number of entries 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
OCTOBER 31, 2017

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

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 will receive 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 the National Director Eligibility can be found in the Association's 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

CLASSIFICATION SCHEDULE

MID-ROUND **MR**

SEPTEMBER

ON Perth
QC Arthabaska, Megantic, Wolfe, Lotbinière

EARLY

ON Grenville, Lanark
ON **MR** Brant & Haldimand, Norfolk, Carleton, Glengarry & Stormont, Prescott, Niagara & Wentworth, Northern Ontario, Thunder Bay
QC Nicolet, Yamaska, Drummond
SK **MR**

MID

ON Leeds
ON **MR** Dundas, Russell

LATE

OCTOBER

ON Renfrew, Pontiac, Bruce, Grey, Huron
QC Bagot, Richelieu, Verchères
QC **MR** Beauce & Levis, Frontenac & Beauce

EARLY

ON Dufferin, Simcoe, Ontario
QC Rouville, St Hyacinthe, Témiscamingue, Abitibi, Papineau & Gatineau
QC **MR** Dorchester
BC

MID

ON Halton & York, Peel
QC Argenteuil, Labelle

LATE

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

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

Based on 1st Lactation Classifications from May/June 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
SID	126	82.63	83.02	BROKAW	72	82.85	83.26
DEMPSEY	205	82.19	81.51	SANCHEZ	49	82.12	81.82
DOORMAN	305	82.15	81.92	MCDUGAL	44	82.05	81.25
SEAVER	217	81.87	81.96	BOMBERO	52	81.92	81.83
MCCUTCHEN	187	81.60	81.92	COLLATERAL	38	81.92	81.55
ENVIIOUS	137	80.93	80.87	SAMMY	88	81.85	81.00
CHELIOS	232	80.91	80.73	UNIX	67	81.85	81.07
IMPRESSION	558	80.90	80.58	DIRECTION	34	81.41	80.06
DORCY	102	80.76	80.98	KIAN	41	81.34	81.22
SUPERPOWER	172	80.68	80.27	DURBIN	46	81.24	80.46

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.



WANT TO BE PART OF IT ALL?
Consider a career as a classifier!
Contact hr@holstein.ca today!

Holstein Proud, Eh?!



LIMITED EDITION!
Canada 150 logo featured
on select products



CANADA 150

FREE*!



WWW.HOLSTEINGEAR.CA



NEW Holstein Gear will be available at the Royal Winter Fair!
Look for us near the Ring of Excellence or order online.

*FREE Mason Jar Tumbler with purchase of \$75+ at the Royal Winter Fair!



info **Holstein** 

Independent expression by contributors is welcomed, but is not necessarily that of the Association. Reproduction and use is encouraged for research, education, personal, and other non-commercial use, provided that the author and source are clearly identified.

Editor: Jennifer Kyle
jkyle@holstein.ca

Published six times annually
Subscription: \$18 outside Canada

Publications Mail
Agreement 40008691

Return undeliverable Canadian addresses to:

HOLSTEIN CANADA
P.O. BOX 610, BRANTFORD, ON N3T 5R4

Tel: 519-756-8300 Fax: 519-756-3502

Toll Free: 1-855-756-8300

www.holstein.ca