

infoHolstein

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

GENETICS 101

Canada vs USA proof results
How similar are they? (p. 24)

UNDERSTANDING YOUR GENOMIC RESULTS

(p. 22)

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WOMEN IN AGRICULTURE

In this issue's Farm Profile we talk with two women and discuss their journey to owning their own farms

2023-2025

HOLSTEIN CANADA STRATEGIC PLAN

Quota Growth vs. Farm Reduction, Genetic Gain:
A review of the National Survey asking some very poignant questions.

Calendar of Events

Winter 2023

January

- 2** **PODCAST**
Launch of a new ConneXXion Podcast episode
 - 14** MASTER BREEDER REVEAL
 - 18** ALL-CANADIAN NOMINATION ANNOUNCEMENT
 - 31** ALL-CANADIAN RESULTS ANNOUNCEMENT
- Stay tuned for a webinar presentation on Breeding Strategies!

February

- 6** **PODCAST**
Launch of a new ConneXXion Podcast episode
- 14** UNVEILING OF THE 2022 COW OF THE YEAR FINALISTS
- 14-16** HOLSTEIN QUEBEC ANNUAL MEETING AND CONVENTION, JONQUIÈRE, QC

March

- 6** **PODCAST**
Launch of a new ConneXXion Podcast episode
- Stay tuned for a webinar presentation on how to use classification and genomics as a breeding tool!

April

- 3** **PODCAST**
Launch of a new ConneXXion Podcast episode
 - 4** LACTANET EVALUATIONS
 - 5-6** CANADIAN DAIRY EXPO, STRATFORD, ON
 - 13** NATIONAL SHOW (CONVENTION), VICTORIAVILLE, QC
 - 15** NATIONAL HOLSTEIN CONVENTION & YOUNG LEADERS CONVENTION, MONTREAL, QC
- Keep an eye on our website and social media platforms for more details!

| JANUARY | FEBRUARY | MARCH | APRIL |
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Holstein Canada Strategic Plan

President's Message

BY BEN CUTHBERT, PRESIDENT OF HOLSTEIN CANADA



Change is inevitable...

and an important part of life. It allows for growth, evolution, modernity and innovation. If we all take a look at our own farms, families, environments and their respective histories, it becomes pretty clear that change is an element that intertwines with our daily lives.

Over the past several months, Holstein Canada has gone through much change. A reorganization of the Senior Management Team in July provided stability to the developing 2023-2025 Strategic Plan, streamlined the business with the Priorities through each department, and allowed for a seamless delivery of service.

Most recently, the membership and industry learned of the parting of ways between the Holstein Canada Board of Directors and their CEO. Not all change can be explained, or answered for a variety of reasons; here, change is surrounded by privacy and the protection of rights. However, it is important for me to reiterate that the Board of Directors will continue to put our members' needs first, our Strategic Plan for 2023-2025 exemplifies that exact statement.

Six (6) priorities will be our focus moving forward through the next three (3) years: Retention, Recruitment, Efficiency, New Business Worldwide, New Business National and a Pricing Strategy. We understand the economic pressures our members face daily; the Board is made up of producers.

Moreover, we also understand the value of our services and the profit it can bring to members and new business alike.

Our focus will continue to be on our committed and loyal members. Additionally, we will move to provide evolved services that benefit all producers, of all sizes. One size does NOT fit all in 2022. We will approach new clients with opportunities that will benefit them through the same trusted services we have delivered for years, while looking at new business opportunities, whether they be national or international, working to supplement our current pricing. Recognizing that the evolution of service delivery requires an alternative approach, we will look at, and implement, a pricing strategy that works for all of our members, both established and new!

Change is inevitable, sometimes explained while other times best left as understood. The future of Holstein Canada provides the opportunity for every Canadian producer to benefit from the great services we have offered for decades: an evolution that fits every farm's needs. 🐄



WHO WE ARE

Established in 1901 as a Non-Profit Organization, Holstein Canada is a members-driven Breed Association that maintains the Holstein Herdbook under the Federal Animal Pedigree Act and offers herd improvement services to producers.

VISION

Engaged dairy producers. Profitable, healthy herds. A dynamic industry.

MISSION

Provide consolidated services and programs to meet the diverse needs of producers.

Contribute to the management of data.

Play a leadership role in the industry to create alignment or partnerships.

VALUES

Ask, listen, and stay connected to producers.

Demonstrate the value of what we do.

Actively track and anticipate changes in the industry.

Respond to changes quickly and with agility.

OUTCOMES

Increased awareness, uptake, and satisfaction with programs and services.

A financially viable organisation.

Modernized, user-friendly tools and practices.

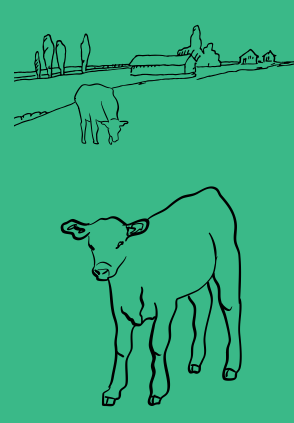
Collaborative industry relationships.

OBJECTIVES

Improve current services based on member and producer feedback


Expand HC services to all dairy breeds, in Canada and in other countries

Partner with other organizations to provide new products/services aligned with the producer needs and industry trends.



THERE IS AN OPEN CALL FOR NOMINATIONS

Call for National Director Nominations

There is an open call for nominations for National Directors in the Electoral Districts listed to the right. Clubs located in these districts received official notification of the call in September, and nominations will close December 8, 2022. Ballots will be mailed out to all voting members in the districts with more than one candidate by January 8, 2023 and voting closes on February 8, 2023. The criteria for the National Director Eligibility can be found in the Association's By-laws at www.holstein.ca; nomination forms can be obtained from your local Holstein Club, Provincial Branch or by contacting Jodi Zettler at jzettler@holstein.ca or 1-855-756-8300 ext. 229. 

Electoral Districts 2023

| DISTRICT | DIRECTOR |
|-------------------|-----------------|
| Saskatchewan & MB | HAROLD SWEETNAM |
| Atlantic Canada | KAREN VERSLOOT |
| Western Ontario | DOUG PEART |
| Eastern Quebec | GILLES CÔTÉ |

Listening to our Members in a Shrinking Industry

In late 2021...

Holstein Canada put out to its membership a **National Survey asking some very poignant questions.** For Holstein Canada, understanding where the membership stood in relation to the services we or the branches provided, being aware of producers' plans for the future as well as where those same producers envisioned the industry going forward was both imperative and pinnacle to the development of Holstein Canada's strategic plan for the next three years.

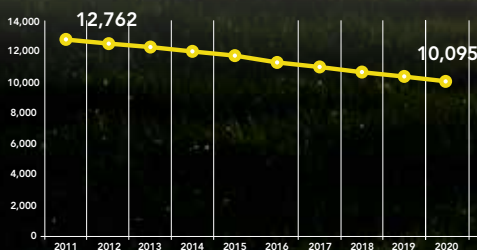
Looking back over the past 5 years it is difficult to not recognize the drastic and evolutionary change the dairy industry has experienced. Farms today are more modernized with on-farm software predicting two generations of genetic future while robotics rapidly take the place of the very real shortfall of human labour. Profit margins continue to tighten while dairy producers of 2022 look to eliminate items on their expense line. We live in an era

where a company providing service to the dairy producers of today has to be not only refined, but also digitized while providing services that meet the needs of producers – all producers while simultaneously maintaining cost vs. value. Loyalty will only take one so far, the ability to pay a bill exceeds that same loyalty.

Moving forward, your association must recognize these things and coincide them

with the vast advances we have seen in genetic gain: less farms nationally producing more milk while capitalizing on any advancement that offers the opportunity of efficiency. Holstein Canada is not obsolete nor is it excluded from the inflation experienced by all those around us. We must act now and with that in mind, your Board of Directors has agreed on six (6) priorities that we confidently believe will set the stage for years to come.

PRODUCER NUMBER



QUOTA EVOLUTION



PRODUCER NUMBER



PRIORITY 1

Retention:

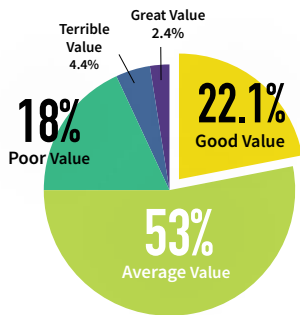
Delay, stop the erosion of “active” dairy producers from our Services.

Holstein Canada services hold great value but one size does not fit all. We must adapt and evolve service offering to fit a wide variety of producers farming in a data-driven era. Service must be efficient and effective for all farms on-farm management purposes. Holstein Canada must act now to retain current membership and recruit new. Understanding where producers see value, or alternatively, why they do not use a service provides great insight on how we must improve.



VALUE

How much value would you say you get from the provincial portion of your membership fees and branch levies?

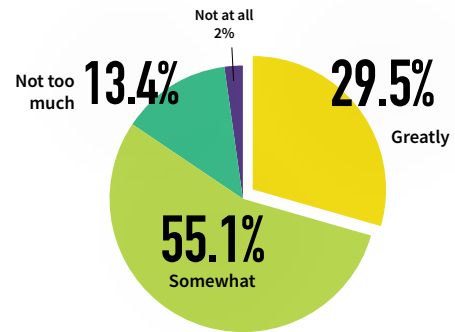


Holstein Canada and the respective provincial branches must react and address the value surrounding the membership fees and branch levies.



FUNCTIONAL CONFORMATION

To what degree do you think your herds' profitability would improve by improving functional conformation?

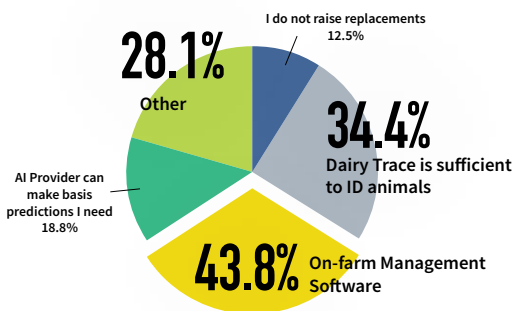


80%+ of producers understand the impact improved functional conformation has on profitability. Adapting the classification service to fit a wider variety of producers needs will promote retention.



DO NOT REGISTER

Select up to two reasons as to why you do not register.

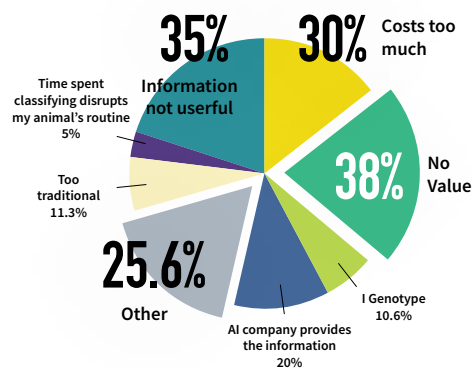


Create action items surrounding education and extension to improve the value of registration over and above on-farm software and/or AI provider predictions.



DO NOT CLASSIFY

Please select up to two main reasons why you do NOT classify.



Create action items surrounding education and extension to improve the perceived value of the information classification provides.

PRIORITY 2

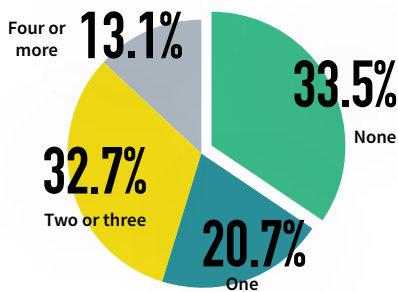
Recruitment:

Encourage non-member producers to join our existing services.



ACTIVITIES

How many activities held by your local Holstein Club, if any, did you, members of your family, or anyone else involved in your dairy operation, participate in?

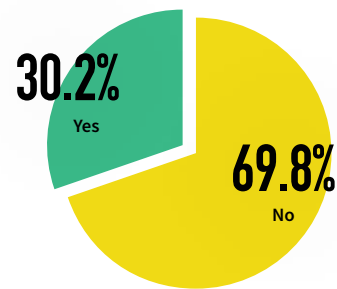


Educate and encourage clubs to evolve activities to be more appealing to a wider audience.



GENOTYPE

Do you currently Genotype?

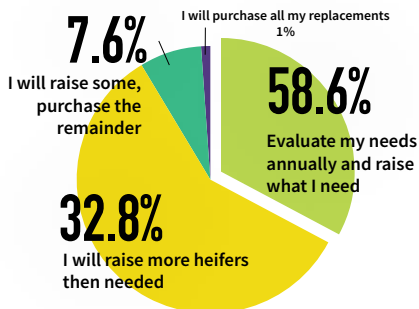


With 70% of producers not using the service, Holstein Canada must better promote the value of genotyping and the additional information the service provides to a producer's genetic strategy.



REPLACEMENTS

Which of the following scenarios best describes the direction you will take with your replacement strategy?

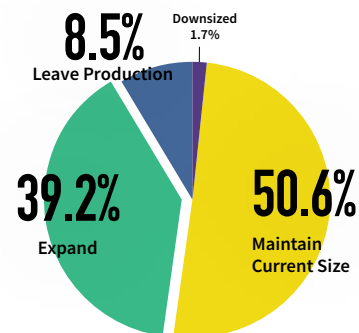


The benefits of registration must be clear to all producers to continue to recruit new registering members. Nearly 8% of producers will purchase some quantity of replacements. Understanding the value of complete information on these animals is pertinent to recruitment.



GROWTH

Over the next five years, what plans do you have for your dairy operation?



90% of producers plan to maintain size or grow over the next 5 years. Holstein Canada must continue to modernize service with emphasis on data access to achieve recruitment.

PRIORITY 3

Efficiency:

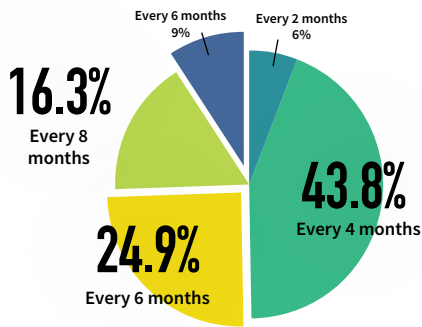
The focus in gaining efficiency will be in our operations. We will mainly focus on those related to other breeds and the regionalization of our field team.

Ensuring that our membership and all dairy producers continue to have fair and equitable access to all services is essential. We must collectively work together to move forward in an industry that will continue to put the producers' voices first. Our operations must continue to gain efficiency as we look to other areas for new business to maintain and increase revenue generation for the benefit of all members. Evolving and expanding our current services while building on new will ensure stability for years to come.



INCREASED SERVICE INTERVAL

If Holstein Canada offered the following classification service interval options, which one would be of interest to you?

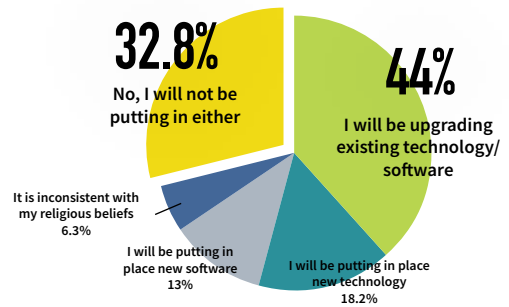


We are evolving and regionalizing the classification service so producers receive the information for on-farm management more regularly and in line with their genetic strategy.



ON-FARM SOFTWARE

Do you plan on putting in place new technology, new software or upgrading existing technology?

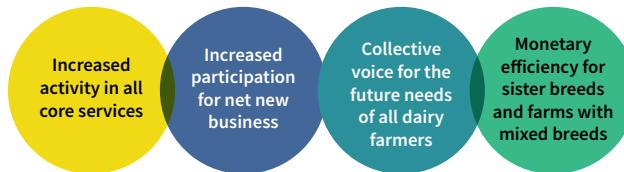


With 75% of producers upgrading or installing new technology over the next five years, Holstein Canada must adapt how they send and receive information to match the high performing needs of producers.



ALL BREEDS

Working collectively with All Breeds will create efficiencies for producers, for our Sister Breeds and for Holstein Canada.



Production rises as the number of dairy farms nationally continues to decline. We must work together to ensure we have an industry that works for the producer as well as service involvement.

PRIORITY 4

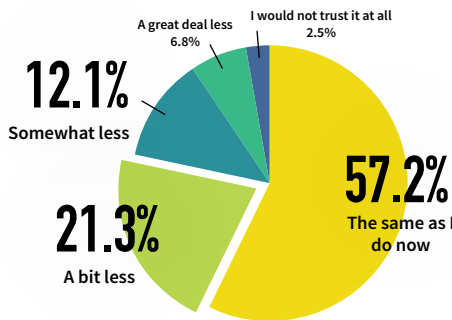
New Business in Canada:

To gain new market share by adding new services for which we are 'Distributor' or 'Provider'.



ADVERTISING

None of Holstein Canada's publications nor their website contain advertisements. To what degree would your trust in Holstein Canada content be affected if we advertised?

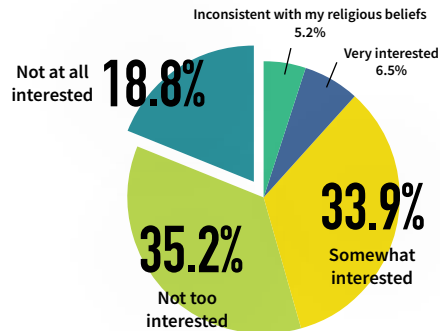


Supplementing the cost of the INFO allows for the same great information to be available to all producers without the cost to the association.



DATA STORAGE

To what degree of interest would a 'cloud storage backup system' be to you?

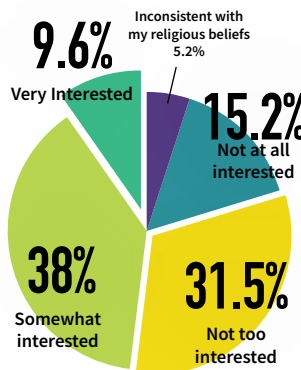


Data security, integrity and privacy is imperative to business. Providing producers with the option to have their data in a back up system held at HC can provide peace of mind to our members.



INCLUSIVE COPY OF BACK UP DATA

How interested would you be in having a back up copy of your data, and all your product and service providers in a single account?



Access to all your information in one easy location promotes efficiency and is effective for on-farm management.

New Business Worldwide:

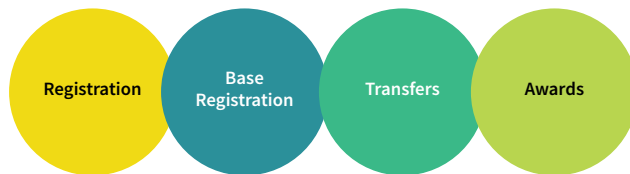
Sign Service agreements with other countries for the use of Herdbook and ConneXXion service.

The integrity of Holstein Canada’s Herdbook along with the precision and depth of our classification system is envied around the world. Expanding our market across our borders will create revenue that will benefit our member and work to keep our services for Canadians affordable.

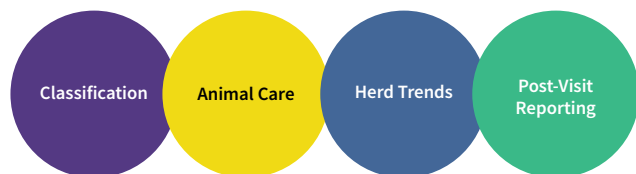
Notwithstanding, the increase in annual costs for everyone is unavoidable and the association is not unaware of that. An affordable pricing strategy for service will need to be created, but the cost surrounding this will be dependent on the success of the previous five priorities.



HERDBOOK



CONNEXION



Service agreements will be dependent on the revenue generation ability of other countries

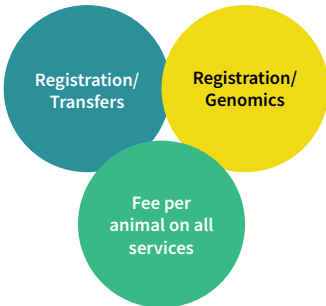
PRIORITY 6

Pricing Strategy:

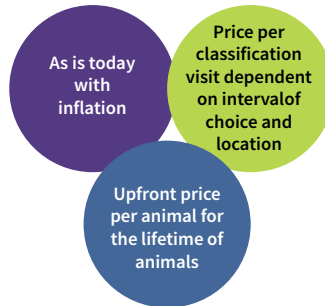
The increase in annual costs will have to be conditional to our performance on the other five priorities.



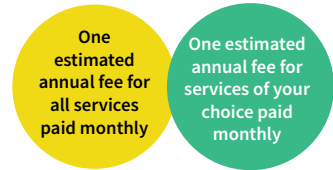
BUNDLING



PAY PER SERVICE



SUBSCRIPTION SERVICE



Price will continue to be dependent on national and international participation of our services. Holstein Canada's objective will continue to be price competitive and will work to ensure affordability to all of its members





LEGENDARY EXPERIENCE LÉGENDAIRE
NATIONAL HOLSTEIN CONVENTION 2023 MONTRÉAL CONGRÈS NATIONAL

MONTREAL 2023

LEGENDARY EXPERIENCE

National Holstein Convention
April 12 – 15, 2023
Sheraton Hotel, Downtown Montreal



events.holstein.ca

FARM PROFILES

West



Toby Kleinsasser, Field Service Business
Partner Western Canada



Women in Agriculture

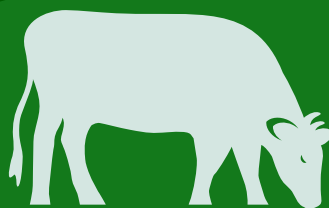
Cathy Haagsma started her career in the dairy industry at the age of twelve while living in the Netherlands. She followed in her father's footsteps or rather, she was hot on his heels, working very closely with him to see how he did things. "He was a huge inspiration" states Cathy, "always so patient and willing to teach me anything I wanted to learn".

It was then, at this young age that she realized she wanted to be involved in farming, more particularly in the dairy industry. With this in mind, the next obvious choice was to study the the dairy industry at a post-secondary institution in the Netherlands.

Cathy's brother had the opportunity to come to Alberta as an exchange student. Alberta grew on him. He quickly decided he liked it there, so he stayed. This in turn, presented Cathy with an opportunity to come to Canada with her mother and visit her

brother! Seeing that there were more opportunities in Alberta, Cathy and Cor made the big move to Alberta with Cathy's whole family.

Her parents started two farms at the time, one East and one West of Ponoka, with the whole family participating. Her brother began farming with them for the first little while, but in the end, decided to pursue a career in aviation. Her sister and her husband now run the second farm East of Ponoka, while Cathy and Cor run the farm West of Ponoka.



Quick Stats

OWNERS: Cor and Cathy Haagsma

PREFIX: POLY-C

OF COWS MILKED: 500 cows, 3x/day

FACILITY TYPE: Free-stall/loose housing. Double 20 Parallel

OF ACRES FARMED: 1500 ac. Corn, barley, alfalfa, and canola

HERD PRODUCTION AVERAGE (L/ COW): 1.6 kg fat/day

FEEDING SYSTEM: self-propelled wagon. Own feed mill

OTHER BREEDS IN THE HERD: NONE

HOLSTEIN CANADA SERVICES USED: Registration & Classification

Having three children actively working in the dairy industry keeps the whole family busy! "It was important to us that all our kids worked off the farm before coming home," explains Cathy. Cayleigh, Cathy and Cor's oldest daughter, spent time working as an AI Tech for Select Sires while her husband worked for Agri-Dairy Mart before they both came home to the farm. Life keeps them busy with 10-month-old Austin. The second daughter, Cassidi, is studying real-estate while the youngest child, Cameron, has just completed high school and will be working on attaining his Class A1 with hopes of coming home to the farm in a few years.

Having worked in the industry full-time for the past 26 years, it is pretty easy for Cathy to look back and see how the pieces all came together for her and Cor. Their careers began with Cathy's parents on a 60-cow milking farm. Cathy and Cor worked very closely in the beginning, but as they grew they also began to recognize their own strengths within the farm. As such, they began to 'specialize' in their own areas. Cor now manages the cropping and custom work along with the feed mill while Cathy manages the herd and all things related to that area. Where two jobs meet, such as feeding (Field and Cow), the partners overlap and together discuss with their nutritionist the best route to take. Cathy and Cor also find it important to share the responsibilities of the

books and payroll so if one is absent the other can always fill the role. Cor also manages a small side business of selling liquid fertilizer. "It's a partnership that works" attests Cathy. We may not always have the same vision, but in the end, after a good discussion, we always agree, or at least find a way to meet in the middle."

"Managing the herd is always a challenge" says Cathy. There is never a perfect day. You try and manage things really well, be efficient with your inputs, your labor, staying on top of cow health. You want to keep your kilos of fat up, and your somatic cell count down, so together we are constantly striving to do better."

POLY-C is home to 6 full-time employees who each have their specific roles, and who all participate in the 3x a day milking schedule. "I like to see what they are good at and what they like doing," explains Cathy as she illustrates why she believes reliable help has worked out well for them. "You can't always make it happen, and there are some things that just need to get done but in the end, if everyone is enjoying themselves, it makes for a really great team."

When asked about reconciling work, family and involvement, Cathy is quick to say that it is much easier now that the kids have grown. However, looking back, she does state plainly that sometimes plans just didn't work out or they would

have to be made on the fly. Ensuring that family time stayed at the core of the Haagsma household, the kids were always in the barn with them helping them do chores. "Chores would take longer" says Cathy, "but in the end, it's worth it. It is the best time spent with your kids." Watching the kids grow, seeing how they have learned from you and learning how to do things a little different than the norm is something cherished by the family: "Just be prepared for things to not always go as planned," laughs Cathy.

Challenges for women in agriculture is by no means something new, and Cathy will say bluntly that she believes to be a woman is to be considered equal to a man – you just have to be better, you have to come to the table with more knowledge and skills. She goes on to explain to not be afraid of starting at the bottom and working your way up because you will gain the most respect that way. However, be sure to stay on top of things, always be aware and know what you are talking about. Credibility is important in any business, but at times it seems even more important for a woman.

Her advice for young women starting in the industry, be assertive. Get in there, show that you want it, and never stop learning, it is easy to be looked down upon because we are women. Work yourself up, start from the bottom and work on acquiring as much knowledge and skill as possible.

Mentorship is important to many people when starting off in an industry and for Cathy, the same rules applied. Her dad was her first and foremost, teacher, his patience and willingness to teach her anything she wanted to learn created a bond between the two that will last forever. "When others would say that I couldn't do something because I was a girl, my dad would always show me a way that I could do it. He taught me skills I have today that I now carry on my own," she says as she beams with pride.



We asked Cathy how Holstein Canada can help woman in agriculture:

“That’s a hard question and I’ve put a lot of thought into it,” explains Cathy, “but in the end the answer is simple: I would like for women to be equal and so I do not believe it is right to focus on the fact that you are a woman or a man, but rather utilize a person for their skill set.”

Following her dad closely is their past veterinarian, Dr. Wilma denOudsten. Wilma passed away eleven years ago, but was always a very busy woman. Cathy watched Dr. Wilma handle anything and everything on her own. She was never shy and always happy to teach Cathy new tricks or skills. Always very helpful in teaching me skills that I still use today. As a fellow woman in the industry, she was definitely a huge role model for Cathy.

We asked Cathy how Holstein Canada can help woman in ag. “That’s a hard question and I’ve put a lot of thought into it,” explains Cathy, “but in the end the answer is simple: I would like for women to be equal and so I do not believe it is right to focus on the fact that you are a woman or a man, but rather utilize a person for their skill-set”.

Looking back to the barn, it is easy to see the business sense that Cathy has with the herd. For POLY-C, each stall represents a certain value;

the more you can get out of a stall, the more profitable you are. Focusing on production allows Cathy to keep maximizing her family’s profit per stall while simultaneously chipping away at the lower performing animals. With high production comes a necessity for good mobility and well-attached mammary systems so their current breeding focus is simple: Production, Feet & Legs and Mammary. Longevity is important to Cathy and is a continuous goal. Keeping all the older cows is not always feasible and she will admit, saying goodbye to the older cows is one of the hardest parts for her.

“Most recently they have been using a lot of young genomic test bulls. It’s important to pay close attention to familial lines; if you don’t, then mating doesn’t always work,” explains Cathy.

The heifers are ranked by kg/Fat per day. Anything 1.4 or higher receives Holstein semen while everything else is bred terminal to Angus. Additional selection process for choice of sire revolves

around Feet & Legs and Mammary. If the heifer or cow is underperforming or undesirable, they are bred to beef.

This philosophy has proven to work well for them with a herd that boasts great production. A current herd favorite of Cathy’s has six superior productions awards and sits today at 113,000 kg milk. She is POLY-C 839 BEACON 1306 VG87. Another herd favorite is POLY-C 502 SALTO 644 VG-87-5YR-CAN 2*(4/7). For Cathy, she is a complete package: high production, good feet and legs, lots of strength.

Understanding that the calves are the future of the herd, Cathy and Cor built an insulated calf barn where the calves are held in single pens. Panels can easily be pulled out so calves can be grouped after weaning before sending them outside. Heifers are bred at 12 months, which Cathy has found to be their optimum age. She goes on to explain that some articles tell you to breed younger, but this has not worked for them. “Find what works for you,” says Cathy but for POLY-C, calving out at 21 months works really well.

Using all the tools available to them has proven to be a strong and well-thought model thus far for Cathy and Cor. Understanding your value per stall, being on top of things and utilizing each others, strengths is a key to success that they will continue to use for years to come. 🍷



FARM PROFILES

Ontario



Amanda Comfort, Field Service Business
Partner for Ontario

Women in Agriculture

Part of a small farming community in Southern Ontario located along the Feeder Canal in Wainfleet, Niagara, it is obvious when listening to Brenda speak that the passion of dairy farming runs through her veins.

For Brenda, it's obvious that the apple didn't fall far from the tree in her family! She learned a lot about the Dairy Industry by paying close attention to her father's every move. He shared with her the joys and the challenges that come with breeding a great herd of cows. Understanding deep pedigrees and benchmarking through classification has been a testament that is tried and true for this Master Breeder herd. Brenda graduated with an Animal Science degree from the University of Guelph and then went on to complete one year of the vet program. During this year, it became quite apparent that being at home on the farm was where she wanted to be. "My parents told me that I had to work somewhere else before I could consider coming home to work on the farm" recalls Brenda.

At that time, Alta Genetics had just begun offering field sales in Ontario so it was a perfect opportunity to meet a lot of people and see how other farms operated. After 8 months in the field with Alta, the urge to be home on the farm had not subsided. When she approached her parents, Don and Linda Green, she once again met with some push back. It was not because they thought she was incapable of doing the job, but Linda was not convinced it was the right move at the time for her daughter.

The challenge of being a full-time farmer while starting a family concerned her mother. After some back and forth discussions, a trial basis was agreed upon. "That was 24 years ago" says Brenda "I have loved it every day since. I am not happy indoors or sitting for too long. I love the variety that working on the farm gives you: no two days are ever the same."

Quick Stats

OWNERS: Brenda Roszell

PREFIX: Feederlane

COWS MILKED: 90

FACILITY TYPE: Compost Pack/Loose Housing. Double 8 Parabone Parlour

ACRES FARMED: 350 Acres. Corn, alfalfa, grass, corn, soybeans

HERD PRODUCTION: 38kg/day
4.1%F BCA 265-297-280 on 2X day milking

CLASSIFICATION: 12 ME 6 EX 43 VG
24 GP

FEEDING SYSTEM: Self propelled wagon, tower silos, bunks

OTHER BREEDS IN HERD: Jersey's

HOLSTEIN CANADA SERVICES USED: Registration, Classification and Genomic Testing



One of the first memories Brenda has about her assuming a leadership role on the farm was when the breeding decisions changed hands from her dad, Don, to her. She chose to use ‘Canyon-Breeze Allen’ in her breeding program.

“I should have used more of him” says Brenda, “he had a huge impact on our herd”. The smart choice to use Allen resulted in a pair of twin heifers, Feederlane Allen Tamara EX- 91-6E-4* with over 100,000kg lifetime and Feederlane Allen Tara EX-90-4E with over 60,000kg lifetime. Cows like this invigorated Brenda’s passion for breeding and when you walk the barn with her it is easy to witness that the same passion from 23 years ago still exists today.

Farming alongside her Dad and her son Matthew and having her mom, Linda look after the books, proves to be a great combo at Feederlane. Matthew recently graduated from the University of Guelph, Ridgetown Campus and has also since returned home to farm. 4-H has been part of the family tradition for many years and at 11 years old, Matthew purchased his first calf, a Jersey, which had been his 4-H project that he had borrowed that year. When you fast forward to today, Feederlane is now home to over 40 Jerseys of which 20 are milking, and are all owned by Matthew. Brenda’s oldest daughter, Emma also shares a passion for the cows, owning several Holsteins on the farm and helping out whenever she can, particularly when the family gets ready for the annual Niagara County show, 4-H shows, classification, herd health day, and during hoof trimming. Recently engaged, Emma just completed her ‘Masters of Accounting’ and is working full time at a local accounting firm. Hunter, the youngest son, works summers on the farm and helps out where he can but recently started his studies - also at the University of Guelph with a major in ‘Environmental Engineering’.

The majority of the cows at Feederlane are housed in a compost pack barn that was built in 2010. Additionally, there are 8 sand bedded flex stalls and 7 freestalls bedded with

sawdust for special needs or cows struggling with high somatic cell. This group of cows has extra feeding space and comes into the parlour after the main group so they spend less time in the holding area waiting to be milked. Also housed in the main barn are the weaned calves through to bred heifers. Once confirmed pregnant, the heifers are turned out to sand bedded freestalls in the old dairy barn that had been retrofitted, along with the far-off dry cows with pasture access from May to October. Included in the main dairy barn is a straw pack area for fresh cows and close up cows. Calves that are on milk are housed in group pens in the old dairy barn and are fed unlimited whole milk, treated with hydrogen peroxide, in mob feeders. The lactating herd is fed a TMR which consists of 1st cut haylage, 3rd cut baleage, corn silage, brewers’ grain, high moisture corn and a custom protein supplement top dressed with dry hay. The heifers and dry cows are fed free choice baleage and dry hay with a protein pellet to the young heifers.

When asked about Holstein Canada Services, Brenda quickly attests to the benefits of classification. “We love working with strong dairy cows who milk well from great udders and walk on a good set of feet and legs”.



“Classifying gives us a neutral view to ensure we are on the right track”.

The breeding philosophy didn’t change much when she took over choosing the bulls from her dad and classification day remains a highlight. Add to that, there is always a little competition on classification day and it is definitely a family affair. With several family members owning cattle and each having their farm favourites, it’s always a lot of fun to see what cows are breeding true and who’s cows are coming out on top. Brenda laughs as she self attests to being a ‘rear udder’ girl. When the family is talking about cows that they like, the kids will always joke that she only likes a certain cow because of its tremendous rear udder.

The love for classification comes straight from Brenda’s Dad, Don, who classified for as long as she can remember. He set himself with a long-term goal of attaining a Master Breeder Shield. That goal became a reality for Don, Linda, Brenda and the whole family in 2015 which resulted in an incredible family trip to Banff, Alberta for the National Holstein Convention that year, a memory that none of them will ever forget.

Being involved in the local Niagara Holstein Club has been a joy of Brenda’s since she moved back home. A long-time director, she has served in both the position of secretary as well as president. Sharing her passion with youth is another hobby of Brenda’s and she



continues to be an active dairy 4-H leader for the Wainfleet calf club with 7 calves coming from the Feederlane farm in 2022. Continuing on the theme of giving back, Brenda has also served on the « Niagara Dinner at the Dairy » committee for the last 7 years. A special event, close to the hearts of many Niagara Dairy producers, « Niagara Dinner at the Dairy » is an event that opens the farm doors to the public once a year to show transparency in how milk is produced and how cows are cared for. A new host farm is chosen in the Niagara region annually and to date, the Niagara producers and partners have opened their doors to over 12,000 members of the public.

As mentioned earlier, Brenda and her family also thoroughly enjoy exhibiting cattle at the local Niagara County Holstein Show. Having taken home many Breeder and Exhibitor banners as well as Grand Champions and Reserve, the most recent highlight was at the 2022 show where both Breeder and Exhibitor Banners were garnered along with the Res. Grand Cow with Feederlane Chelios Taboo VG-88-3yr.

When asked about reconciling work, family and involvement, Brenda isn't shy to show appreciation to have such a supportive family, particularly while the kids were young. "The kids loved the farm" mentions Brenda, "but you also have to let them have other interests." With this in mind, the family made it work allowing

the kids to participate in sports, clubs and activities off the farm. Being fortunate with a lot of good help nearby, Brenda feels they were blessed to be able to hire reliable milkers so they could take some time off to spend with the family, or alternatively, great babysitters to watch the kids when they were younger so she could milk.

Linda, Brenda's mom, has always been very involved in the kids' lives and could often be found running them to practices or other events. Thinking back, Brenda does admit that being a mom and a full-time dairy farmer is definitely challenging and involves a lot of juggling and a lot of support but in the end, it is the best place to raise your children. "Farm kids tend to be independent thinkers "who have to problem solve for themselves", states Brenda, "something I always wanted for my children."

Although being a mom and full-time farmer requires a lot of juggling and support, Brenda has honestly never thought of herself as different than any other dairy farmer. When asked about the challenges of being a 'Woman in Ag', she gratefully states that Niagara has always made her feel at home, and part of the group. Combine that with a great group of women who are very involved in running dairy farms with their partners, it has become a community of friends who support one another and lift each other up, male or female.

Brenda does quickly mention, however, that there is one woman outside of her family that inspired her, Ingrid DeVries. "The first year that I became a director on the Niagara Club I helped plan a Twilight meeting at Luxury Holsteins. Ingrid had started small, and took the risk and worked her way up and had recently moved her herd to a new location" mentions Brenda. "It was truly inspiring to see another woman so passionate about her cows

and being able to build on her dream".

Reflecting on the past decades, it is clear that reconciling work and family life is probably one of the biggest challenges for any dairy farmer as there is always so much work to be done. If looking for some advice or some suggestions on how to make it all happen, Brenda isn't hesitant to let us know that finding good reliable help should be a priority to give you the flexibility to attend the events that are important to your family. "If you miss those" she says, "you never get those memories back". At the time it may seem like you cannot afford it, or there is always another bill to pay but Brenda goes on to say "never underestimate how important those events off the farm are to your children or spouse". Then it comes down to the simple things: taking a mid day off, scheduling a week-end day that is for family only, and finding time away from the farm.

Leaving us with this last quote attests again to Brenda's passion for the Industry: "2022 is a great time to be a woman dairy farmer! Every opportunity that you can dream of is available to you!"

We may not be able to do all the jobs on the farm in the same way as men, but you adapt and change your facilities to what works for you. Being able to work with family every day is pure love! As much work as there is to do on hoof trimming or show day, it is always rewarding to be able to work side by side with my kids! I wouldn't choose to live any other way. 🐄



Featuring Canadian Genetics in

Australia

*View Fort Holsteins & Jerseys Tarwin,
South Gippsland, Victoria*



View Fort Holsteins & Jerseys

Owner: Bruce & Jan Templeton, Matt & Nicola and their daughter, Geri Templeton

City/region: Tarwin, South Gippsland, Victoria

How many cows milked: 270 milking cows and 250 young stock

Herd production: 11,200kg

Other Breeds: Jerseys

Milking system: 20 Double-up herringbone parlours with stall gates and automatic cup removers

The story of the View Fort herd began in the late 1960's

when Bruce Templeton purchased his first farm in Pakenham, Victoria. At the time, 120 Holstein cows were milked there. In 2003, expansion became necessary to keep their business profitable, as a result, Bruce and his wife Jan purchased a second farm in Tarwin, more than 90 km away from the home farm. Their son Matt and his wife Nicola confirmed their involvement in 2017 and expanded the farm to 270 cows. The current herd is 80% Holstein and the remaining animals are Jersey's.

The animals in the herd benefit from a year-round rotational rye grass pasture based grazing system. When cows enter the parlour, they are fed a customized 7 kg grain mix (wheat, canola, corn and minerals) daily. As needed, the Templetons purchase grass silage and grain hay to supplement their ration throughout the year. Any surplus pasture that is produced is harvested and stored as grass silage and hay for heifers and dry cows.

For Matt and Nicola Templeton,

progressive generational type and conformation are the overarching breeding goal. With a system such as theirs, the ideal cow must offer a combination of dairy strength and width while maintaining her femininity. Cows must show excellent locomotion and a very well-attached mammary system to give them the fluidity and ability to walk to pasture twice a day. Understanding their herds strengths and weaknesses, the Templeton's use sexed semen to maximize their genetic gains. Over and above conformation, production is a key factor in selecting a bull with components being a positive in order for a bull to be considered. In recent years, fertility and daughter pregnancy rates (DPR) have become important selection criteria as well.

Matt and his wife also have great respect for proven cow families, which remains a key factor in the use of bulls in the herd. For them, classification is a tool that allows them to verify and validate their animals' pedigrees. On the other hand, except for a few males sold for genetics, genomics is not yet a management tool for the young couple. Thanks to the use of sexed semen, heifers have increased considerably in

numbers on the farm. The Templetons plan to modify and automate their calf rearing facilities to make their work easier and increase comfort for their replacement animals.

As one of Australia's largest business sectors, the dairy industry accounts for approximately 8.8 billion liters of milk production which generated a farm gate value of \$4.4 billion in 2018-2019.

In 2021, with 9 million metric tons of cow's milk, Australia's production was close behind Canada's, which totaled 10.19 million tons. Since Australia deregulated its dairy sector in 2000, producers no longer have production limits allowing Matt and Nicola to contract supply to a supermarket directly annually.

The View Fort Holsteins & Jerseys team enjoys great success on the fairgrounds, sharing their passion for good cows and promoting their genetics. The Templetons are particularly proud to own the last two Australian Supreme Champions: Avonlea Reginald Jacobonia EX-91 (2020) and View Fort Dictator Dottie EX-91 (2022). The couple works intensively with these two animals and their offspring in their breeding program.

As in many countries around the world, Australian cows also have Canadian blood running through their veins. Since artificial insemination was introduced in Oceania, the View Fort herd has used sires from Canada and has imported embryos directly from Canadian breeders. This is exactly what happened with View Fort Dictator Dottie, whose 3rd dam (great granddam) was none other than Bridgeview Gibson Dottie EX-96 3E 4*, bred by the Coleman family of



Bridgeview Farms in Brantford, Ontario. She was Honorable Mention All-Canadian Mature Cow in 2009.

Having both participated in youth educational programs and camps, Matt and Nicola are now members of the Australian Holstein Association, and Matt serves as President of the South Gippsland Chapter. Matt is also an established judge and has worked in that capacity at the Australian International Dairy Week, the Victorian Winter Fair and the Melbourne Royal Show, among others. In 2016, Matt served as an Associate Judge for Nathan Thomas at the Red and White Holstein Show at the World Dairy Expo in Madison, WI. Currently he is serving on the US judging panel. In addition, he judged both Holstein and Jersey's at the Ontario Summer Show this past summer. Before taking over the farm full time, he worked as a cattle fitter for sales and exhibitions for 15 years throughout North America, Brazil, New Zealand and Australia.

We regularly see on the news that climate change can be a real challenge in Australia,

and this is a reality that Matt must deal with daily in order to minimize its effects on the herd to ensure that milk production is maintained. It is well known that Australian weather conditions can change widely between long hot summers and very humid winters, especially in the area where the Templetons are located, near the south coast. As a result, they are planning to build a resting shelter for lactating cows on pasture to compensate for extreme weather conditions.

Like everywhere else, labour scarcity affects all farm businesses in Australia. Currently, Matt and Nicola have no help from outside the family, except for contract workers who do the seeding, watering and fertilizing, a situation that could eventually become problematic.

At View Fort Holsteins & Jerseys, there will be no shortage of challenges and opportunities in the coming years!

There has been movement in the Young Leaders Committee over the past few months. Holstein Canada is extremely proud to introduce you to the 7 current members who make up the committee.

Lysanne Pelletier

QUEBEC

Lysanne is from St-Roch-des-Aulnaies where she grew up on the family farm, Ferme Pellerat. From 2012 to 2015 she studied at ITA de La Pocatière in the farm management program. A year later, she became a shareholder in the company with her father, her uncle, her cousin and her brother. Since then, she has been working on the farm full time along with her husband and other relatives. She has been involved for 7 years in their local Holstein club and has also been involved on the committee of the Regroupement des grandes fermes laitières du Québec for 5 years. For the past 3 years, Lysanne has been happy to sit on the Young Leader Committee. She accepted this mandate in order to gain more knowledge on the function of the association and to have the chance to exchange with other Holstein enthusiasts who also wish to improve the association.

She believes the Young Leader Committee is important at Holstein Canada, it is a direct link with the younger generation. Lysanne believes the committee is a way to seek their opinion in addition to prepare them to eventually become national directors.



Mark Sweetnam

WEST

Mark is from Stanley, Manitoba where he farms with his family on their 380-cow dairy. Their herd is primarily made of Holsteins, along with some Jerseys under the Sweetridge prefix. He graduated from Lakeland College in 2016 with diplomas in agribusiness and animal science. Mark is also a past 4H member, was a member of the Manitoba WCC team for 10 years and he has now returned as a coach. This is Mark's very first year on the committee. He accepted the position because he thoroughly enjoyed attending previous National Conventions while being part of the young leader program and he wants to help the program continue to be the best it can be.

According to Mark, the Young Leaders Committee is important because as a group of seven young breeders from all over the country with varying herd sizes, facilities, breeding strategies and management styles, they are able to converse in a creative and progressive manner about the breed and our industry as well as any changes they would like to see being made for the future.

James Pruim

WEST

Born and raised just outside of Saskatoon, Saskatchewan, James spent 3 years at the University of Saskatchewan studying Animal Science. He currently works full time on the family farm, Plum Blossom Farms, where they milk 370 cows under the Matvale prefix. His involvement on the farm includes managing the calves and heifers, the genetics, and the social media and marketing aspect of the business, while participating in a few shows as well. James is new to the committee and took on the job because he has a strong passion for genetics and breeding good cows. He hopes that his time on the committee will allow him to support or bring ideas to the table that will allow Canadian genetics and its cows to be the best in the world.

For James, it is important to have a Young Leaders Committee to encourage young people to get involved and stay involved in the industry through the learning and networking that takes place through the program. It's a unique opportunity that can open doors that wouldn't exist without the committee which keeps the passion for breeding and genetics alive. He also thinks it is a great opportunity for the youth to be mentored by current board members and industry leaders, which will help maintain a strong breed and organization for many years to come.

These delegates represent all young Holstein enthusiasts in the country. Do not hesitate to contact your local representative if you have any questions about the program or any suggestions! Their contact information is available on the Holstein Canada website ([holstein.ca/Public/en/About Us/Governance/Committees](http://holstein.ca/Public/en/About%20Us/Governance/Committees))

Kirstan Bennett ONTARIO

Kirstan was born and raised in Grenville county with a strong passion for Holstein cows. She couldn't wait to start her own prefix with Holstein Canada as soon as she was old enough. She bred her first VG 2yr old at 18 years old and is currently in her second year as President of the Leeds-Grenville Holstein club, and Vice President of the Grenville federation of Agriculture. She also recently joined the local Milk board. Younger, Kirstan was also very active in 4-H. Together with her husband and 3 young children and family, they milk 285 Purebred Holsteins at Rideauside farm where one of their goals is to continually improve generation after generation.

She just joined the YLAC as Eastern Ontario's representative this year and is very excited for what the future holds with this fantastic group from across Canada. Kirstan believe it's very important to keep the next generation engaged and encouraged to participate, helping create the future in our industry.



Alex Dolson ONTARIO

Alex is the third generation on his family's Holstein farm, where he, his wife, 3 kids, and parents currently farm under the Dolafton prefix in Guelph. They milk 40 cows in a tie-stall facility and crop 300 acres. He serves as a Youth Director on the board for Wellington 4-H and director for the Erin Agricultural Society. In the future, Alex wants to continue the tradition of farming in his family, and has plans to increase efficiencies with robotics while still breeding the true type cow. He hopes to one day achieve a Master Breeder Shield and become more involved with DFO and breed associations, especially in support of supply management. Alex has been on the committee for 4 years now and accepted the role to help promote the voice of youth in the Holstein breed.

He thinks it's important to have a youth committee with Holstein Canada to keep young people involved in the breed and the decisions that are being made on their behalf by the Board of Directors.



Audrey Morneau QUEBEC

Born and raised on a dairy farm in the Melbourne region in Estrie, Audrey has always been passionate about agriculture and everything related to it. Her family owns 2 dairy farms, Premium Holstein and Ferme Arbis, operating a total of 140 kg of quota. They also operate 1100 acres of land. Audrey graduated 2 years ago from the Farming, Management and Technology program at the Macdonald Campus at McGill. Since then, she has been working full time on their expanding business. Very involved in her community, the young woman has organized 4 fundraisers to help the organization Au Cœur des Familles Agricoles (ACFA) and has also organized a heifer show, the "Legendaire Show". Audrey is also a marketing assistant for an A.I. company and director of her local Holstein club. Almost a year ago, Audrey agreed to sit on the Young Leaders Committee because she identified very much with the values of Holstein Canada. She enjoys organizing events, bringing new ideas, innovating, representing up-and-coming young people and giving them a voice at the decision-making table.

Audrey believes that it is essential to have a Young Leaders committee at Holstein Canada because it is important to include the youth in the discussions. According to her, the next generation is under-represented in several associations and this committee facilitates access to young people and ensures direct contact with them. A feeling of closeness between breeders and their association is created, allowing projects to develop over the years.

Cynthia Campbell EAST

Cynthia grew up on the family dairy farm in Cape Breton, Nova Scotia, where they milk 85 cows under the 2x Master Breeder prefix "Brookvilla". She currently works as Territory Manager for Trouw Nutrition/Shur-Gain with the goal of helping producers reach the full potential of their cows through nutritional consulting. Programs such as 4-H, EastGen Showcases and Young Leaders have allowed her to participate at the Royal Winter Fair, the World Dairy Expo and the European Young Breeders School (EYBS), among others. Cynthia firmly believes that she must give back to these organizations in recognition of the opportunities they have given her. She has been a member of the Young Leaders Advisory Committee for 5 years and is happy to now serve as its Chair. The young woman chose to join the committee because she believes that Holstein Canada has the potential to benefit all herds in the country through its products, services and opportunities.

For Cynthia, the importance of the Young Leaders Committee lies in its mission: "to create an environment for passionate young Holstein breeders so that they can become competent, profitable and enthusiastic ambassadors for the future of the dairy industry".



How to Read your Genomic Results

1 All traits are expressed in Standard Deviations (SD) from the population average. 68% of the animals are within 1 SD from the average; 5% are below or above 1 SD, and 0.3% higher or lower than 3 SD. The bars on the graph represent the SDs, so a value of +10 for conformation or +110 for functional traits means the animal's proof is within the top 5% of the population for that trait. For most traits, a positive value is desired (see #4)

2 General animal information section, Haplotypes, Recessives and Genes information, and National Indexes Numbers

3 Production sections shows the 305d milk, fat, and protein yields and deviations predictions for the 1st, 2nd and 3rd lactations compared to the population average.

4 Conformation section has proofs for overall conformation and its four major sections. Below, it breaks down each individual conformation trait. It ranges from -20 to 20, with majority within -15 and 15, and average 0. For most of the traits, a positive value is desirable. The exceptions are those traits that the proof is expressed with a letter after the number (like in -2T and 6S). For them, the intermediate, or close to zero, is desirable.

5 Functional traits section, containing longevity, health, and fertility traits, among others. It ranges from 80 to 120, with majority within 85 and 115, and average 100. A higher value (over 100) is always desirable for all traits.

HOCANF3337778 | Herd No: 3333
HANOVERHILL GO CRAZY
 Date of Birth: 3 April 1973 ET BW A2A2 POF CDF RDF BLF DPF

D OFFICIAL GENOMIC VALUES
 Panel Density: HD

| 10 Aug 2021 | GPA | Rel. | Differences From Breed Avg (SD) | | | | Breed Avg |
|--------------------------|----------------------|--------------|---------------------------------|--|--|--|------------------|
| GLPI A | 3702 C | 72% | | | | | 2154 2 |
| Production | 1891 | 77% | | | | | 858 |
| Durability | 1221 | 72% | | | | | 633 |
| Health & Fertility | 590 | 66% | | | | | 399 |
| PRO\$ B | \$3741 | | | | | | \$377 |
| PRODUCTION | GPA | Rel. | | | | | Breed Avg |
| Milk | 1277 | 78% | | | | | -227 3 |
| Fat (kg) | 133 | 77% | | | | | -16 |
| Fat (% Dev) | 0.74 A | 77% | | | | | 0.00 |
| Protein (kg) | 73 | 77% | | | | | -10 |
| Protein (% Dev) | 0.26 | 77% | | | | | 0.00 |
| CONFORMATION | GPA | %RK | | | | | Breed Avg |
| Conformation | 5 | 72% | | | | | |
| Mammary System | 5 | 74% | | | | | |
| Feet & Legs | 7 | 64% A | | | | | |
| Dairy Strength | 2 | 74% | | | | | |
| Rump | -2 | 70% | | | | | |
| Udder Floor | -2 T | | | | | | Tilt |
| Udder Depth | 3 S | | | | | | Deep |
| Udder Texture | 5 | | | | | | Fleshy |
| Median Suspensory | 2 | | | | | | Weak |
| Fore Attachment | 6 | | | | | | Weak |
| Front Teat Placement | 1 C | | | | | | Wide |
| Rear Attachment Height | 6 | | | | | | Low |
| Rear Attachment Width | 5 | | | | | | Narrow |
| Rear Teat Placement | 2 C | | | | | | Wide |
| Teat Length | -9 S | | | | | | Short |
| Foot Angle | 0 | | | | | | Low |
| Heel Depth | 6 | | | | | | Shallow |
| Bone Quality | 2 | | | | | | Coarse |
| Rear Legs-Side View | -4 S | | | | | | Straight |
| Rear Legs-Rear View | 5 | | | | | | Hocked-in |
| Front Legs View | 6 S | | | | | | Knock kneed |
| Locomotion | 2 | | | | | | Non-mobile |
| Stature | -2 S | | | | | | Short |
| Height at Front End | -2 | | | | | | Low |
| Chest Width | 2 | | | | | | Narrow |
| Body Depth | -3 | | | | | | Shallow |
| Dairy Capacity | 1 | | | | | | Non-capacious |
| Rump Angle | -5 H | | | | | | High |
| Pin Width | 0 | | | | | | Narrow |
| Loin Strength | -2 | | | | | | Weak |
| Thurl Placement | -1 B | | | | | | Back |
| FUNCTIONAL | Rating | Rel. | | | | | Breed Avg |
| Herd Life | 108 GPA | 76% | | | | | Short |
| Somatic Cell Score | 105 GPA | 77% | | | | | Undesirable |
| Mastitis Resistance | 105 GPA | 58% | | | | | Susceptible |
| Metabolic Disease | 100 GPA | 62% | | | | | Susceptible |
| Lactation Persistency | 102 GPA | 68% | | | | | Poor |
| Daughter Fertility | 106 GPA | 68% | | | | | Poor |
| Milking Speed | 104 GPA | 72% | | | | | Slow |
| Milking Temperament | 100 GPA | 66% | | | | | Nervous |
| Calving Ability | 101 GPA | 77% | | | | | Difficult |
| Daughter Calving Ability | 107 GPA | 66% | | | | | Difficult |
| Body Condition Score | 102 GPA | 75% | | | | | Low |
| Hoof Health | 105 GPA | 55% | | | | | Susceptible |
| Feed Efficiency | | | | | | | Poor |
| | | | | | | | Long |
| | | | | | | | Desirable |
| | | | | | | | Resistant |
| | | | | | | | Resistant |
| | | | | | | | High |
| | | | | | | | High |
| | | | | | | | Fast |
| | | | | | | | Calm |
| | | | | | | | Easy |
| | | | | | | | Easy |
| | | | | | | | High |
| | | | | | | | Resistant |
| | | | | | | | Efficient |

- A** LPI: Lifetime Production Index, takes into account durability-related conformation traits, production, and health & fertility. It is expressed in a scale.
- B** Pro\$: Economic Index that quantifies (in Canadian Dollars) the predicted profit of the daughters to 6 years of age. You must double this value when estimating an Animal's own performance.
- C** Indicates what is the prediction based on; for genotyped animals, it is the Genomic Parent Average (GPA). The Reliability indicates how accurate the prediction is compared to the actual performance. A higher reliability means that the odds of the performance being close to that prediction is higher.
- D** Describes the gene tests results for Colour coat, Milk proteins, and Recessives statuses

- A** Production traits are based on the average yield and percentages of the animal in the first, second and third lactations, compared to the breed average.

- A** The overall conformation relates back to the final score, while the sections have its own breakdown, similar to an individual scorecard. The %RK measures how highly ranked the animal is within the breed - 95% means that animal is within the best 5%.
- B** Udder Floor close to zero is ideal; the further from 0, the more tilt or reverse tilt is expected. T besides the value means Tilted, R means Reverse Tilted.
- C** Udder Depth too shallow or too Deep is undesirable. S is Shallow, D is Deep.
- D** Zero is desirable for Front and Rear teat placement. C means Close and W means Wide.
- E** Teat Length ideal is close to 0; L means long, and S means Short.
- F** Rear leg side view close to 0 is desired. S (negative) is straight, C (positive) is curved.
- G** Front leg view ideal is 0 as well. S is straight, K is Knock-kneed.
- H** For Stature, S is shorter than breed average, and T is taller.
- I** Ideal Rump Angle is sloped; H means high pins, L means low pins.
- J** For Thurl Placement, B means Back (associated with higher pin), and A is Ahead.

- A** Herd Life is a direct measure of longevity. There are two components: indirect and direct herd life, so it includes traits linked to longevity as well.
- B** Somatic Cell Score (SCS) is calculated by direct Somatic Cell Count in the first three lactations.
- C** Mastitis Resistance considers the occurrence of clinical mastitis in 1st and later lactations, and the SCS.
- D** Metabolic Disease estimates the resistance to clinical and subclinical ketosis, and displaced abomasum.
- E** Lactation persistency measures the capacity to keep production high after peak.
- F** Daughter Fertility takes into account different fertility aspects in heifers and lactating cows. It estimates how fertile the animal or their progeny can be.
- G** Milking Speed and Temperament evaluate how calm and how quick an animal takes to be completely milked. The temperament does not take into account the overall temperament related to handling of the animal.
- H** Calving ability measures the calving difficulty and calf survival for heifers and cows. Daughter Calving Ability is the same measurement, but for the animal's progeny.
- I** Body Condition Score is a direct measurement of fat deposition, evaluated during classification. A higher BCS evaluation is related to better health and fertility.
- J** Hoof Health is an index that evaluates the resistance to 8 different hoof diseases, such as digital dermatitis (strawberry), white line disease, and other.
- K** Feed Efficiency is an evaluation of the capacity of the animal to transform feed into milk.



CANADA VS USA PROOF RESULTS- HOW SIMILAR ARE THEY?

In Canada, when referencing genetic evaluations we typically look at LPI or Pro\$ to discuss an animal's genetic merit, our two national indices. South of the border, TPI and NM\$ are the most common among Americans, while other countries have indices that have been built to reflect their own conditions, needs and market.

For example, some countries emphasize traits related to fertility because their system uses seasonal calving, while others focus more on health instead of production. Also, each country uses its reference population, the heritability of the traits in their population, and incorporates the correlations among them to calculate the indices.

With the minority of the AI companies (and bulls available) being from Canada, many of them present their proofs with American numbers. For this reason, Canadian breeders are fairly familiar with TPI and NM\$. Still, it is crucial to know the aspects that differ from the domestic proofs and how it affects your breeding decisions. In fact, we often underestimate the differences between the American and Canadian indices, which can heavily impact the genetic gain of your herd.

RELATED, BUT NOT THE SAME

One can argue TPI and NM\$ are highly correlated with LPI and Pro\$, respectively. Fair point because the indices do have a strong relationship. Similarly, LPI and Pro\$ are highly correlated, even though it is easy to spot some very obvious differences between them.

Both TPI and LPI have a similar approach - a major focus on production, along with functional conformation, health and fertility traits. Meanwhile, Pro\$ and NM\$ are both economic indicis, meaning they try to predict

the genetic potential of the animals and/or their progeny to generate profit. For that, they consider the national industry, economic and market parameters, which are significantly different between the Canada and the United States. Also, the traits included in these indicis and their respective weights vary significantly. The table summarizes some relevant differences that affect how each index is built.

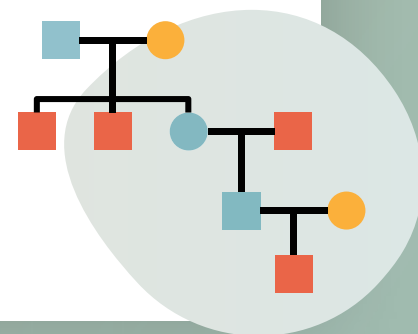
DIFFERENT COUNTRIES, SIMILAR FOCUS, DIFFERENT GOALS

With the contrasts among the two countries, you can imagine the realities of the herds within very distinct - even within Canada, we find diversity among management environments. Although the overall goals are similar - more production, for example - the specific objectives change. Looking South of the border, about 40% of the milk is produced in warm areas (CA, TX, NM, AZ, FL, GA), where feed, barns and systems are considerably different from the Northern area, better adapted to their conditions. This variation reflects into Net Merit (NM\$) being a mix of three economic indicis: Cheese Merit (CM\$), focused on component production; Fluid Merit (FM\$), focused on volume of milk; or Grazing Merit (GM\$), focused on high health and fertility, and not as much production. Indeed, CM\$ is actually a bit closer to Pro\$ than NM\$ itself, but used just in some specific areas or certain herds in the US.

| | CANADA | UNITED STATES | |
|-------------------------|------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| INDUSTRY ASPECTS | Herd size | ~93 cows | ~300 cows |
| | % cows on AMS | ~25% | ~4% |
| | % cows on pasture | Virtually no 100% pasture system | 20% entirely on pasture at some point of the year |
| | Current milk price | ~\$0.88 CAD/kg | ~0.70 CAD/kg |
| | Milk price structure | Defined and similar across the country | Varies by region (20% variations), some follow international prices |
| | SCC limit | 400,000 cells/ml | 750,000 cells/ml |
| | Dairy areas' land price | \$5,000-80,000/acre | \$3,000-15,000/acre |
| | Location and weather | No warm dairy areas | 60% of dairy areas are cooler, 40% are in a warm climate |
| | Feed cost | ~\$23 CAD/100 liters of milk | \$18 CAD/100 liters of milk |
| | Quota | \$25-50,000/kg | No quota system |
| TRAIT | Udder Floor, Body Condition Score | Weighted traits | Research traits (no weight) |
| | Udder Texture, Loin Strength, Heel Depth | Weighted traits | Not evaluated |
| | Strength and width | Evaluates Chest Width and Body Depth – both have intermediate ideals | Evaluates Strength (includes width) and Body Depth – extremely deep and wide are ideals |
| | Udder Depth, Body Depth, Foot Angle | Ideal is intermediate | Ideal is one extreme (shallow, deep, and steep, respectively) |
| | Rib Structure | Dairy Capacity includes rib angle, openness and spring | Dairy Form includes rib angle and openness |

BREAKING DOWN THE TRAIT DIFFERENCES

Within the indexes, the production traits are evaluated very differently. While Canada uses production and milk quality over three lactations, US considers only the first lactation. Also, the US includes crossbreds into their production evaluation, while this doesn't happen in Canada. For functional traits, the methodology is also different – for example Canadian and American fertility indices are not the same; US mastitis resistance considers only first lactation cases, while Canada considers 3 lactations. Finally, the conformation traits also have significant differences that affect the indexes, with some traits not evaluated on both sides of the border, while others have different criteria. The table summarizes these.



WHAT DOES THAT MEAN IN PRACTICAL TERMS

By now, you can imagine the indices have relevant differences. The animals that do not rank very well for traits that are evaluated differently (or not evaluated) end up falling in the index ranking. To illustrate the differences, we bring up the Top15 bulls for both Pro\$ and NM\$. If you were to use the top NM\$ group as a whole, the average LPI would be 3598, and the average Pro\$ would sit at \$3248. Additionally, 8 animals ranked at 90th or worse for Pro\$ within genomic bulls, with only two ranking within the Top100 LPI.

Meanwhile, using the Top15 Pro\$ bulls results in an average of \$3510, with 3789 average LPI. The difference between the groups is \$349 Pro\$, or 191 LPI points. This may not sound too impactful, but for a group of 100 females, this represents almost \$35,000 of lifetime profit difference. Just by using an index that doesn't take into account the reality and economics of the Canadian industry.

TAKE HOME MESSAGES

The different countries across the globe adopt specific indices that reflect the average reality of their producers, their animals, and their breeding goals. Even though most of the indices focus on general goals that are common to any country (production, fertility, longevity...), the animals have very distant rankings depending on the country. This is important to keep in mind when deciding which bulls to use and also when analyzing your own females – for example, a high NM\$ heifer may be far from the top in terms of real profitability here in Canada. Although you are still going to make gains, you could drastically boost the progress by using the evaluation designed for the Country, the cows and the reality in which you farm. 🐄



| NAME | NM\$ | NM\$ Rank | LPI | LPI Rank | Pro\$ | Pro\$ Rank |
|-------------|------|-----------|------|----------|---------|------------|
| Thorson | 1285 | #1 | 3424 | #789 | \$2,753 | #396 |
| Leeds | 1278 | #2 | 3600 | #334 | \$3,390 | #58 |
| Frost bite | 1256 | #3 | 3582 | #395 | \$3,349 | #90 |
| Major | 1253 | #4 | 3680 | #138 | \$3,353 | #84 |
| Rafael | 1237 | #5 | 3344 | #991 | \$2,576 | #421 |
| Dominance | 1231 | #6 | 3614 | #292 | \$3,333 | #97 |
| Vito | 1227 | #7 | 3467 | #695 | \$3,135 | #247 |
| Versachi | 1224 | #8 | 3495 | #623 | \$3,065 | #297 |
| Forward | 1223 | #9 | 3637 | #228 | \$3,422 | #41 |
| Kahn | 1220 | #10 | 3758 | #44 | \$3,319 | #105 |
| Benefit | 1216 | #11 | 3600 | #333 | \$3,293 | #127 |
| Pristine-p | 1209 | #12 | 3830 | #8 | \$3,595 | #8 |
| Hike | 1209 | #13 | 3539 | #440 | \$2,932 | #360 |
| Everyday | 1209 | #14 | 3672 | #146 | \$3,433 | #34 |
| Gamechanger | 1208 | #15 | 3732 | #72 | \$3,768 | #1 |

| NAME | LPI Rank | LPI | Pro\$ Rank | Pro\$ |
|---------------|----------|------|------------|---------|
| Gamechanger | #72 | 3732 | #1 | \$3,768 |
| Vander | #15 | 3810 | #2 | \$3,696 |
| Altayoubetcha | #24 | 3786 | #3 | \$3,657 |
| Jarvis | #4 | 3873 | #4 | \$3,632 |
| Manchin | #20 | 3800 | #5 | \$3,630 |
| Powerhouse | #73 | 3731 | #6 | \$3,615 |
| Cumulus | #7 | 3833 | #7 | \$3,608 |
| Perfect-P | #16 | 3807 | #8 | \$3,564 |
| Action | #5 | 3849 | #9 | \$3,557 |
| Weezer | #21 | 3795 | #10 | \$3,556 |
| Enclave | #78 | 3723 | #11 | \$3,549 |
| Powerstar | #40 | 3763 | #12 | \$3,547 |
| Boatshow | #60 | 3739 | #13 | \$3,547 |
| Zooker | #14 | 3812 | #14 | \$3,512 |
| Reckless | #25 | 3782 | #15 | \$3,510 |



TRUTHS AND MYTHS AROUND

GENETIC DIVERSITY

Whenever talking about genetic selection, inbreeding is commonly mentioned, either by the positive or the negative aspects. For those not very familiar with the term, inbreeding simply means the mating of genetically similar individuals – in our case, mating a heifer or a cow to a closely related bull.

What does the inbreeding coefficient mean?

Every animal that has a genetic evaluation in Canada receives a coefficient. It represents the likelihood of that animal carrying two identical copies of a certain gene. For example, if you randomly looked at an animal's genes and picked a certain group of 100, how many of them would have two identical copies.

Is the current inbreeding level too high?

Mating a sire to a direct daughter results in offspring that is 25% inbred; therefore, the current national level approaching 10% is considerably high. However, the threshold in which that level of inbreeding is dangerous is

unknown. The breed has been making positive genetic gains, so continuing with the current strategy seems to make sense. The concern, however, is how quickly we are increasing the level of inbreeding, as such, attention is always necessary.

What are the negative aspects?

A high inbreeding means there are fewer genes within the population and a higher risk to have losses in fitness traits, this is known as inbreeding depression. That means an increased risk of an undesirable gene being expressed repeatedly (i.e. recessives and haplotypes), and loss of genetic diversity.



Why is genetic diversity important?

A broad diversity is necessary to allow genetic gain. For example, imagine if all the animals had the same genes for fertility, it would be impossible to improve this trait. Once a different animal with different genes is brought into the population, those genes can be transmitted to the next generation and, potentially, improve a certain trait.

An example scenario is a reduced number of animals who carry genes that determine positive outcomes (good fertility, for example), but end up being “removed” from the population because they are not among the elite for other traits (i.e. production).

How does registration help me manage inbreeding?

A complete pedigree gives you proper information on that animal's inbreeding. If you were to trace back only 2 or 3 generations of that animal, the inbreeding level would likely be low. However, this only happens because the limited pedigree doesn't find the older generations that are also related, so inherently, drastically underestimates it.

What is the difference between inbreeding and R-value?

R-value expresses how much that animal is related to the current population of females, so a lower number is better (least related). Since the introduction of genomics, this number has climbed year after year.

Should we avoid inbreeding at any cost?

No, it is not necessary. Within a population under genetic selection, it is expected that inbreeding and R-value increase. Also, there is the “good side” of inbreeding, which is historically referred to as line-breeding – by doing this, you ensure the offspring receives

the best genes of each of their parents. With this approach there is also risk and the potential to also match undesirable genes.

In the past, they used to cross closely related animals and it worked. Why shouldn't we do that now?

Yes, it is common to find a few bloodlines several times in an old pedigree. At that time, there were fewer animals, AI was still gaining its first steps, and there was a large gap between the best and the average animals, all with different backgrounds. Today, it is possible to identify superior animals smoothly and pick a mating that avoids any close relatives, restricting the inbreeding level. 🌟

Understanding Front Leg View and Locomotion evaluations

Since December 2020, Canada introduced a few new traits to the dairy breeds' genetic evaluations. Two of them are linked to feet and legs, and are evaluated during classification: **Locomotion and Front Legs View**. Both have been part of the classification scorecard for the past 4 years and are closely tied to the functional aspects and mobility of cows.

Front Legs – An Issue?

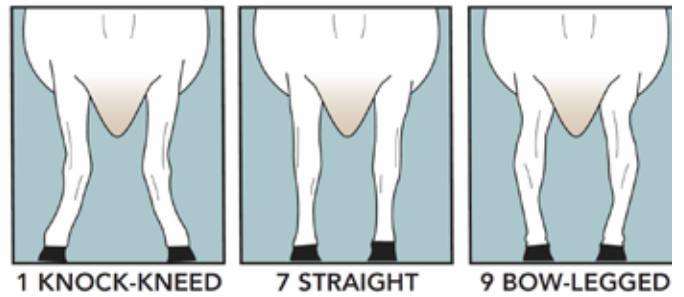
The structure and mobility of the front legs of Holsteins have surfaced as a problem for herds across Canada over the last several years. Intense management systems combined with the need for efficiency and the intended desire for animal comfort have led to an anomaly in the structure of the front legs of many Holsteins today, which raises the question – management or genetic? To understand the answer we must understand these factors: Excessive wearing of the medial (inside) hooves can lead animals to toe out and, therefore, improperly develop their musculoskeletal structure. Further, it is also known that some bloodlines exhibit a natural genetic tendency to toe out front which can be referenced in the heritability for Front Legs view at 11%, very closely aligned to other feet and legs traits.

The fact that this trait has had a pretty limited emphasis on genetic selection historically, combined with the environmental challenge, has led to more and more cows presenting an undesirable phenotype. The picture shows an example of an animal that clearly has had issues on their front leg development.



How is it evaluated and what is the ideal?

The assessment of Front Legs front view and how it relates back to the genetic evaluations is still not very clear for many. Like all the other traits on the classification scorecard, it is evaluated on a 1 to 9 linear scale. **The code 1 means extremely knock-kneed, while code 9 describes a bow-legged cow.** This trait is considered an intermediate optimum trait because the ideal is code 7, which represents straight or parallel front-legs.



Straight front legs are key for optimal mobility and balanced distribution of the weight/impact on the hooves, thereby avoiding lesions. Knock-kneed animals have a greater chance to toe out as a consequence. Speaking of ‘toes out’, the classification scorecard includes a defect, ‘toes out front’ that is identified when classifiers observe this outside of ‘Front Leg View’. These aspects are identified in the individual female level; for each female that has been classified, you can be found the defects under the Conformation tab on her page at Holstein Canada’s animal search. For males, you can visualize how frequently each defect is present on his daughters by checking his proof under the Genetics tab at Holstein Canada website as well. The table below summarizes the distribution of ‘Front Leg View’ – almost 1 in every 4 animals are intermediate to severely knock-kneed, while only 1 in every 9 show straight front legs.

| Code | 1 to 4 | 5-6 | 7 | 8-9 |
|-----------------------|--------|-------|-------|------|
| Proportion of animals | 23.2% | 65.2% | 11.2% | 0.5% |



Almost 1 in every 4 animals are intermediate to severely knock-kneed



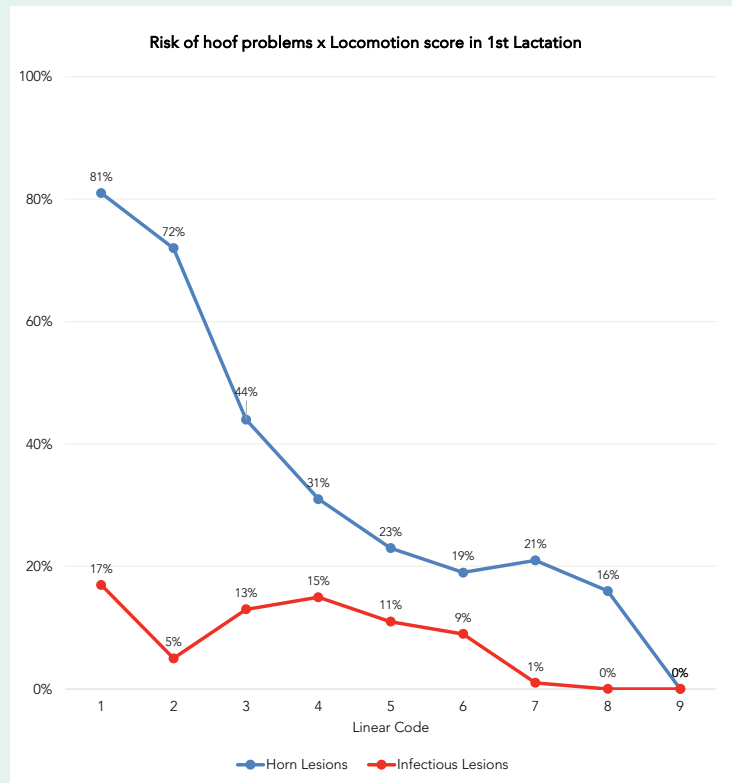
While only 1 in every 9 show straight front legs

Locomotion: Bringing functionality to the conformation evaluation

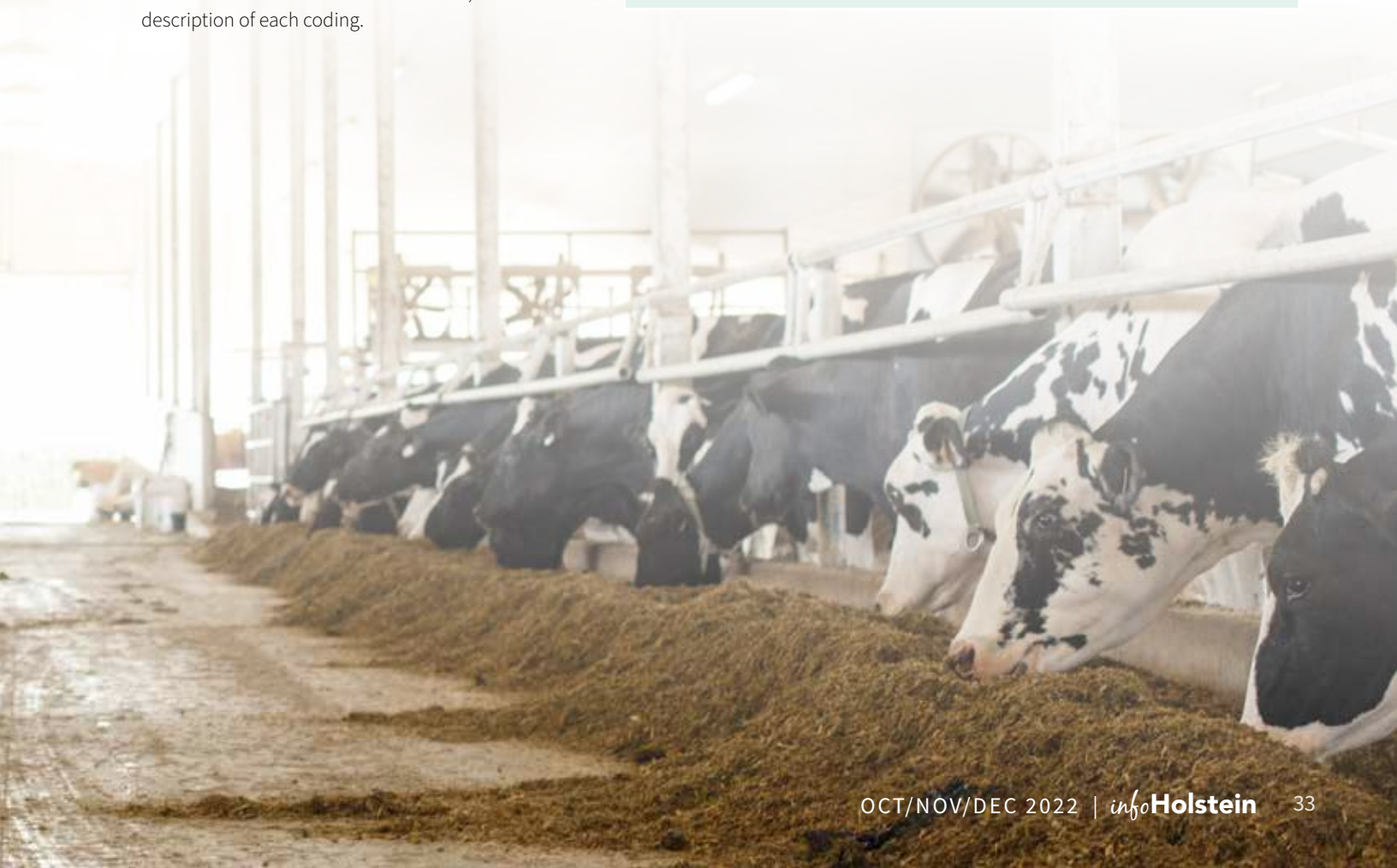
Even though it is not a weighted trait in the classification scorecard today, Locomotion has been proven to have a strong relationship with functionality and hoof structure. A research project done in Canada, with almost 7,000 cows, showed that a high locomotion score in the first lactation is associated with a considerably lower risk of developing a hoof lesion, especially horn lesions (those linked to the structure of the hooves). This evidences the relevance of the trait for economic and performance aspects.

proAction® x Classification Locomotion scoring

Often there are questions on the differences between locomotion scoring for proAction® Animal Care and the traditional locomotion scoring from classification. The proAction® animal care assessment assesses animals housed in loose-housing, and utilizes a scale that from 1 (perfectly sound gait) to 5 (severely lame). This assessment is mostly used for management and welfare purposes, and focuses on lameness. On the other hand, the classification scorecard focuses on functional gait, not assessing animals that clearly have lameness issues. To summarize, the graphic illustrates how Locomotion is evaluated, and the description of each coding.



The percentages represent how much more risk to develop a lesion the cows that were scored each code have compared to the cows coded 9 (ideal) for Locomotion in their 1st lactation



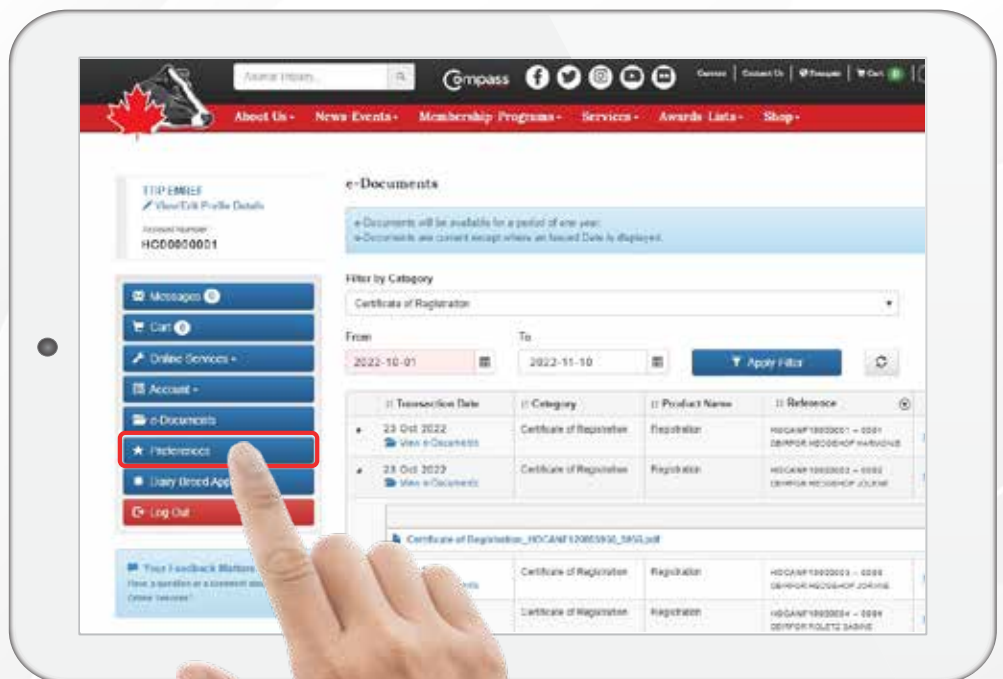
Take home messages

Front leg view and locomotion have recently been included in the traits that have a genetic evaluation, and they focus on cow functionality and mobility. Even though the environmental component plays an important role in the front legs development, the genetic portion has its relevance to helping improve it in the future. In regards to locomotion as a conformation trait, it is important to know the difference. The traditional evaluation focuses on detecting lameness, while the conformation assessment focuses on functionality. Finally, there is evidence showing that a sound and straight gait has a relationship with improved hoof health. 🇩🇪

| Code | Gait straightness | Stride length |
|------|--------------------------|---------------|
| 1 | Extreme paddle-gait | Very short |
| 2 | Severe paddle-gait | Very short |
| 3 | Intermediate paddle-gait | Short |
| 4 | Slight paddle-gait | Short |
| 5 | Slight paddle-gait | Intermediate |
| 6 | Slight paddle-gait | Long |
| 7 | Straight | Short |
| 8 | Straight | Intermediate |
| 9 | Straight | Long |

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Holstein Milestones at the Royal



The Royal Agricultural Winter Fair celebrated a “Century of Champions” as it marked its 100th Anniversary from November 4-13 at Exhibition Place, Toronto, ON. The largest combined indoor agricultural and equestrian event in the world, the first Royal was held in 1922.

The Holstein Show has been a vital part of the Royal from the beginning, with Holstein exhibitors from across Canada enthusiastically supporting the Royal with their animals. Joining them most years have been exhibitors from the United States, making it truly a North American competition. Here’s a look at the significant Holstein milestones along the Royal’s historic journey.

HOLSTEIN SHOW CHAMPIONS



**Brookview Tony Charity
RWF 1987 Presentation**

Brookview Tony Charity, who headlined the Hanover Hill Holsteins’ showstring, Port Perry, ON, and was later owned with Romandale Farms, Unionville, ON, is the only Holstein cow to be Grand Champion four times, 1983-84-85-87. Two Holstein bulls were Grand Champion four times – Abbeker Sylvius Lad, shown by J.W. Innes & Sons, Woodstock, ON, and later Lonsdale Farm, Sussex, NB, in 1927-30-31-32, and Rockwood Rocket Tone in 1951-52-53-55 for Quinte District Breeding Association, Belleville, ON.



Spring Farm Juliette, Reserve, & Rosehill Fayne Wayne, Grand - 1951

Seven females have been Grand Champion three times in the Holstein Show: Montvic Rag Apple Bonheur (1934-35-36), Rosehill Fayne Wayne (1946-48-51), Spring Farm Juliette (1949-50-53), Silvia Pabst Texal (1957-58-59), Bond Haven Signet Sally (1961-62-63), Acme Star Lily (1997-98-99) and Thrulane James Rose (2006-08-09). Two bulls have been Grand Champion three times: Johanna Rag Apple Pabst (1926-28-29) and Zeldenrust Fond Memory (1971-73-74).



Grand Champ Female - Royal 1958- Silvia Pabst Texal

T.B. Macaulay’s famed Mount Victoria Farms, Hudson Heights, QC, has collectively taken the most Royal Grand Champion rosettes (female and male) with a total of ten (seven female and three male). Hanover Hill Holsteins (six female, two male) and Romandale Farms (four female, four male) appear as owners and/or joint owners on eight Grand Champions. R.R. Dennis’s Oak Ridges Farms, Oak Ridges, ON, owned six Grand Champions (five different females, one male). Charles Cerswell of Bond Haven Farms, Beeton, ON, owned or partnered in five Grands (three female, two male). R.F. Brown and son Doug of Browndale Farm, Paris, ON, owned or partnered in five different female Grand Champions, while R.F.’s other son, David of Cher-Own Holsteins, was a partner in two Grands.



Agro Acres Marquis Xmas Pansy and Marquis Patsy, 1969

The only full sisters to ever be Grand Champion and Reserve Grand Champion in the same year are Agro Acres Marquis Patsy and Agro Acres Marquis Xmas Pansy from Agro Bros., Hamilton, ON, in 1969.



Jacobs Windbrook Aimo - Grand Champ 2018

Only three breeders have bred two Grand Champion Holstein females: D.S. Dunton of Glenvue Holsteins, Brampton, ON (Glenvue Noelle Inka, 1947, and Glenvue Rosalie Fond Hope, 1955); Ferme Jacobs Inc., Cap-Sante, QC (Jacobs Gold Liann, 2016, and Jacobs Windbrook Aimo, 2018); and Dean Craswell of Idee Holsteins, Hunter River, PE (Idee Lustre, 2002, and Idee Windbrook Lynzi, 2019).

HOLSTEIN SHOW CHAMPIONS CONTINUED



AGRO ACRES MARQUIS XMAS PANSY AND MARQUIS PATSY, 1969

The **Grand and Reserve Grand Champion females** have been bred in the same year by the same exhibitor three times: Mount Victoria in 1935 (Montvic Rag Apple Bonheur and Montvic Champion Abbekerk); Agro Bros. in 1969 (Agro Acres Marquis Patsy and Agro Acres Marquis Xmas Pansy); and Ferme Jacobs in 2018 (Jacobs Windbrook Aimo and Jacobs Lauthority Loana).



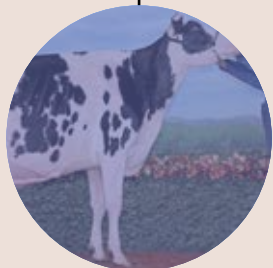
CONTINENTAL SCARLET RED - 1982 ROYAL GRAND CHAMPION

Two Red & White Holsteins have been Grand Champion at the Royal Holstein Show: **Continental Scarlet-Red in 1982 and Blondin Rd Unstopabull Maple in 2022.**



DUPASQUIER STARB WINNIE

Dupasquier Starb Winnie and her daughter, Dupasquier Blac Winne ET, from Oscar Dupasquier, Guelph, ON, are the only dam and daughter to be **Grand Champion and Junior Champion at the Royal in the same year (1991).**



IDEE WINDBROOK LYNZI, 2019 GRAND

Three Royal Grand Champion females – Idee Lustre (2002), Winterbay Goldwyn Lotto (2010) and Idee Windbrook Lynzi (2019) – trace to Ravenswell Lydia and Spring Farm maternal bloodlines. They, and two more Grand Champion cows, Sally Francy (1929) and Eastside Lewisdale Gold Missy (2011), were all bred in the small province of Prince Edward Island.

BULLS



AGRO ACRES MARQUIS XMAS PANSY AND MARQUIS PATSY, 1969

The last aged bull class to show at the Royal occurred in 1974. From 1975-87 only yearling bulls and calves were shown. The bull show was discontinued in 1988.



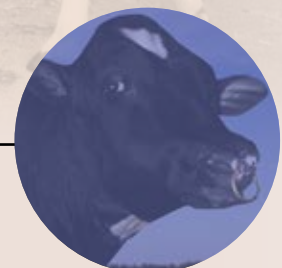
ROCKWOOD ROCKET TONE - 4X CHAMP

The same bull sired the Holstein Show's Grand Champion female and male in the same year three times: **Houckholme Sovereign Sky Rocket in 1952** (Rockwood Beulah Pal Rockette and Rockwood Rocket Tone); Roybrook Telstar in 1972 (Green Elms Echo Christina and Briarwood Chieftain); and Round Oak Rag Apple Elevation in 1981 (Northcroft Ella Elevation and Hanover Hill Ansil).



MONTVIC RAG APPLE BONHEUR - 3X CHAMP

A Get of Sire class was shown at the Royal until 1978. A.B.C. Reflection Sovereign sired the most winning Gets at seven, followed by Montvic Rag Apple Marksman at six. Other bulls siring multiple first place Gets include Johanna Rag Apple Pabst, Rosafe Citation R and Romandale Reflection Marquis.



ROYAL SIRE SUPREME IN THE RING

Calculations to determine an Overall or Premier Sire of the "Senior" Show began in 1979. Braedale Goldwyn has been Premier Sire a record eight times, with Quality Ultimate at six times, and Hanoverhill Starbuck and Lystel Leduc each at five. The first Premier Sire of the "Junior" Female Show was announced in 1995. Braedale Goldwyn has been Junior Premier Sire eight times, followed by Boulet Charles at five.

BANNERS

PREMIER BREEDER

Winning Holstein Premier Breeder a record 13 times is the Romandale prefix of **Romandale Farms**. They are followed by Jacobs at nine; Glenafton, Rosafe, Hanover Hill and Dupasquier at six; and then Quality and Belfontaine at four. Romandale Farms and Oak Ridges Farms have been Premier Exhibitor a record nine times. Hanover Hill Holsteins follows at seven, and then Dr. Hector Astengo of Rosafe Farms, James A. Walker & Sons of Walkerbrae Farms, and the Alliance Blondin-Pierstein of Simon Lalonde and Pierre Boulet are all at five times. Pierre Boulet went on to win the Exhibitor banner three more times in his own right and Ferme Blondin twice.

JUNIOR PREMIER BREEDER

The Junior Premier Breeder and Exhibitor awards were introduced in 2005. Kingsway Farms, Hastings, ON, has the most Junior Breeder banners at six, while Ferme Jean-Paul Petitclerc & Fils, Saint-Basile, QC, leads the Exhibitor winners at six.



JUDGES

AXEL HANSEN

Axel Hansen, St. Paul, MN, is the only person to have judged the Royal Holstein Show four times (1927-30-31-32). Five men have judged it three times – James Rettie, Paul Misner, Prof. George Raithby, J.D. (Durno) Innes and Wm. K. Hepburn Jr. Ten more men have judged it twice.

HARDY SHORE SR. AND R.H. "BOB" SHORE

Two families have had a father and son judge the Holstein Show – Hardy Shore Sr. (1962) and his son R.H. "Bob" Shore (1973), and J.M. Fraser (1959 and 1969) and his son R. Jack Fraser (1996). Three brothers from the Innes family – Durno (1952-53-60), Sandy (1963) and Gordon (1977) – all judged the Holstein Show. In 2017, Official Judge Pierre Boulet and Associate Judge Mélanie Boulet became the first brother and sister to judge the show. Mélanie is the only woman to ever be an Associate or Official Holstein Royal Judge.

PLACINGS

Until 1974, the Royal judge rarely, if ever, gave reasons for his placings over the public address system. Reasons until then were only given to members of the press seated in a special area at ringside.

RED & WHITE SHOW



**FIRST R&W SHOW CHAMP 2007 -
PARILE KITE ALICIA**

The first National Red & White Holstein Show was held at the Royal in 2007. Following its creation, Red & Whites were not allowed to show in the Royal's Black & White Show from 2007-13. In 2014, a challenge to that rule resulted in one R&W cow showing in the B&W Show. While R&W had the option of showing in either show in 2015, by 2016 they were required to show first in the R&W in order to compete in the B&W Show.



**2012 RW GRAND-BLONDIN
REDMAN SEISME**

Two cows have been Grand Champion three times in the Red & White Show: Blondin Redman Seisme (2010-11-12) and Meadow Green Absolute Fanny (2016-17-19). Elmbridge FM Loveable Red was Grand Champion in 2008-09, and her daughter, Elmbridge Lookout Lady In Red, took Grand in 2013. Three generations of Loveables were class winners in 2013. Three different Red & White Grand Champion cows have carried the Blondin prefix.



**2016 RWF FERME ROLANDALE
RW BANNERS 2016**

Ferme Rolandale (prefix Jolibois), Saint-Flavien, QC, has won the most Red & White Premier Breeder banners at six and leads for most Premier Exhibitor titles at five. The bulk of the Rolandale points have come from Dala-Star RL Feather-Red-ET family members. KHW Kite Advent-Red has been Premier Sire of the Red & White Show a leading five times.

OTHER AWARDS/CLASSES

ROYAL SUPREME DAIRY CHAMPION

A Royal Supreme Dairy Champion was first selected in 2000 in honour of the new millennium. The award proved so popular, it has continued. Quality B C Frantisco from Quality Holsteins, Vaughan, ON, and Thrulane James Rose from Pierre Boulet, Montmagny, QC, have won the title twice. A Junior Supreme Champion was first selected in 2017.

BREEDER'S HERD CLASS

The Breeder's Herd class originally required four homebred animals, but changed to three homebred animals in 1996. Ferme Jacobs has won this class a record 10 times in the Holstein Show. Three farms – Spring Farms, Romandale and Quality – have won it nine times. A Junior Breeder's Herd class was started in 2005 in the Holsteins and Kingsway leads the victors at six.

HAYS CLASSIFICATION

Adoption of the "Hays Classification" in 1965 had a major impact on all shows, including the Royal, drastically cutting the number of classes and limiting the number of entries per exhibitor. Revisions to the show program continue, reflecting changing breed trends.

THE FIRST "MILKING" SENIOR YEARLING

Mawacres Warden Patricia was the first "milking" senior yearling to be Junior Champion at the Royal in 1985. A separate milking yearling class was added in 1992. The senior yearling class was dropped in 2015.

CHAMPION BRED & OWNED COW

A Champion Bred & Owned cow has been selected in the Holstein and Red & White Shows since 2015.

LAWARA SHOWMANSHIP COMPETITION FOR YOUTH

From 1953-89, a Lawara Showmanship Competition for youth was held during the Holstein Show. In 1990, this was replaced with the Holstein Canada President's Cup Showmanship Competition which ran until 2010 when the award was rolled over into the Canadian 4-H Dairy Classic.

CURTIS CLARK ACHIEVEMENT AWARD

The Curtis Clark Achievement Award, given in honour of Curtis Clark of Acme Holsteins, Carstairs, AB, has been presented at the Royal since 1988.

MORE MEMORIES

THE FIRST ROYAL HOLSTEIN SHOW

The first Royal Holstein Show in 1922 attracted 263 animals. In 2022, the Holstein Show set a new record high of 429-head shown. The Holstein Show has gone over 300 animals 35 times. From 2003-07, no American based cattle participated in the Royal due to border restrictions related to Bovine Spongiform Encephalopathy (BSE).

A ROYAL TRAIN

Cattle from western and eastern Canada travelled by "train" to the Royal well into the 1960s. The importance of the Royal as a "marketplace" for Canadian genetics led the Alberta Government to finance a "Royal Train" – six to ten boxcars of dairy and beef cattle – to the Royal from the 1930-50s, and match any prize money won by Alberta exhibitors. In 1933, the Canadian Pacific Railway Company's Strathmore Farm in Alberta had the Grand Champion female, Strathmore Wayne Sylvia. Trains eventually gave way to semi-tractor trailers for transportation. In 1981, Continental Holsteins, Leduc, AB, sent Continental Scarlet-Red by airplane to the Royal, and in 1999 Rainyridge Tony Beauty and two stabledmates from Stanhope-Wedgwood, Victoria & Cobble Hill, BC, travelled by airplane to the Royal.

SHOW ETHICS

Show ethics enforcement efforts began in the mid-1990s, with ultrasound testing of udders beginning in 2000.

THE ROYAL WORLDWIDE EVENT

In 2008, the Royal introduced lights and music for the selection of the Grand Champion Holstein cow and did its first webcasting of the show. Live video streaming of the show now permits spectators worldwide to watch the show from their homes.

The Royal Agricultural Winter Fair...a history to be cherished!

THE 2022 ROYAL

In 2022, Blondin Rd Unstopabull Maple made history when she became the first cow to ever be Grand Champion of both the National Red & White Holstein Show and National Holstein Show at the Royal Agricultural Winter Fair. Owned by R & F Livestock Inc., Cudworth, SK, Kevin Doeberienner & Lindsay Bowen, West Salem, OH, and William Schilling, Decatur, MI, she was also the Royal's Supreme Champion. Congratulations!



The Royal REVIEW

2022

It was another fantastic performance for the Holsteins at the Royal Agricultural Winter Fair in Toronto! A wonderful return after 2 years of absence in the Ontario capital!

In fact, our exhibitors made sure the 2022 edition of the national exhibitions were on par with the celebration of the Royal 100th edition: both had a record year for the number of animals exhibited. Indeed, 429 B&W were shown, surpassing the previous record of 409 from 2019, while 129 R&W paraded in the Ring of Excellence. The two National Holstein Shows are always RAWF highlights, and this year's shows were certainly no exception.

In the National Holstein R&W Show, judged by Blair Weeks of Pleasant Valley, PEI, Blondin RD Unstobabull Maple took home the roses as Grand Champion. The next day, Judge Paul Trapp of Taylor, Wisconsin, once again gave her top honors among the B&W cows, making Maple the first cow in Royal's history to earn both Grand Champion titles as well as Supreme Champion. 3 champion titles 3 days in a row! The full results from both shows can be found on the Holstein Canada website.

The success of the two National Holstein Shows would not have been possible without the generous support of a large number of sponsors who help make these shows such unmissable events, as well as our breeders and exhibitors who showed why Canadian genetics is on top worldwide!



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PEDIGREE ANALYSIS

A pedigree analysis was completed following the conclusion of this year's National Holstein Shows. The analysis was completed on only those animals that appear in the Holstein Canada database. The following charts summarize the results of various data from animals exhibited at the shows.

LEADING SIRES OF ANIMALS EXHIBITED AT 2022 NATIONAL BLACK & WHITE HOLSTEIN SHOW

| Rank | Name | # of Daus |
|------|------------------------|-----------|
| 1 | FARNEAR DELTA-LAMBDA | 34 |
| 2 | CROTEAU LESPERRON UNIX | 33 |
| 3 | WALNUTLAWN SIDEKICK | 26 |
| 4 | VAL-BISSON DOORMAN | 25 |
| 5 | STANTONS CHIEF | 21 |
| 6 | GOLDEN-OAKS MASTER | 18 |
| 7 | STANTONS ALLIGATOR | 16 |
| 8 | WOODCREST KING DOC | 13 |
| 9 | RIVERDOWN UNSTOPABULL | 10 |
| 10 | BLONDIN LEGEND | 9 |
| 10 | BRENLAND DENVER | 9 |
| 10 | MR BLONDIN WARRIOR-RED | 9 |

LEADING SIRES OF ANIMALS EXHIBITED AT 2022 NATIONAL RED & WHITE HOLSTEIN SHOW

| Rank | Name | # of Daus |
|------|--------------------------------|-----------|
| 1 | FARNEAR ALTITUDE-RED | 23 |
| 2 | RIVERDOWN UNSTOPABULL | 21 |
| 3 | MR BLONDIN WARRIOR-RED | 20 |
| 4 | CYCLE MCGUCCI JORDY-RED | 15 |
| 5 | MR AFFECTION ANALYST-RED | 5 |
| 6 | BLONDIN LUXOR-RED | 4 |
| 6 | COOMBOONA ZIPIT MIRAND-PP | 4 |
| 8 | AVANT-GARDE-I LATENITE | 3 |
| 8 | DYMENTHOLM MR APPLES AVALANCHE | 3 |
| 10 | APPLES ABSOLUTE-RED | 2 |
| 10 | LUCK-E AWESOME-RED | 2 |
| 10 | MR D APPLE DIAMONDBACK | 2 |
| 10 | RASBERRY REVERE-RED | 2 |
| 10 | SIEMERS OCT APPLE-CRISP | 2 |
| 10 | VOGUE ILLUSTRATOR-P | 2 |

LEADING SIRE STACKS OF ANIMALS EXHIBITED AT 2022 NATIONAL BLACK & WHITE HOLSTEIN SHOW

| Rank | Sire x MGS | # of Daus |
|------|----------------------------|-----------|
| 1 | UNIX X DOORMAN | 10 |
| 2 | CHIEF X DOORMAN | 9 |
| 3 | SIDEKICK X DOORMAN | 6 |
| 3 | ALTITUDE-RED X UNSTOPABULL | 6 |
| 5 | DELTA-LAMBDA X DOORMAN | 5 |
| 5 | DOORMAN X GOLD CHIP | 5 |
| 7 | DOORMAN X GOLDWYN | 4 |
| 8 | ALTITUDE-RED X JORDY-RED | 4 |
| 9 | 12 CROSSES TIED | 3 |

LEADING MATERNAL GRAND SIRES OF ANIMALS EXHIBITED AT 2022 NATIONAL BLACK & WHITE HOLSTEIN SHOW

| Rank | Name | # of Daus |
|------|--------------------------------|-----------|
| 1 | BRAEDALE GOLDWYN | 26 |
| 2 | MR CHASSITY GOLD CHIP-ET | 25 |
| 3 | DYMENTHOLM MR APPLES AVALANCHE | 17 |
| 4 | RIVERDOWN UNSTOPABULL | 13 |
| 5 | MAPLE-DOWNS-I G W ATWOOD | 11 |
| 6 | CROTEAU LESPERRON UNIX | 10 |
| 6 | CYCLE MCGUCCI JORDY-RED | 10 |
| 6 | LIRR DREW DEMPSEY | 10 |
| 6 | GILLETTE WINDBROOK | 10 |
| 10 | MR D APPLE DIAMONDBACK | 9 |
| 10 | STANTONS HIGH OCTANE | 9 |
| 10 | MR APPLES ARMANI-ET | 9 |

AVERAGE CLASSIFICATION SCORE (IN CANADA) OF ANIMALS EXHIBITED AT THE RED & WHITE CLASSES

| Classe | Nbr de vaches | Avg Score |
|----------------------------|---------------|-----------|
| Yearling in Milk classes | 4 | 85.0 |
| Summer & Spring 2 year old | 4 | 85.5 |
| Winter & Fall 2 year old | 3 | 86.7 |
| Junior 3 year old | 5 | 87.6 |
| Senior 3 year old | 6 | 87.8 |
| 4 year old | 4 | 90.3 |
| 5 year old | 2 | 91.5 |
| Mature cow | 6 | 94.2 |
| 70,000+ kg class | 1 | 94.0 |

AVERAGE CLASSIFICATION SCORE (IN CANADA) OF ANIMALS EXHIBITED AT THE BLACK & WHITE CLASSES

| Classe | Nbr de vaches | Pointage moyen |
|----------------------------|---------------|----------------|
| Yearling in Milk classes | 16 | 86.2 |
| Summer & Spring 2 year old | 17 | 86.0 |
| Winter & Fall 2 year old | 22 | 86.7 |
| Junior 3 year old | 18 | 87.7 |
| Senior 3 year old | 17 | 88.4 |
| 4 year old | 16 | 90.2 |
| 5 year old | 12 | 92.8 |
| Mature cow | 13 | 93.8 |
| 70,000+ kg class | 4 | 95.0 |



WHO WILL BE THE NEXT COW OF THE YEAR?

In January, breeders whose cows meet the following criteria will be contacted so that they can officially submit their animal's application to the competition:

CRITERIA:

- ✓ Have been bred in Canada
- ✓ Have produced more than 80,000 kg of milk lifetime
- ✓ Have produced more than 3200 kg of butterfat lifetime
- ✓ Have a final score of 92 points or more
- ✓ Have at least 3 stars
- ✓ Have been active in 2022



The 4 finalists will be known in February and members will then be asked to vote for the 2022 winner! The results of the vote will be announced at the AGM in April in Montreal.

20  22

MASTER BREEDER REVEAL

SATURDAY, JANUARY 14, 2023



DairyTrace Traceability & Tag Ordering

DairyTrace offers two bilingual call centers throughout Canada to anyone involved with traceability related to dairy cattle. Producers residing in Quebec can order tags from Attestra through their SimpliTRACE account at simplitrace.atq.qc.ca or calling Attestra Customer Service at 1-866-270-4319.

Producers residing in provinces outside of Quebec can contact DairyTrace, which now has one phone number for ordering tags and traceability reporting!

One Phone Number for Ordering Tags and Traceability Reporting

When ordering tags through Holstein Canada, you may be noticing a transition of dairy identification rebranding from NLID (National Livestock Identification for Dairy) towards DairyTrace for ordering tags. For your convenience, we now have one toll-free phone number for tag ordering and traceability reporting.

Good News from Allflex:

For those that have ordered tags since November 2021, on behalf of Allflex we would like to thank you for your patience with the additional delays that occurred from their system upgrade. Allflex has now been able to catch up on all the backlog and has returned to normal tag delivery timeframes of 4 to 5 weeks.

What Else is New?

SINGLE WHITE BUTTON RFID TAGS:

Getting back to normal tag ordering arrival timelines is a great opportunity for dairy producers that have not yet transitioned towards the use of the white single button RFID tag as an allowable option under the current proAction™ requirements.

DairyTrace and proAction™ encourage dual tagging as the ideal practice for identifying all animals born on dairy farms across Canada. As an allowable exception, the white single button RFID tag was introduced by DairyTrace in 2020 as an option for identifying calves born on your farm but are destined for purposes other than dairy production. This exception does not apply in provinces where double tagging is required. For national dairy cattle traceability, any approved white dairy tag is highly preferred but the use of yellow button beef tags remains an allowable option. It is expected, however, that the use of yellow button beef tags on dairy farms will be fully phased out by September 1, 2023.

Using dairy bovine tag numbers for identifying all calves born on your farm, including males and dairy/beef crossbred animals can easily be tracked in DairyTrace, which has the potential for value-added opportunities in the future, including traceback.



The use of dairy tags is part of an effective traceability system, which better protects and supports industry market access, competitiveness, and consumer confidence.



Melarry Fuel - max score EX097

Elite Status for Melarry Fuel

MELARRY FUEL achieved an elite status last August being classified a max score of EX-97! Bred by Melarry Farms in Rice, MN, Fuel is now owned by Semex. This S-S-I Montross Duke's son became the 5th bull to achieve that maximum score, following in the footsteps of Comestar Lheros, Smithden Accent, Gillette Windbrook and Gillette Windhammer. 🐄

Top 10 Sires for Rump Score with 100+ Daughters Classified in Three-Month Period

| Sire | Daughters Classified | Avg Daus Score | Avg Dam Score |
|-------------|----------------------|----------------|---------------|
| CHIEF | 132 | 82.24 | 82.63 |
| SIDEKICK | 355 | 82.23 | 82.50 |
| DOC | 107 | 82.03 | 82.36 |
| HIGH OCTANE | 106 | 81.69 | 81.42 |
| APPS | 109 | 81.64 | 81.67 |
| ALLIGATOR | 261 | 81.55 | 81.67 |
| SEABISCUIT | 198 | 81.54 | 81.60 |
| DURAN | 115 | 81.47 | 81.19 |
| KINGPIN | 175 | 81.41 | 81.92 |
| IMPRESSION | 510 | 81.35 | 82.01 |

Top 10 Sires for Rump Score with 100+ Daughters Classified in Three-Month Period

| Sire | Daughters Classified | Avg Daus Score | Avg Dam Score |
|--------------|----------------------|----------------|---------------|
| CRUSHTIME | 54 | 82.94 | 83.65 |
| CRUSHABULL | 81 | 82.37 | 82.84 |
| EXPANDER | 38 | 82.18 | 82.47 |
| DELTA-LAMBDA | 90 | 82.11 | 81.67 |
| FIRECRACKER | 75 | 81.88 | 81.73 |
| LANDSLIDE | 43 | 81.79 | 82.16 |
| SKYHIGH | 45 | 81.51 | 81.64 |
| ASHBY | 44 | 81.48 | 82.36 |
| VICTOR | 70 | 81.41 | 81.34 |
| SILVER | 53 | 81.34 | 81.26 |

Based on 1st Lactation Classifications June, July and August 2022

NOTE: Daughters are included in this 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 **MR** Northumberland, Waterloo
 ON
 QC **MR** Berthier, Maskinonge, Joliette, Montcalm, Portneuf, Lac St-Jean, Roberval
 QC

EARLY

ON **MR** Peterborough, Hastings, Lennox & Addington, Prince Edward, Frontenac
 ON Oxford
 QC **MR**
 QC

MID

ON **MR**
 ON
 QC **MR** Lapointe, Chicoutimi
 QC Riviere-Du-Loup, Temiscouata
 NB, NS, PE, NL

LATE

DECEMBER

ON **MR** Waterloo
 ON Oxford
 QC Rimouski, Matapedia, Bonaventure, Matane
 SK

EARLY

QC Vaudreuil, Huntingdon, Iberville, St-Jean, Chateauguay, Beauharnois, Shefford
 BC **MR**

MID

Happy Holidays

LATE

This schedule is subject to change within a 1-2 week period. For the full Field Service schedule, see the Field Services section under Services on our website, holstein.ca.

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