



Media Release

HOLSTEIN CANADA, 20 CORPORATE PLACE, BRANTFORD, ONTARIO CANADA N3T 5R4
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Multi-year Research Initiative for the Development of Camera and Computer Vision Tools for Data Collection and Indexes for Enhanced Selection

Brantford, ON – July 5, 2024. Holstein Canada, in collaboration with the Canadian Angus Association, are proud to announce a comprehensive study to develop camera and computer vision tools to evaluate a variety of traits in Dairy and Angus purebred cattle as well as Angus/Holstein crossbred cattle. This initiative, driven by the need to continue to evolve efficient data collection processes, and the increased use of beef semen in dairy cattle leverages expertise from both Holstein Canada and Canadian Angus.

Key Focus Areas:

1. **Camera & Computer Vision Technology:** Along with traditional classification by trained Classifiers, create tools to efficiently measure and report large volumes of impactful traits used by the classification system.
2. **Beef X Dairy Selection Index:** Collect data on crossbred animals including novel carcass quality traits. Data collected will inform enhanced selection indexes for Angus X Holstein animals.
3. **Knowledge Transfer:** Engage with producers and industry partners to share updates and knowledge collected through the initiative.

Expected Outcomes:

- **Camera Technology to Support Dairy Producers:** Pave the way for using innovative technology to assist Classifiers in the future. Provide producers with additional data and reporting for use in on-farm consultations. Collect phenotypic data from a larger pool of animals for improved genetic evaluations.
 - **Improved Performance in Crossbred Animals:** Tools for informed breeding decisions for selecting Angus sires for breeding to Holstein dams. Crossbred offspring with ideal carcass quality traits and overall better health leading to improved overall performance and profitability.
 - **Producer Engagement:** Outcomes from the initiative will be shared with members of both Holstein Canada and Canadian Angus.
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The collaboration between Holstein Canada and Canadian Angus represents a significant step forward in advancing the genetic potential of beef x dairy programs. Both associations are confident that this initiative has the potential to provide significant benefits to members.

This project is supported in part by Agriculture and Agri-Food Canada through the Sustainable Canadian Agricultural Partnership Program.

About Holstein Canada with more than 9,200 members, Holstein Canada is responsible for maintaining the Holstein Herdbook under the Federal Animal Pedigree Act of Agriculture and AgriFood Canada (AAFC). The Association provides many services to its members to help them evaluate, select, and improve their herds through genetic improvement programs.

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