



# FEEL THE PULSE OF THE PRAIRIES APRIL 15-18, 2020

We look forward to seeing you in our province!

This year, the festivities will begin in Saskatoon, with an ice breaker Wednesday evening, followed by farm tours to Regina and a show, all culminating with the AGM and Master Breeder Awards.

This is an exciting time, as many of the farms have transitioned to the next generation. You will have the opportunity to meet the current stewards of the industry.

See you in April!



Keith Flaman, Chairman, 2020 National Holstein Convention

Don't miss a beat! Register and book your hotels today.

Registration deadline: March 13, 2020

Hotel deadline: March 14, 2020



March/April 2020 No. 162

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ABOVE: On page 7, Young Leader Kira Chaffey tells us how her family manages farming on "the rock"; on page 10, we learn how more farms in remote areas overcome distance; and on page 22, Mackayla de Kwant explains how you can add Holstein Canada services to your smartphone's home screen!

ON THE COVER: A curious cow goes in for a closer look; photo taken at Headline Holsteins in Newfoundland by CEO Ann Louise Carson!

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ANN LOUISE CARSON, Chief Executive Officer, Holstein Canada

I have had the significant privilege of sharing a few words in InfoHolstein for the past eight years. Today's column is a little tougher to write, as I prepare to gracefully bow out of my current role as your CEO on April 30. How do I relay my heartfelt gratitude to you, the dedicated and loyal Holstein Canada members, for the great honour of serving you? I have opted for a "Top 10" list, as my greatest joy was working with members from our beautiful ten provinces:

British Columbia - Lunch with Okanagan Club members at the Jansen farm in 2012 following some great farm tours. Close behind are farm tours in the Fraser Valley and Vancouver Island.

Alberta - Evening with Western Canadian Classic (WCC) participants and our Board Members at Chubanna in 2016 – I loved the inter-generation chemistry as they discussed Herd Trend Reports!

Saskatchewan - Attending the first provincial picnic at Pruims in 2015 - seeing Saskatchewan at harvest time was a true bonus for this Québec gal!

Manitoba - A very engaged discussion on the future of our breed & Association in 2018 - such passion in this "focus group."

Ontario - Every barn tour during eight TD

Classics – engaging with farm youth is so inspiring! Talking with 4-H kids just makes everything right with the world.

Quebec - Sitting on the front porch at Ferme Jacobs in 2012, as the now sadly missed founder Léo told the heartwarming story of their humble beginnings to today's success. A tribute to all our Dutch Holstein families. Allow me to add Holstein. Québec picnics – even when I was in the dunk tank!

New Brunswick - The 2015 Convention when I had to buy back my mittens for \$1000+ at the charity fundraiser. I never forgot my mittens in a barn again... Also, our quick early morning game of hockey on skating rink at Brownsville between a great farm tour and homecooked breakfast during the 2014 Winter Olympics. For the record, our girls won Gold at same moment!

Nova Scotia - An amazing Board farm tour in 2017 ending with Branch members singing "Farewell to Nova Scotia" to us around a campfire on the Northumberland Strait. Magical moment.

P.E.I. - The incredible spirit throughout the 2019 Convention – what attention to detail! There is nothing quite like "Island Pride "or Island hospitality.

Newfoundland - A coast-to-coast farm tour of this gem of a province in 2018. Amazing farms - even better people!

...and I can't forget my most favourite day of the year: calling Master Breeders!

As you can see from my top 10, what I am taking away from my tenure as your CEO is the "people" aspect of Holstein Canada. There are, of course, some successes which make me smile when I look back, and a few challenges which made us stronger and determined to do better. All accomplishments were thanks to a great team under the leadership of strong Board members. It was always about moving ahead in this fast-changing world.

The countless conversations I had with members shaped the direction of YOUR association and led to strategic decisions to better serve you. Please never underestimate the power of a true grassroots association.

I am choosing to hang up my skates, not my shoes! While I will slow down a bit to discover all that life has to offer, please know that I will continue to be your biggest fan. I was born into this great Holstein industry – for this, and for all your support, I am eternally grateful. 📣 Conte



Over the past 18 months, Holstein Canada has been developing a new Field Service software called Holstein PLUS+. Designed for our Field staff, this new program aims to make farm visits more efficient and provide clients with new, dynamic reports illustrating the monetary value of Classification.

We developed this new multiservice software in house in response to the changing needs of our industry, membership and staff. Built as a mobile platform, we can evolve the program with greater ease and change it to predict industry needs. The foundation of the program is the ability to implement all of Holstein Canada's core services into one handy device that is deliverable to you, the producer, to create a more seamless and efficient on-farm visit from our Field staff.

The initial roll out of Holstein PLUS+ will be focused on Classification, Cattle Assessments, and new reporting options. Our Field staff will now be able to complete both services at the same time and on one device, causing less disruption within the herd while doing everything in one trip to the barn. Post-launch, we will add an application for environmental data collection.

Another efficiency that the new software will bring is the introduction of GPS mapping. This will identify all farm locations and help facilitate route planning with minimal drive time between visits. It will not only make the lives of our Field teams easier when planning, but it will allow us to plan more cost-effective routes, sticking with our core value of being accountable to our members. Once on farm, our Field team will be able to make updates to herd profiles, keep our files up to date, and ensure that we are

contacting the correct person(s). Once a visit has been scheduled, the details of your visit (date, time, and Classifier) will be available on your Holstein Canada Web Account as a reminder.

Outwardly, producers will not notice a difference in the process of services like Classification; however, they will see many differences in the data available to them.

One key feature of the new software is updated reports that producers can access almost immediately following a Classification visit. While Classification reports are currently printed on-farm, going forward, they will be replaced by colourful and interactive reports. These will be viewable on the Classifier's





device at the conclusion of the visit and then uploaded to the main dashboard of the producer's Web Account. This will promote a dialogue about the visit and reduce our cost and carbon footprint by going paperless. If a member does not have access to a computer or the internet, they will receive their reports in the mail.

The new reports, which follow a similar format to our current reports, strive to provide a visual depiction of a herd's strengths and weaknesses while still using national averages as a benchmark for comparison. They highlight the benefits of longevity and its relationship to profitability, herd inventories, milk values, and survival rates. The new reports will offer some traditional methodologies like herd summary, but will no longer carry reports and forms such as the Mid-Round order form and the Top LPI, Pro\$ and MACE bull list. These forms will still be available on the Web Account through the new Compass program, which was released in partnership with Lactanet with support from Zoetis. The traditional Feedback form will be available at the end of the visit where you, the client,

will have opportunity to fill that out right on the Field staff's tablet.

The launch of this anticipated software will also provide Field staff with better tools to help producers with other services following a Classification or assessment visit. These include registration corrections and catchups, tag orders and genotest orders In the future and with producer consent, the tool will allow Holstein Canada to collect environmental data such as barn type, stall type, bedding, ventilation, flooring, etc. This data collection will help us in future research, while simultaneously giving aid to producers who need to take corrective action after a proAction® Animal Care Assessment.

As our industry evolves, Holstein Canada continues to invest in our future, providing our membership with the necessary tools for herd management. Holstein PLUS+ will allow us to continue to meet our Strategic Plan of On-Farm Service Excellence and Value-Added Technology.

For more information, please contact Brad Eggink at beggink@holstein.ca 📣

### Increase in Registration Fees coming April 1, 2020

A fee increase on Registrations will go into effect on April 1, 2020:

- An electronic application for Registration will increase by \$2.00 to \$11.00
- A hard copy application for Registration will increase by \$3.00 to \$16.00
- Base Animals will increase by 50 cents to \$4.50

The rise in regular business costs have made this increase, the first since 2010, necessary. The new fee prices will allow us to stay aligned with these costs, keep up our top-notch in-office customer service and the Field and Classification services, and develop more valuable technological solutions.

We thank you for your understanding; if you have any questions, please contact Customer Service at 1-855-756-8300 ext. 410., or email us at customerservice@holstein.ca.



### Farming in Remote Areas

Kira Chaffey | St. David's, Newfoundland

BY CHRISTINE TOLHURST, BILINGUAL PROGRAMS COORDINATOR

New World Dairy Inc. was established in 1969 by Kira's grandfather, Wilson Chaffey, when he purchased three Ayrshire cows. Her father Brent took over the farm in 1992. Since that time, the farm has grown in size to milking 1000 cows in a 40-stall rotary parlor. The milking herd is housed in three barns and they have a separate calf barn and heifer facility. In 2014, they installed an anaerobic digester.

Kira is from a small family consisting of her father, mother Sherry, and her younger brother Joel. She grew up helping on the farm and started working full-time in 2010. She works as a herdsperson, with the majority of her work being reproduction.

### How long have you been farming where you are? We

have been farming in the same location since we were established in 1969.

### What are some of the positives of farming where

you are? Some of the positive aspects of farming in our area are that our farm is located away from large populations but still close to the Trans-Canada Highway and the ferry service. We have access to a large acreage of undeveloped land, and every year we aim to clear and put into service 100-150 acres. We have good utility access, three-phase power, high-speed internet, and quality cellphone service. The one downside is that nothing is tile drained.

### How does your remote location affect your feeding

strategy? We are limited in the variety of crops we can grow because of our growing season and climate. This affects our feed quality as well as the animal feed intake. Our growing season is from June-September/October for the corn, and we are able to grow 2000-2200 CHU corn. The farm also produces a legume/grass mixture, some small grains on a limited basis, and a limited alfalfa crop.

We need to purchase our mineral pack, complete calf starter sweet feed, and commodities like grain corn and soymeal. We do have forage shortages so we purchase out of province to balance it out.

#### Has technology helped you handle the problems that come with being in a remote

**location?** Technology has and continues to help ongoing operations. We use the DairyComp 305 and a Boutmatic system to help with herd management. We also rely on internet and cell service to be able to communicate with our employees and when there are emergencies.

### Is fixing breakdowns around the farm a problem? At New

World Dairy, we have our own maintenance team, so this is not a problem for us. We need this team because we are in a remote area and do not have access to the services that we would need.





How do you handle milk **shipments?** We don't handle our milk shipments on the farm; the scheduling and managing of these shipments are done by Dairy Farmers of Newfoundland.

How do you handle animal movements? The herd is managed through the DairyComp 305 software, and it works in conjunction with our parlor system by Boutmatic. For any on-farm animal movements we rely on the information that is provided by the DairyComp 305. When an animal needs to be moved, her days in milk, her daily production and her reproductive status are what the staff base their decision on. A contract hauler manages any off-farm movements.

Do you consider your distance from others when making breeding decisions? We are a closed herd; we do not consider our distance from others when making breeding decisions. My specialty on the farm is reproduction. I do the bull selection, the semen orders, the supply orders, etc.

#### Does your remoteness affect how often you see an AI rep?

We have a unique relationship with our Al Company, as we do not require onfarm rep services. We do, however, have access to the AI reps on a 3-month basis. I have completed an AI course as well as ultrasound training so that I can do some breeding and all of our reproductive checks.

How difficult is it to find extra labour where you are? As it is

for anyone in the industry, we do find it difficult to find help, and it is particularly difficult because of our location and the population. We currently staff 48 workers, which consists of a mix of local workers and foreign workers from Jamaica, the Philippines, India, and Ukraine. There are herd people who care for the animal's needs, breeding, record keeping, monitoring, and assisting with calvings as well as managing the shift. We also have nursery workers who manage and oversee the calves on a daily basis. During the cropping season,

we have another group of workers that works in the fields and harvest.

We have a milking and barn-cleaning crew who are trained to move and sort the cows, take care of the SOPs for milkings, and clean the barn. We are very fortunate to have a maintenance crew that takes care of any repairs that we might need in the parlour or barn.

My mom, Sherry, is trained in hoof trimming and does the whole herd at the farm. She usually is able to work on 80 cows per week, and our aim is to see that the cows are trimmed 3-4 times a year.

How often is a veterinarian able to come out to your operation? In emergencies, our nearest vet is a minimum of three hours away. We are on a fixed schedule with our vets, this can be as frequent as we request.





### Presenting the 2019 Holstein Canada Education Award Winners

Congratulations to the six outstanding students selected to receive this \$1000 scholarship



### CHRISTINA BOONSTOPPEL, MANITOBA

Christina is currently studying at the University of Saskatchewan in the Animal Science program. She was born and raised on her family farm, first in Fredericton, NB and then in Grunthal where the farm currently resides. She is passionate

about animal nutrition and hopes to make an impact in the dairy industry one day.



#### HANNAH WOODHOUSE, ONTARIO

Hannah is a well-rounded young adult with many aspirations. She is currently studying at the University of Guelph where she has been able to take part in dairy research. She is currently conducting her own study on Free Fatty Acids (FFA) in milk. She

is planning on pursuing her Masters in Population Medicine and later starting a career in the dairy industry.



#### JAIME WILSON, ONTARIO

Jaime is currently completing her Associate Diploma in Agriculture at the University of Guelph Ridgetown Campus. This course will help her gain knowledge she can apply both on farm and in the industry. She aspires to become a Classifier and gain more knowledge of the dairy

cow before breeding her own herd.



### GRACE HUGHES, PRINCE EDWARD ISLAND

Grace is currently studying at
Dalhousie University Faculty of
Agriculture, where she is hoping
to receive her diploma in Business
Management with a focus on dairy.
She has a love for judging cattle and
would like to work in the future as a

Classifier, as she feels it will help her develop an eye for breeding strategies for when she returns to the family farm.



#### JONATHAN PELLETIER, QUEBEC

Jonathan is currently furthering his education at the University of Laval in Agricultural Economics. When he wasn't studying, Jonathan worked in the dairy industry as a Lactanet representative, traveled, and involved himself in many different youth

opportunities within the province. He has yet to determine his future goals, but he would like to work in the ag industry.



### LESLIE MACKINNON, QUEBEC

Leslie is currently finishing her DEC at McGill University's Macdonald Campus in the Farm Management and Technology program. Being more of a hands-on person, she has broadened her knowledge by gaining experience on a number of different farms. She hopes to

continue these internships before returning to the family farm as part of the eighth generation!

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







**PREFIX: NOVUM** 

**PEOPLE INVOLVED:** Six partners - three retired 2nd generation partners: Evens, Richard and Armande (Richard will retire at the end of 2020) and three 3rd generation partners: Alain, Armand and Claude.

# OF COWS MILKED: 500

# OF ACRES FARMED: 1500

FACILITY TYPE: Free-stall with double-20 herringbone

HERD PRODUCTION AVERAGE (L/COW): 10,270 kg at 4.2-4.3% BF

#### WHAT IS YOUR FEEDING SYSTEM?

TMR – cows are grouped into four groups. We use a combination of haylage, barley sileage, alfalfa hay and timothy hay all grown on farm. We use barley, some canola grown locally and purchase protein and mineral supplements as well as certain feed additives.

ARE THERE OTHER BREEDS IN YOUR **HERD?** No

**HOLSTEIN CANADA SERVICES USED:** Classification, Registration, proAction®, Genotyping, Genetic Information, NLID and online information services

### **Farming In Remote Areas**

What does it take to raise dairy cows in a location cut off by water or distance? We talked with three island farmers and one producer hundreds of kilometers north of Edmonton. Their solutions show the innovation and resilience of Canada's dairy farmers.

Brophy's Dairy Farm is located in Daniel's Harbour, Newfoundland. Les Brophy, his wife Paula, brother Leander, and Leander's son Jason have farmed in this community on the island's west coast since Steadman Brophy founded the farm in 1974, and in their current location since 1983. Because of where they are, the Brophy family had a few problems with processors taking their milk; they worked around this by opening their own processing facility.

"We had our own packaging, and produced 1L paper cartons, and 2 L and 3 L plastic cartons, and we sold our products locally," said Les. Staying put meant coming up with many solutions like this. "When Central Dairies opened in 1989, they wanted us to supply them with our milk, but due to the distance, we had to truck it ourselves to the plant. So we purchased a milk truck and did just that!"

But the family believes there are many advantages to farming where they are. "We have a good land base and excellent, well-drained soil. Where we are located, we don't have high competition for the land so we're able to buy good quality land and expand easily. We do have some land that is 18 km away from the farm, but it's easily accessible. In our area the summer weather is excellent, we don't typically experience droughts. The summers are quite comfortable for our cows; where we are located the ocean keeps the area from getting really

hot and there is always a breeze. Our barn is set up to take advantage of the summer winds and so we don't require fan ventilation in the summer to keep the cows cool."

A lack of people means more space for the operation run by Mike Walhout and Jill Caughey. They are the fifth generation working the Caughey Farm on Amherst Island, Ontario with Bruce and Susie Caughey. The island lies about 10 kilometers south-west of Kingston in Lake Ontario, and island life suits Mike and Jill just fine. They appreciate the quiet and the area to grow and improve their business. "Even though our location is somewhat remote, we are not secluded by long distance."

Sometimes island life can be a bit more intimate. Mathieu Gagnon owns and operates Ferme Marée Blanche Inc. on L'Isle-aux-Grues, an island in the St. Lawrence River upstream from Quebec City. On top of its reputation for bird watching and good goose hunting, L'Isleaux-Grues also has made a name for its cheese. Mathieu's farm is one of three producers on the island supplying milk to the local cheese factory.

"We have a certain sense of belonging and proximity to the products that are made on the island with our milk, which is a very rewarding feeling as dairy producers," he said. "All the milk produced at L'Isle-aux-Grues goes to the island's cheese factory, with a few exceptions. In the event of major

equipment breakdowns or a lack of workers at the cheese factory, a certain volume of milk may be shipped off the island. The cheese factory on the island manages milk transportation."

Canada is a big country, and farms don't need to be on islands to be cut off from larger communities. Entreprises Lavoie Inc. is located in the hamlet of St. Isidore, Alberta, 480 kilometers northwest of Edmonton. Seven families founded the town in 1953, including the Lavoies, and Armand is one of the three third-generation partners working the 500-cow operation. When the farm began, the closest milk plant was 10 kilometers away; now, the Alberta Milk Pool picks up and manages their milk. Armand says that there are many positives to farming in northern Alberta.

"The price of land is more reasonable, and we have access to lots of land if we need to purchase, to rent and for manure," he said.

"Our neighbours are quite supportive and open to dairy farming, our feed costs are fairly low despite the transportation cost of purchased feeds, and it is easier to maintain biosecurity."

Despite their sunny answers, dairy farming in a remote location presents many challenges. Whether the farm is separated from larger communities by a rushing river or hundreds of kilometers, the biggest challenge is overcoming the distance. Remote farms handle it in a way that every dairy farmer can relate to: self-reliance.

#### Dealing with the distance

"One of the things we learned is that

you have to be able to rely on yourself," said Les Brophy. "You can't just go to the neighbours or to dealers and shops to get the things you need. We have to keep many parts in stock in case we need them; you almost need to have two of everything!

"We had to learn to be able to do most things ourselves including equipment maintenance, as getting service can be an issue. A lot of equipment is computerized now, so that can be challenging. On the positive side, courier service has improved greatly and so if we need anything we can usually get parts and equipment the next day."

Out on Amherst Island, Mike and Jill take advantage of the space to keep their animals fed. "We need to be self-reliant in terms of planting and harvesting. Purchased supplement is delivered reliably, and we make use of a great deal of pasture. We also stock quite a few parts and can usually make repairs in our shop."

For Mathieu's operation, transportation across the St. Lawrence is the main challenge. "In the winter, transportation by boat is not available. Fortunately, air travel remains an option during this long period," he said. "Unfortunately, there is no Al service on the island, so I do the artificial insemination myself. However, representatives of the various Al centers can come to the island by plane. Semen doses can easily be delivered by plane, regardless of the time of year.

"Good planning is essential when you live in a remote area such as L'Isle-aux-Grues."

Entreprises Lavoie Inc. sees higher prices because of the distance. "Most of our specialized service suppliers are 400 to 600 kilometers away," said Armand. "Most purchased supplies cost a bit more due to transportation. Since we are a larger farm, we usually sell

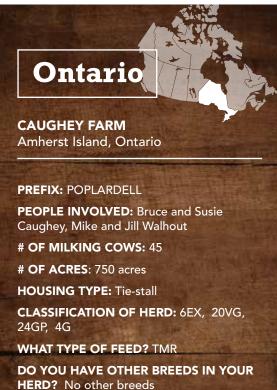












cull animals and replacements in larger groups. That makes it a bit easier. We still have a higher transportation cost."

This makes breakdowns an extra problem. "Most of our key dairy service providers are great," said Armand. "They are, however, close to Edmonton. The distance is frustrating when there are breakdowns, and we make sure we have a good inventory of key parts."

#### Feeding the animals

Self-reliance means planning the right feeding strategies. For operations with a bit more space like Caughey Farms, they can make it with their pasture and store for the winter. Mathieu Gagnon does the same on L'Isle-aux-Grues. "We must store all the minerals, grains and supplements needed to feed our animals for the entire winter." he said.

But a smaller island environment is especially susceptible to hardship when the weather doesn't cooperate. "We have recently experienced years of drought where we had to buy hay off of the island to meet our needs," said Mathieu. "We must inventory our hay and grain before the fall to ensure we can get our products to our farm via boat transport."

"It's not like if you run out of calf starter, you can go pick up a bag at the feed store!" said Les Brophy. "We do have to plan at least two weeks ahead for ordering feed, to accommodate the ferry services. We also have to order in large quantities to make the freight worthwhile, not just for feed, but also for seed and fertilizer. In our area, we also don't get a lot of snow cover, so we're not able to overwinter alfalfa. We grow mostly clovertimothy mixes instead.

"Installation of bunker silos has also been a huge advantage, we're able to store 15 months of feed easily with very limited spoilage."

For Armand's family operation, the shorter growing season and cooler climate can make harvesting a challenge in some years. As well, all purchased feeds need to be hauled 600 kilometers. adding to other high costs. "We have less choice for certain unique ingredients as transportation makes them uneconomical," he said. "We focus a lot on growing our own feeds and thus have fairly low feed costs. We grow all our forages: haylage, barley silage, alfalfa hay and timothy hay."

#### Finding help around the Farm

Many farms can't do everything all by themselves, though! When a farm is in a remote location, it can be difficult to find labour. "There are only about 450 fulltime residents on the island," said Mike Walhout. "Most of our help has come from people who came to the island to work here. We currently have one employee."

Mathieu Gagnon is a relative newcomer to the industry, getting his start in November 2018. This means he's very careful with his finances, which can make hiring extra labour more difficult. "It is difficult for all businesses on the island to find workers," he said. "Other producers on the island use foreign workers. In a remote area like ours, there are not many people and the majority work at either the cheese factory, the airport or the harbour."

On the other hand, it helps to be the major operation in a small community, as Brophy's Dairy Farm is for Daniel's Harbour, Newfoundland. "Finding farm employees isn't typically a challenge," said Les. "We are one of the major employers in our area so we can typically find the help we need. Finding skilled employees in the summer months for cropping can sometimes be a challenge, but if need be we can do all the crop work ourselves."

FARM: Classification, Registration

**HOLSTEIN CANADA SERVICES USED ON** 

Armand Lavoie says that skilled dairy labour is a key challenge for Entreprises Lavoie Inc., especially because they are in competition with surrounding industries. "Our wages need to be higher to be competitive with the oil and gas sector, and access to skilled dairy staff is quite limited," he said. "It is something we are proactive with. We have been very fortunate to have four or five herdsmen who work for us. Some for quite long, including one for 40 years."

This might be more than fortune – the community Armand's family helped found was named for the patron saint of farm workers!

### Modern technology, old connections

Maintaining good connections with the mainland or larger population centers is important. In Newfoundland, purchasing feed and moving animals have to be timed with the ferries. "If we're purchasing animals off island, we have to coordinate with the ferry schedule, but as long as the weather is good, it's not an issue," said Les Brophy.

Mike Walhout also has to deal with ferries, a rare experience for an Ontario dairy farmer. "The ferry poses a logistical challenge in moving equipment and large loads," he said. "Sometimes the ferry is not running due to high wind or mechanical issues but not for extended days. Our milk hauler has been very good to work around these circumstances.

"Often we take cattle across ourselves but there are a few cattle haulers around and we try to keep in touch to make the most of a trip."

"As producers, transportation is our main challenge. In the winter, transport by boat is not available," said Mathieu Gagnon. "We need to keep our cull cows and bull calves until transport by boat is available again. Therefore, we must have

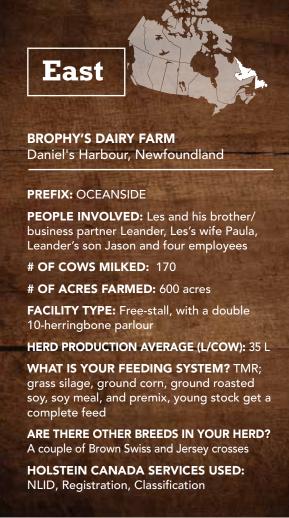
sufficient space in our barns to house these animals, which is a completely unconventional way of managing the herd. Being a very touristy island during the summer season, we must also plan any major animal transport in advance.

"With air transport, the veterinarian can come if necessary. However, the airport schedule does not allow night flights for emergencies for example."

But technology
has allowed many
remote operations to
cover the distance
in important ways.
On Caughey
Farms, Mike and
Jill have found the
most help through
their smartphone.
"Sending pictures of
a problem can save
a lot of travel time,"
said Mike.

"Technology has been a huge advantage," said Les Brophy. "For example, our milking system allows for remote access. If we have issues, a technician can log in and help us resolve them. Advances in equipment have allowed us to be less dependent on finding labour; we now have a front and side mower which allows us to cut more quickly, and it was a big bottleneck for us to get the silage down in a decent amount of time."

In northern Alberta, "technology is not a huge limitation," said Armand Lavoie. "We are still waiting for good high speed internet though."







March/April 2020 | info Holstein

## **GENETICS**

### **GETTING A JUMP** ON COMPASS!

Compass launched in November 2019. Now that you have an account, here are 10 things to do in the software to help you make the best herd management decisions:



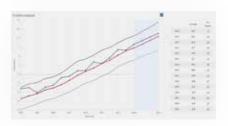
#### 1. Check out all the detailed resources in the Help section

The Help section is where you'll learn how to navigate each section, make decisions between indexes, and get the most out of the Compass program! You can find the Help page at the top of the navigation bar.



#### 2. Check out your individual animal's Compass Cow Card

You can find this feature under each animal's name in Herd Genetics: My Herd Inventory. Official proof calculations are released three times a year, but did you know that the calculation runs on a monthly basis? Compass has these exclusive results for your animals updated monthly. This gives you the most up-to-date genetic values for your herd!



#### 3. Look at your trait trends and select the five traits you would like to improve the most

By looking in the Past Breeding Success feature, you can see how your animals have performed in the past while simultaneously seeing a three-year projection! Do you want to see which sires contributed to that trend? Click the hyperlink in the "No. Heifers" column in the table to the right of the graph.



#### 4. Look at your herd levels for haplotypes and recessives

This can be found in the "Customize Table Columns" in Herd Trends. Most recessives and haplotypes cause stillbirths or abortions. If this is an issue in your herd, consider looking at your herd levels and identify which animals are carriers. There is a 25% chance of an issue after breeding two carriers together.



#### 5. If haplotypes and recessives are common in your herd, filter your bull list to exclude bulls who are carriers

To see which of your animals are carriers, customize your Herd Inventory in Herd Genetics to include haplotypes and recessives.



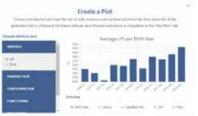
#### 6. Select your five most valued traits in National Indexes

This will help Compass determine what National Index fits your goals. The program will also provide more trait-specific bull and animal lists in Strategy and Profit.



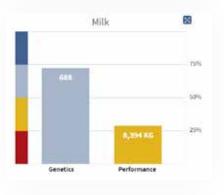
#### 7. Verify your metrics

Verifying your metrics is a very important tool within Compass. It keeps your breeding suggestions and genetic return on investment (ROI) accurate. To keep it accurate, you should verify your metrics on a quarterly basis. As Compass is a national software, the default values are national averages. As we are a large and a diverse country, these values may not be accurate coast-to-coast or specific to your operation.



#### 8. Create your own trends in Herd Genetics in My Plots

The My Plots section allows you to choose from over 50 different parameters on the vertical access and five different parameters on the horizontal access. This means you can create your own trends based on what you find most useful.



### 9. Check out your Genetics vs Performance graphs in Herd Genetics

By comparing your genetic input to your actual output from the herd, you can see areas where you may need to put more emphasis. If your performance is better than your genetic input, you are exceeding the animal's potential. To get more out of your herd, you will need to increase the herd's genetics. If your genetic potential is greater than your phenotypic response, there may be areas in the environment or management that are limiting the animal's ability to reach its genetic potential.



### 10. Check in regularly. Compass updates its information on a weekly basis.

Every time you register, classify, milk test or genotest, your herd information will update. By checking your herd's information and verifying your metrics regularly, Compass will guide you through breeding and herd management decisions more accurately.

For more information on Compass or to create an account, visit compasscan.ca

Needing customer service? Contact Holstein Canada at 1 855 756 8300 or email compass@holstein.ca

The new Holstein PLUS+ program puts Holstein Canada's services on one device, making farm visits more efficient for our team and yours!





#### Celebrating the 90th Master Breeder Award Recipients!

The announcement of the Master Breeder recipients has become an annual tradition at Holstein Canada. This tradition is now in its 90th year, and we are pleased to announce the Master Breeders who will be honoured at the National Holstein Convention Master Breeder Gala in Regina, Saskatchewan on Saturday, April 18, 2020.

Of the breeders who received this exciting news, 11 (58%) are first-time recipients of a Shield. Two breeders are receiving it for the third time. The winners come from five provinces: eight breeders are from Quebec; four are from Ontario and British Columbia each; two are from Prince Edward Island; and one is from Manitoba.

#### **CONGRATULATIONS TO THE 2019 WINNERS**

#### •

#### **AGGIES**

Woodlands, Manitoba

#### **AMIGO**

Saint-Valentin, Quebec

#### **BOISBLANC**

Saint-Justin, Quebec

#### CHARPENTIER

Sawyerville, Quebec

#### DARCROFT

Embro, Ontario

#### **FAMIPAGE**

Saint-Louis-de-Gonzague, Quebec

#### **GOLDENFLO**

Marshfield, Prince Edward Island

#### HAMMINGVIEW

Pitt Meadows, British Columbia

#### **IDFF**

Hunter River, Prince Edward Island

#### **LARENWOOD**

Drumbo, Ontario

#### **LEHOUX**

Saint-Elzéar, Quebec

#### LESBERTRAND

Saint-Polycarpe, Quebec

#### LESPERRON

Bury, Quebec

#### MAPLEBROUGH

Uxbridge, Ontario

#### **MAURICIENNE**

Saint-Maurice, Quebec

#### **NICREST**

Chilliwack, British Columbia

#### SUNNYHOME

Salmon Arm, British Columbia

#### WILMARLEA

Embro, Ontario

#### **WISSELVIEW**

Pitt Meadows, British Columbia

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#### **NOTICE OF THE ANNUAL GENERAL MEETING**

The members of the Holstein Association of Canada are duly convened to the Annual General Meeting of the Association in the Lombardy/Tuscany Ballrooms at the Delta Hotels Marriott Regina at 8:30 a.m. on Saturday, April 18, 2020 in Regina, Saskatchewan. The members will be invited to review the Board, Committee and 2019 financial activities, and to discuss resolutions brought forward by the members. Special awards and recognitions will be unveiled.

Ann Louise Carson, Secretary to the Board



THE ANNUAL HOLSTEIN CANADA AWARDS are given to individual animals and herds owned by Holstein Canada members. While no physical awards will be mailed out, the complete list of winners is available on the Holstein Canada website.

The Awards are based on lactations terminated in 2019. The total production for the entire lactation is indicated. Animals must be registered and of at least 75% purity. Information listed is the days in milk, type of housing, milking system, classification, owner and province.

THE 2019 TOP PRODUCERS OF EACH AWARD CATEGORY ARE LISTED BELOW; FOR THE COMPLETE FILE FOR EACH AWARD, GO TO THE HOLSTEIN CANADA WEBSITE AND CLICK ON THE BUTTON TO DOWNLOAD THE EXCEL FILE AND FILTER BY COLUMN.



#### **DAILY PRODUCTION CHAMPION:** Top value per day of life

- Animals must be 60 months of age or older and have completed a minimum of four lactations.
- Animals are ranked in order of top kilograms of milk per day of life. Total milk, fat and protein values are divided by the number of days of life (birthdate to completion of lactation).

RANKING	ANIMAL NAME	MILK	FAT	PROT	COMP	AGE	LACTS	DAYS	MILK	FAT	PROT	COMP	HOUSING	FREO	CLASS	FARM NAME	PROV
1	ROYOLAIT MARIJO LAUTHORITY	40.3	1.7	1.3	3.07	7	4	2369	95362	4120	3147	7267	Т	2	VG-88- 4YR	FERME ROYOLAIT	QC
2	S-S-HOLSTEIN GARRETT 1839	38.7	1.4	1.3	2.62	9	6	3347	129661	4580	4202	8782	F	3	VG-86- 6YR	ONTARIO INC 1024248	ON
3	KNONAUDALE ATWOOD KNOT	38.0	1.6	1.2	2.81	9	5	3404	129484	5546	4013	9559	Т	2	EX-90- 3E	FERME DES TREFLES INC	QC
4	HUSO HAYDEN 59	37.6	1.4	1.2	2.6	9	6	3482	130795	5000	4044	9044	F	3	VG-88- 5YR	COUNTRY CHARM FARMS LTD	ВС
5	HOLDREAM SHOTTLE RIDA	37.4	1.4	1.2	2.58	11	6	3947	147521	5584	4603	10187	Т	2	EX-91- 4E	GUILLAUME & ETIENNE LESSARD	QC



#### **HERD OF DISTINCTION AWARDS:** Total lifetime production of animals in the herd

- Includes all cows in the herd having completed a lactation in 2019
- Lifetime milk production of all animals in the herd who have completed a lactation in 2019 are used to calculate the Milk Herd average.
- Grouped by herd size

	HERD			TOTAL				MILK	
Herd	Farm Name	Animals	Milk	Fat	Prot	Milk Avg	Housing	Freq	Prov
20-39	ELKA HOLSTEINS	34	1,470,412	59,174	48,445	43,247	Т	2	QC
40-49	EVERGRAZE HOLSTEINS LTD	41	1,697,228	66,345	54,281	41,396	F	R	ВС
50-59	MILKY LANE	50	2,406,576	92,244	76,549	48,132	-	-	ON
60-69	JACQUES ROY	61	2,616,260	103,916	86,247	42,890	Т	2	QC
70-89	MARTIN & RENAUD BOUTIN INC	75	3,290,600	145,826	111,402	43,875	Т	2	QC
90-129	FRUEH FARMS LTD	104	4,245,901	174,748	141,165	40,826	F	2	ВС
130+	JOE LOEWITH & SONS LTD	546	22,210,526	871,884	708,044	40,679	F	3	ON



#### **OUTSTANDING PRODUCTION CHAMPIONS:** Top production values by age

- Top total milk by age at completion of their last lactation in 2019, within their age group
- Looking at performance at the same age

ANIMAL NAME	AGE	LACTS	MILK	FAT	PROT	RANK	HOUSING	FREQ	CLASS	MEMBERSHIP NAME	PROV
COOPON ACEHIGH DENZEL	2	1	21014	703	573	1				MILKY WAVE INC	ON
CHUBANNA BRADNICK PASTA	2	1	20865	984	699	2	F	R	GP-83-1YR	CHUBANNA HOLSTEINS LTD	AB
TONESA LAKOTA MANIFOLD	3	2	39554	1456	1248	1	F	3	GP-81-2YR	TONESA HOLSTEINS LTD	ВС
ALBADON FAVRE RACHELL	3	2	38482	1467	1132	2	F	3	GP-83-4YR	ALBADON FARMS LTD	ON
S-S-HOLSTEIN SOTO 2818	4	3	55053	1988	1708	1	F	3	GP-84-4YR	ONTARIO INC 1024248	ON
SILVERRIDGE ARGENTINA AMELIA	4	3	53644	1804	1645	2	F	3	VG-85-3YR	SILVERRIDGE FARMS LTD	ON
ALBADON LETITSNOW CARROT	5	4	76919	2735	2172	1	F	3	VG-85-4YR	ALBADON FARMS LTD	ON
ARMSTRONG MANOR BONG SOON 3357	5	4	72625	2852	2375	2	F	3	VG-87-4YR	ARMSTRONG MANOR FARM	ON
ROYOLAIT MARIJO LAUTHORITY	6	4	95362	4120	3147	1	Т	2	VG-88-4YR	FERME ROYOLAIT INC	QC
ROULANTE SARGEANT GINNY	6	5	88712	2705	2621	2	F	2	VG-86-4YR	FERME ROULANTE	QC
S-S-HOLSTEIN GARRETT 1990	7	5	103159	4063	3127	1	F	3	GP-82-2YR	ONTARIO INC 1024248	ON
KLEINVALLEY MAURY MALTA 941	7	5	102851	3281	3002	2	F	R	EX-90-3E	KLEINVALLEY FARMS	ВС
HAMMING SHOTTLE EMMAY	8	6	118755	4887	3702	1	F	2	VG-88-7YR	HAMMING HOLSTEINS LTD	ВС
SUMMITHOLM MANIFOLD JAVIERA	8	7	116529	4439	3691	2	F	2	GP-82-2YR	JOE LOEWITH & SONS LTD	ON
HUSO HAYDEN 59	9	6	130795	5000	4044	1	F	3	VG-88-5YR	COUNTRY CHARM FARMS LTD	ВС
HYLJON JEEVES INDIANA	9	6	129685	4411	3928	2	F	2	GP-83-3YR	WESTAR HOLSTEINS	ВС
HOLDREAM SHOTTLE RIDA	10	6	147521	5584	4603	1	Т	2	EX-91-4E	GUILLAUME & ETIENNE LESSARD	QC
FROHLAND RE DESIGN HELEN	10	8	132729	5007	4185	2	Т	2	VG-85-4YR	FREILAND HOLSTEIN	QC
ROMYNS BLITZ JOCELYN	11	6	152375	5423	4460	1	F	R	VG-87-5YR	ROMYN-HILL FARM LTD	ВС
HYDEN BAXTER FRECKLES	11	7	145564	5663	4667	2	Т	3	VG-85-6YR	HYDEN HOLSTEINS	ON
BILARD BUCKEYE SEZA	12	9	145470	5277	4755	1	Т	2	GP-81-2YR	FERME JOYSTEIN	QC
SAANWOOD BLITZ DASHIE	12	9	145050	4746	4016	2	F	2	GP-83-2YR	VIEWFIELD FARMS LTD	ВС
GLENWIN LHEROS CARNAVALE	13	9	149488	4584	4554	1	Т	2	EX-90-4E	PATTI ALSOP	ON
GEPAQUETTE SKYWAY CELIE	13	6	148195	5326	4814	2	Т	2	GP-83-5YR	FERME GEPAQUETTE (2009) INC	QC
HYDEN BLITZ PIZZA	14	9	189424	6483	5448	1	Т	2	EX-92-6E	HYDEN HOLSTEINS	ON
RAINVY TALENT JANETTE	14	9	156643	5290	5063	2	F	2	VG-88-4YR	FERME MARLOU INC	QC
VAL DES PLOURDE BRETTY	15	10	177956	6750	5347	1	Т	2	EX-90-6E	FERME LES ARPENTS VERTS INC	QC
THIERRY INTEGRITY LUVIA	15	12	142314	5204	4385	2	Т	2	EX-90-4E	THIERRY HOLSTEIN	QC
HUSO CHANCE 360	16	13	147498	5830	4504	1	F	2	GP-80-8YR	COUNTRY CHARM FARMS LTD	ВС
TAPPENVALE BLITZ MARLENE	16	11	143569	4675	3944	2	F	2	VG-85-2YR	TAPPENVALE FARM LTD	ВС
DEERHAVEN MAJOR VELVET	17	9	127602	5738	4507	1	F	2	EX-91-6E	GLENDA M. MUTRIE	AB

**LEGEND:** HOUSING: T = TIE-STALL F= FREE-STALL TIMES MILKED: 9 = ROBOT



#### The New Junior Member Program

In January, Holstein Canada unveiled a new Junior Member program. This is an initiative for future Holstein producers aged 12 – 21, giving them free membership in our Association and the ability to start their own new prefix or share in their family's prefix.



**JUNIOR MEMBERS** get preferred fees for Registrations and receive access to great training and networking opportunities. They also receive an introductory New Members kit with a loyalty gift and bimonthly issues of *Info*Holstein.

But that's not all. Junior Members can participate in four great programs: #FrameTheHerd, Gamification, and coming next year, The Junior Member Project Book, and the Junior Member Dairy Display Contest.

#### #FrameTheHerd for Junior Members

That's right, we're bringing it back – for Junior Members only! Junior Members can submit photos for the chance to have them on the cover of InfoHolstein, featured on social media, and used in the 2021 Holstein Canada calendar – all with proper credits, of course!

#### The themes we'll be using:

JANUARY/FEBRUARY: Working as a Team

MARCH: Farm helpers

**APRIL: DFC Logo** 

MAY: Farming in Action

JUNE: Then and Now (throwback photos to days of yore)

JULY: Dairy Farming Forward

**AUGUST: Cow Comfort** 

**SEPTEMBER: Future Farmers** 

OCTOBER: It's a Family Affair

NOVEMBER: #AgMoreThanEver

**DECEMBER: Playtime!** 

Junior Members can use the hashtag #FrameTheHerd2020 on Instagram and Twitter to enter your submissions, or email it to us at youngleader@holstein.ca with the hashtag in the subject line. Make sure to include your information when emailing! If you'd prefer to keep your social profiles private, follow us and make sure to let us follow you back so we can keep track!

This leads to the next part of the program: Gamification.

#### Gamification

Junior members can accrue points over the year for their participation in social media activities and dairy industry events. The members with the most points from each provincial branch section wins a prize!

This program is in the pilot stage, but we're excited to get more young people involved in learning about and promoting their industry. The New Members kit features a list of all the ways you can get points, from posting on social media to attending a show or Branch meeting.



Junior Members make a presentation on a designated topic using a fold-up display, video, or PowerPoint. We will release the details for this contest in the coming year, but start thinking up ideas!

#### So What's The Deal With Prefix Sharing?

One of the main benefits of becoming a Junior member is that they can share in their family's prefix. It's a great way to officially become an authority in the herd for which you've worked so hard!

New members have two choices: they can pick their own unique herd prefix, or choose to share their family's prefix if the prefix owner gives permission. This makes it easy for Junior members to achieve their herd goals!

The owner of a prefix can give members of the immediate family use of their prefix, but the prefix sharer must also be a member of Holstein Canada. That's where a Junior Membership comes in: you get an opportunity to use Holstein Canada services to make important herd management decisions.

Just have the prefix holder sign the appropriate portion of the Junior Member application form in order to extend the prefix!

If you have any questions, don't hesitate to get in touch. You can find all the forms on holstein.ca under Membership-Programs. To join, fill them out and send them to:

HOLSTEIN CANADA 20 CORPORATE PLACE BOX 610 BRANTFORD, ONTARIO, CANADA N3T 5R4

You can also fax the forms to **519-756-3502**, or scan and email them to **CustomerService@holstein.ca**.



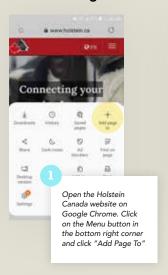


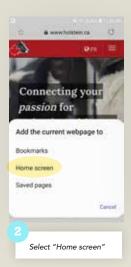
Answering this month's question is bilingual customer service representative **Mackayla de Kwant**. She would be happy to assist with all your web questions, and you can reach her at 1-855-756-8300 extension 227.

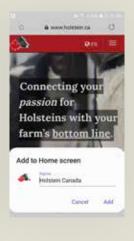
#### Did you know Holstein Canada's website is smartphone friendly?

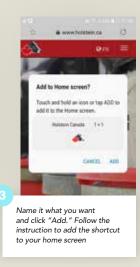
For easier access to our services, you can add our icon to your home screen and set up your account log-in. You can even save your user name and password for a quicker login! On your smartphone's browser (Internet Explorer, Safari, Chrome, Firefox, etc.), go to the page you want to add to your home screen. For our purposes, go to the Holstein Canada homepage or your Web Account log-in page.

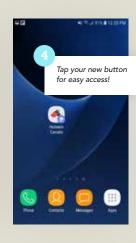
#### **Android Google Chrome:**



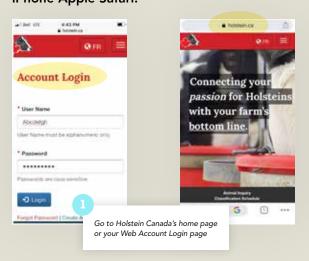




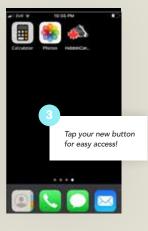




#### iPhone Apple Safari:

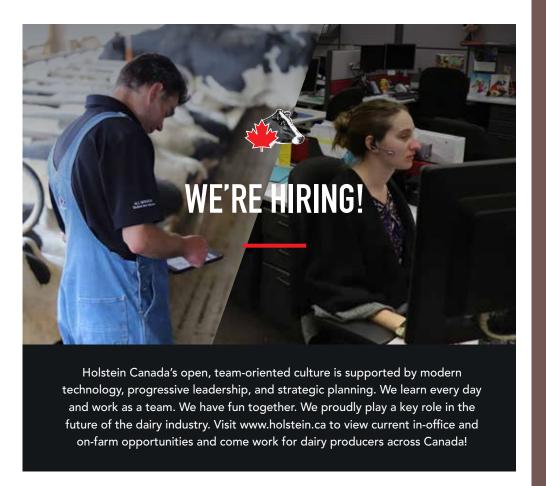






Ta-da! You now have quick, easy access to all your account services, anywhere, anytime! While we used iPhone and Android examples, your operating system and browser could be different – it's important to find your browser's Menu options.

Do you need more assistance? Contact us toll free at 1-855-756-8300 ext. 410 or email CustomerService@holstein.ca. For even more access, we have a brand-new feature: you can now text us at 226-401-8305 and we'll text you back!



### TOP SIRES FOR HEALTH & FERTILITY AND FAT RELEVANT TO DAUGHTER'S AVERAGE FINAL SCORE

Based on 1st Lactation Classifications November/December 2019

Top 10 Health & Fertility Sires with 100+ Daughters Classified in 2-Month Period Top 10 EBV Fat KG Sires with 100+ Daughters Classified in Two-Month Period

Sire	Daughters Classified	Sire H&F	Avg. Dau Score	Sire	Daughters Classified	Sire EBV Fat Kg	Avg. Daus Score
NUMERO UNO ET	280	616	81	MONTROSS DUKE-ET	154	127	80
PINKMAN	127	616	79	BREWMASTER	390	123	81
KINGBOY RAMBO-ET	165	587	81	SILVER-ET	101	108	81
COPIOUS-ET	134	559	80	SSI DCY MOGUL-ET	158	87	81
CONTROL	682	558	81	V WICKHAM	135	75	80
MONTROSS MISSLE-ET	120	550	80	KANE	143	73	80
SOLOMON	205	541	83	UPRIGHT-ET	253	72	80
FEVER	165	540	80	CAPITAL GAIN	142	71	80
GALAPAGOS-ET	232	540	79	V ENTIRE	105	70	80
1STCLASS CALLEN-ET	196	521	81	V EUCLID	135	68	80

# CLASSIFICATION SCHEDULE

MID-ROUND MR

#### MARCH

**ON** Haldimand, Norfolk

ON MR Lanark, Renfrew, Leeds, Grenville, Grey, Bruce, Huron, Halton, York, Peel, Simcoe, Dufferin, Victoria, Durham, Hastings, Prince Edward, Lennox & Addington, Frontenac

QC L'Islet, Kamouraska

QC MR L'Assomption, Montcalm, Joliette,
Berthier, Maskinonge, St-Maurice,
Champlain, Laviolette, Lapointe,
Chicoutimi, Pontiac

ON MR Ontario, Peterborough, Northumberland

ON Lambton, Middlesex, Elgin

QC Riviere-Du-Loup, Temiscouata, Rimouski

QC MR Portneuf, Lac St-Jean, Roberval

PEI MR

NS MR

NB MR

NL MR

SK M

ON

QC Matapedia, Bonavanture, Matane

C MI

#### APRIL

ON Perth
ON MR Wellington

QC Megantic

ON MR Dundas, Glengarry, Stormont,
Prescott, Niagara, Wentworth

QC Lotbiniere

BC

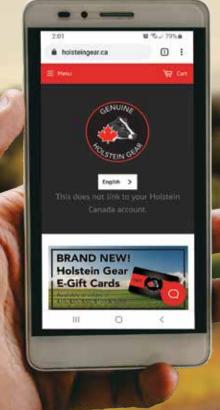
This schedule is subject to change within a 1-2 week period.
For the full Field Service schedule, see the Field Services section under Services on our website, holstein.ca.

### Get the latest Holstein Gear at the

# CDX Show!

Located in the centre of the Cow Coliseum.

Stratford, ON - April 1st & 2nd





Shop online year-round at holsteingear.ca.



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