

# *info* Holstein

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





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**ABOVE:** Be sure to check out the farm profiles, starting on page 8. In this edition, our member families share their strategies for work/life balance while operating a busy farm, looking after kids and juggling outside responsibilities.  
**ON THE COVER:** Three little calves enjoying the sunshine in the pasture at Dameya Holsteins. Submitted by Myriam Schneider of Glen Robertson, ON.

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# Meet the New President

HARRY VAN DER LINDEN | ANTIGONISH, NOVA SCOTIA

**I IMMIGRATED TO CANADA** in 1961 from the Netherlands with my parents and three younger siblings. My father realized his dream to own his own farm when he established the Lindenoord herd in Heatherton, N.S., in 1972. I have three more siblings, who were born in Canada. My youngest brother John is carrying on the Lindenoord prefix today.

My wife, Joanne, was raised on a dairy farm in Quebec's Eastern Townships. We have four children and one grandchild. Our oldest son Jason is a full farm partner and has been an integral part of Lindenright Holsteins for many years. Scott works in finance in Boston, Daniel is a RCMP officer in Saskatchewan and Jeanette works for Nova Scotia Animal Breeders.



**WHY DID YOU BECOME A HOLSTEIN CANADA MEMBER?** I started buying purebred cattle in 1972 within my father's herd. It was a given that within my father's herd – and consequently within our own herd – we would strive to breed the best cattle we could. In order to achieve that goal, we used Holstein Canada's core services.

**WHAT MOTIVATED YOU TO BECOME A HOLSTEIN CANADA DIRECTOR?** Both Joanne and I have served as director, secretary and president of our local Holstein club. I also served on the Branch executive for many years, as director and then president. Jason is currently the club president and is involved on the Branch executive. Our involvement has very much been a family affair.

In the mid-'90s, I was invited by Holstein Canada to participate on a committee that looked at the future direction of the organization. Later, I was on the Breed Advisory Committee. The reason why I then opted to serve as a National Director is because I believe strongly in HC and the services, and I felt that I could represent the members of Atlantic Canada. As well, as we work closely with the next generation at our farm, I felt that I could represent and express their ideas and concerns, which can be very different from those of my generation.

**WHAT IS YOUR VISION FOR HOLSTEIN CANADA?** HC must continue to be relevant and provide economic value to its current and future members through our core services. Our Herdbook software has been modernized. The Classification system is the next piece to be upgraded. HC must continue to work closely with

our industry partners to increase the combined services we offer, and to keep costs competitive.

**WHAT ARE YOU LOOKING FORWARD TO DURING THE YEAR AS PRESIDENT?** I look forward to meeting HC members across the country, visiting their farms and hearing their concerns.

**WHAT DO YOU FEEL IS THE MOST VALUABLE HOLSTEIN CANADA SERVICE?**

I am a strong supporter of all our services.

Classification gives the breeder an unbiased opinion of his herd. As a result, there is a wealth of information (benchmark graphs) on each member's herd through the HC website. This information is currently under-utilized by our members, something the Team is striving to change. As well, genotesting is a very important tool that has worked extremely well at Lindenright.

**WHAT ADVICE WOULD YOU OFFER TO A YOUNG HOLSTEIN ENTHUSIAST WHO WANTS TO GET INVOLVED ON A HOLSTEIN BOARD?** I recommend that young breeders start by participating in local Holstein events. I encourage them to take an active part in their local clubs. Participation grows from there.

**ANY OTHER THOUGHTS?** Our challenge as an organization is to meet the needs of all of our different members. Across the country we have the large progressive herds, those using genomics as a driving force, herds that have consistently been the backbone of our organization, show herds, etc. Our job as an organization is to meet the needs of this diverse group. 🇨🇦

## Classification Program Updates

**HOLSTEIN CANADA** is proud to be governed by members, for members. As such, our Classification Advisory Committee, made up of members, board members, classifiers, AI representative and a veterinarian, meets annually to discuss the current status of our Classification program and potential updates and/or changes.

As our industry continues to change, our cow evolves, telling us what she needs to maintain the level of productivity we ask of her. At the same time, our understanding of conformation evolves and has an economic impact on our dairy farms, all of which means our conformation program must continue to change. As a result, our Board of Directors recently approved the following updates to the Classification program. These updates were put forward by the Classification Advisory Committee as a result of the valuable feedback and input received from the Classification team in the field, from our members and from the Breed Improvement Committee. The following updates will take effect June 25, 2018, allowing the Classification team time for training at the semi-annual Classifier Conference in June.

Under the **Dairy Strength** section, the ideal linear codes for **Stature** will now be 5, 6 and 7 instead of 6, 7 and 8. The ideals and discriminations will be the same for 1st, 2nd and 3rd lactation cows. This modification of the linear codes better represents modern dairy cows and the desired direction of the Holstein breed. This update avoids penalizing moderately tall cows and discriminates against cows of the extreme stature (too short or too tall).

The **Chest Width** linear code ideal(s) will now be 6 and 7 for 1st lactation cows, instead of just 6. By having two ideal codes, we are selecting for cows with more balance and less extremes. This modification also avoids discriminating against heifers that are well into their 1st lactation and have developed through the width of their parts.

Also under Dairy Strength, the trait **Angularity** will be renamed **Dairy Capacity**. The definition of this trait will remain the same: well-sprung and open ribs that angle to the rear. The name change is an effort to better communicate the actual definition of the trait. Historically, Angularity could be misinterpreted as 'frail' or was related specifically to the USA trait, 'Dairy Form,' which only includes the spring and openness of the ribs. The term **Dairy Capacity** best exemplifies the strength and functionality of the desired rib structure of our cow.

These updates can be seen bolded in the Dairy Strength Breakdown as of June 25, 2018 table.

### Current Dairy Strength Breakdown (20%)

<b>Stature (12%)</b>	<b>Short</b>	1	2	3	4	5	<b>6</b>	<b>7</b>	<b>8</b>	9	<b>Tall</b>
<b>Height at Front End (3%)</b>	<b>Low</b>	1	2	3	4	5	<b>6</b>	<b>7</b>	8	9	<b>High</b>
<b>Chest Width (23%)</b>	<b>Narrow</b>	1	2	3	4	5	<b>6</b>	7	8	9	<b>Wide</b>
<b>Body Depth (17%)</b>	<b>Shallow</b>	1	2	3	4	5	6	<b>7</b>	8	9	<b>Deep</b>
<b>Angularity (28%)</b>	<b>Non-angular</b>	1	2	3	4	5	6	7	8	<b>9</b>	<b>Angular</b>
<b>BCS (5%)</b>	<b>Low</b>	1	2	3	4	5	<b>6</b>	<b>7</b>	8		<b>High</b>

- Udder Texture (5%)
- Loin Strength (7%)



**NEW****Dairy Strength Breakdown as of June 25, 2018 (20%)**

Stature (12%)	Short	1	2	3	4	5	6	7	8	9	Tall
Height at Front End (3%)	Low	1	2	3	4	5	6	7	8	9	High
Chest Width (23%)	Narrow	1	2	3	4	5	6	7	8	9	Wide
Body Depth (17%)	Shallow	1	2	3	4	5	6	7	8	9	Deep
<b>Dairy Capacity (28%)</b>	Non-angular	1	2	3	4	5	6	7	8	9	Angular
BCS (5%)	Low	1	2	3	4	5	6	7	8	High	

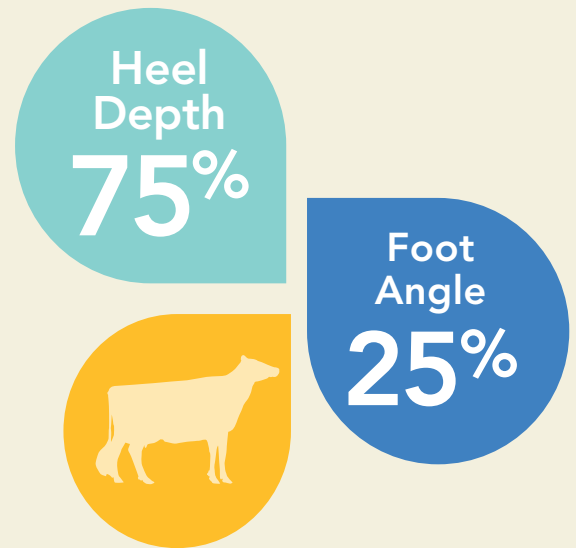
- Udder Texture (5%)
- Loin Strength (7%)

Under the **Feet and Legs** section, the linear code ideals for **Bone Quality** will now include both 8 and 9, instead of just 9. By adopting two ideal codes, we can better identify cows that are more durable. The defect 'Lacks Bone' will continue to be an option to be applied to cows that are frail or narrow-boned.

Also under the Feet and Legs section, we are adding two new research traits: **Foot Composite** and **Front Leg View**. The purpose of a research trait is to allow the Classification team to observe and collect data on specific traits. These traits do not hold any weighting and therefore do not impact the section final score or the overall final score. Both of these new research traits will have linear scores of 1 to 9; Foot Composite will be measured based on existing traits and will be a combined score made up of 75% Heel Depth and 25% Foot Angle. A CDN extension article from October 2016 stated that "research has shown that decades of selection for feet and leg type traits have not resulted in any decrease in the frequency of hoof lesions. Fortunately, things are about to change. Starting in 2018, genetic selection for hoof health should be possible."<sup>\*</sup> With digital dermatitis already added to official proofs, a significant 35% correlation to phenotypic heel depth and the anticipation of additional hoof lesions being added in the coming years, it's important for Holstein Canada to have a better understanding of which conformation traits can best identify hoof lesions. This will allow for easier interpretation of proof and on-farm breeding strategies.

The frequency of abnormalities in front legs has increased. Examples of these abnormalities can include, but are not limited to: knocked-knees, bowed-knees, toes out front and toes in. By adding Front Leg View, we can collect the data necessary to determine the magnitude of the issue and establish permanent markers for a scoring system if needed.

These program updates represent the direction of a modern dairy farm and will help guide the Holstein breed into the future. As more and more phenotypic data on foot health becomes available, it's important that the Classification program reflects the growing needs of producers. Not only is this important for hoof health events, but also for everyday management, overall functionality, longevity and animal welfare. 🐄



**With digital dermatitis already added to official proofs, a significant 35% correlation to phenotypic heel depth and the anticipation of additional hoof lesions being added in the coming years, it's important for Holstein Canada to have a better understanding of which conformation traits can best identify hoof lesions.**

<sup>\*</sup>A Step Towards Genetic Improvement for Hoof Health, Lynsay Beavers & Brian Van Doormaal. Canadian Dairy Network (CDN). October 2016.

# Introducing the DairyExpress+ APP



DAIRY FARMERS OF CANADA (DFC) is very excited to offer a new communications tool to all dairy farmers across Canada, as well as our member organizations' staff. The new DairyExpress+ app will provide farmers with the latest DFC news directly in their pockets, quickly and efficiently. While the existing Dairy Express newsletter offers insight to farmers every two weeks, this app will allow us to share updates as they happen. In less time than it takes to issue a news release, DFC can share a comment or statement on current affairs such as a government declaration on NAFTA. As farmers (or anyone really) who work with a smartphone know, getting updates faster can make a difference. Users will also be able to share their reactions to DFC's commentary on current affairs.

The app contains a comprehensive FAQ of consumer questions on topics ranging from human nutrition and the value of dairy products, to farming practices and the impact of dairy farming on the environment. Everyone has received questions from members of the public at one point or another that may have stumped him or her. For example, one can be aware of the economic impact of the dairy sector in their region or province, but not nationally. The app brings together the wide range of questions consumers can ask and provides answers from a national perspective. It is our hope that seeing DFC's answers will help build users' confidence in answering questions they receive from the public. While the answers provided in the app are succinct, they have been thoroughly researched and vetted and are kept up to date. The FAQ is also available offline.

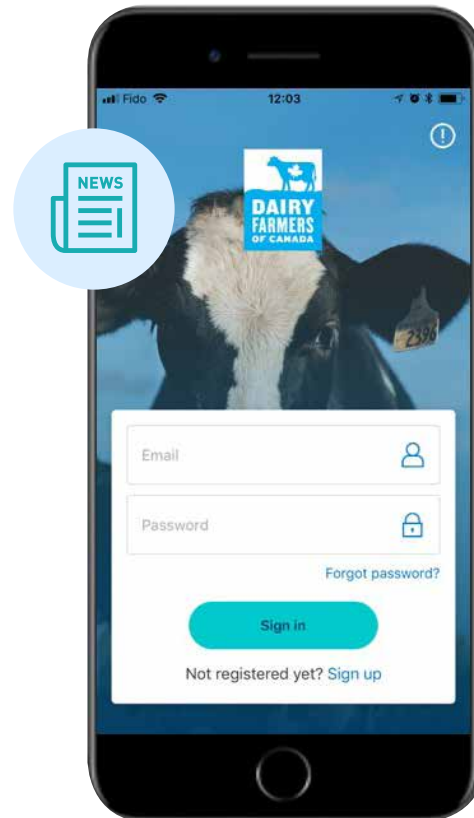
DFC was inspired by FAQ apps developed by dairy organizations in Israel and France, which they shared at the International Dairy Federation. Of course, we wanted to build on the concept and offer additional services to our Canadian dairy farmers! For example, if a new claim (pro or anti dairy) inevitably pops up in social media, DFC may be able to offer suggestions of (researched and vetted) messages you can use if you wish to participate in the online conversation.

We are confident this app will bring value to our farmers and members, and we are eager to continue improving it and adding services. Most importantly, we hope this app proves to be relevant and popular with farmers.

If you like what you see in the app, invite other licensed dairy farmers to download it and register. You can send an automated email invite containing the necessary information from your profile in DairyExpress+.

Finally, we will be rigorous in vetting subscribers' access. With the essential collaboration of our provincial member organizations, we will diligently check that subscribers are who they say they are – indeed licensed dairy farmers – before granting them access to the DairyExpress+ content.

Download the app now from the App Store or Google Play! If you have trouble finding the app or registering, please send an email to [question@dfc-plc.ca](mailto:question@dfc-plc.ca). 🐄



## A FRIENDLY REMINDER:

STAY INFORMED WITH THE DAIRY EXPRESS!

## ARE YOU A CANADIAN DAIRY FARMER?

Sign up now for the Dairy Express, the bi-monthly e-newsletter published by Dairy Farmers of Canada.

To do so, simply send an email to [emilie.jadot@dfc-plc.ca](mailto:emilie.jadot@dfc-plc.ca) to add your name to the mailing list.



## Work/Life Balance

# Hesdon Holsteins

Delta, BC

By Morgan Sangster, HC Field Service Business Partner

**PREFIX:** Hesdon

**PEOPLE INVOLVED:** Alan and Celine Hessels and their children - Kayleigh (10), Sophia (8), James (6), Adriana (2) - and Jim and MaryAnn Hessels. Greg and Coral Hessels have their own prefix Hesgen but still help with work on the farm. Their children are Julianne (4), Vivian (3), Nathan (1) and baby due August 2018.

**# OF YEARS AS A HOLSTEIN CANADA MEMBER:** 37 (Alan and Celine added 2 years ago)

**# OF COWS MILKED:** 125 cows

**# OF ACRES FARMED:** 140 acres

**FACILITY TYPE:** Freestall, double 10 parlour

**HERD PRODUCTION AVERAGE:**  
245-264-256 BCA

**HERD CLASSIFICATION (IF APPLICABLE):**  
2ME 2EX 43VG 79GP 14G

**WHAT IS YOUR FEEDING SYSTEM?** TMR, mature and 2 year old rations

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

**HOLSTEIN CANADA SERVICES USED:**  
Registration, Classification, NLID



**HOW MUCH HAS YOUR TYPICAL DAY CHANGED SINCE HAVING KIDS (OR SINCE STARTING AN OFF-FARM JOB)?** We wouldn't say our day has changed that much, but it has gotten busier and you always have a little sidekick when doing any farm job! It takes a little more effort to get out the door for chores and we need to be more organized since we are usually in a rush.

**HOW DO YOU FIND THE TIME TO SUCCESSFULLY MANAGE YOUR BUSINESS, WITHOUT SACRIFICING QUALITY FAMILY TIME?** We always planned to have our children be involved in our operation. We found that quality time could be found having your baby with you in a highchair in the parlour, or your two year old in the feed tractor and your six year old helping with calf feeding. Our children truly love and enjoy helping us. This is our life as a family and we are a team.

**ARE THERE ANY THINGS YOU HAD TO GIVE UP OR CHANGE AFTER STARTING A FAMILY?** We have date nights a little less often and we have to think twice if we can say yes to any event we'd like to attend, but we do have a wonderful support system on both sides of the family who help often with our children.

**WHAT ADVICE DO YOU HAVE FOR YOUNG FARMING COUPLES WHO PLAN TO HAVE KIDS?** Remember to have confidence on the tough days that you are giving your child a life to be envious of! Children remember the time you spend, not the things you give them. As well, babies really do sleep best in the fresh air!



**DO YOU HAVE ANY OFF-FARM COMMITMENTS THAT MAKE MANAGING THE FARM MORE CHALLENGING?** We are both on one or two boards or committees that we often struggle to find the energy for, but we also know that this is the kind of work ethic we really want to pass on to our children.

**DO YOU FIND YOUR WORK/LIFE BALANCE TO BE UNMANAGEABLE AT TIMES?** Oh, there are always days that are rough! Nobody wants to get up to milk after being up half the night with a sick baby.

**HOW DO YOU COPE?** Some days, you just need to hand your spouse a beer and take those kiddos up to bed, no questions asked! But honestly, just support each other, know your limitations and remember that farm life is the best life. (And that this, too, shall pass.)

**DO YOU HAVE A STRONG NETWORK OF FRIENDS AND FAMILY TO SUPPORT YOU?** Yes! We feel so blessed every day to have such wonderful families that truly support us. 🐾





**HOW MUCH HAS YOUR TYPICAL DAY CHANGED SINCE HAVING KIDS (OR SINCE STARTING AN OFF-FARM JOB)?** It starts earlier and finishes later. Sometimes I have to leave during the day to take the children to activities or appointments.

**HOW DO YOU FIND THE TIME TO SUCCESSFULLY MANAGE YOUR BUSINESS, WITHOUT SACRIFICING QUALITY FAMILY TIME?** Using part-time employees allows me to have family time, whether it is for a quiet supper or various activities. This means that certain jobs, other than the regular routine at the farm, will be done before or after my responsibilities. For example, bringing in the round bales or changing the silo doors.

**ARE THERE THINGS YOU HAD TO GIVE UP OR CHANGE AFTER STARTING A FAMILY?** I would say that when the children were younger, my partner and I had to give up certain activities or put on hold certain activities. Today, the children are older and some of these activities have returned to my routine. However, the children's activities usually come first.

**WHAT ADVICE DO YOU HAVE FOR YOUNG FARMING COUPLES WHO PLAN TO HAVE KIDS?** You can't wait for the work and sacrifices of a job in agriculture to stop; there would never be time to have children. There are several ways to manage our time and also some

tools at our disposal both for the farm and for the family, so we might as well use them. Also, a good support system is key to balancing work and family in agriculture.

**DO YOU HAVE ANY OFF-FARM COMMITMENTS THAT MAKE MANAGING THE FARM MORE CHALLENGING?** I am a hockey coach for two of my children's teams, I am an administrator for Holstein Québec and I help out with deck-hockey during the summer.

**DO YOU FIND YOUR WORK/LIFE BALANCE TO BE UNMANAGEABLE AT TIMES? HOW DO YOU COPE?** Of course, it is not always easy to manage. The main farm work is always done but the things-to-do list is sometimes put off. I ask my employee to help me finish my extra work and the people close to me, like my mother, for help with driving the children. I also rely more on custom work providers for things like hoof trimming, seeding, harvesting and silo-filling.

**DO YOU HAVE A STRONG NETWORK OF FRIENDS AND FAMILY TO SUPPORT YOU?** Certainly! Some transportation duties are handled by friends, the parents of the kids' teammates and my mother, as we do for them and others as well. That is the key to being able to juggle family and professional obligations and to maintaining a healthy work-life balance. 🇨🇦



## FARM PROFILE

### Work/Life Balance

## Tinber Holstein Inc.

Ste-Cécile-de-Milton, QC



By Mylène Fournier, Holstein Québec Advisor

**PREFIX:** Tinber

**PEOPLE INVOLVED:** Pascal Martin, Réjeanne Martin and part time employees; spouse Isabelle Taillefer works outside of the company

**# OF YEARS AS A HOLSTEIN CANADA MEMBER:** 40 years

**# OF COWS MILKED:** 50 cows

**# OF ACRES FARMED:** 150 (66ha x 2.5) acres

**FACILITY TYPE:** Tie-stall for the milk cows and free-stall for the replacement heifers

**HERD AVERAGE:** 11,500 kgs

**HERD CLASSIFICATION:** 5EX, 20VG, 20GP, 2G

**WHAT IS YOUR FEEDING SYSTEM?** ? RTM feeder with conveyor, along with a robot that distributes the concentrated supplements for the base ration

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

**HOLSTEIN CANADA SERVICES USED:** All





## FARM PROFILE

### Work/Life Balance

## Silveroak Farm Ltd.

North Lancaster, ON

By Merina Johnston, GM Ontario Holsteins

**PREFIX:** Silveroak

**PEOPLE INVOLVED:** Amy Berends & Kevin MacDonald and their children – Avery (11), Quinn (10), Zoë (8), Callan (6), Loxley (4), Sawyer (2) and Deklan (11 days) – along with full time volunteer Allen MacDonald (Kevin's father) and part time employee Ronald MacDonald (Kevin's uncle)

**# OF YEARS AS A HOLSTEIN CANADA**

**MEMBER:** 5 for Amy & Kevin but the Silveroak prefix has been used by the MacDonald family for over 50 years

**# OF COWS MILKED:** 42 cows

**# OF ACRES FARMED:** 500 acres

**FACILITY TYPE:** Tie-stall

**HERD AVERAGE:** 10,800 kg

**HERD CLASSIFICATION:**  
4ME-4EX-29VG-13GP-1G

**WHAT IS YOUR FEEDING SYSTEM?** Dry hay and baleage top dressed with a corn/barley/custom protein pellet mix. Rotational grazing for the summer months.

**ARE THERE OTHER BREEDS IN YOUR HERD?**  
Not yet!

**HOLSTEIN CANADA SERVICES USED:**  
Registration & Classification



### HOW MUCH HAS YOUR TYPICAL DAY CHANGED SINCE HAVING KIDS?

With our oldest being nearly 12, I hardly remember what life was like before kids! I remember going out for breakfast with Kevin on Sunday mornings and then getting to nap for a good part of the day. Going out for breakfast with kids is quite a bit different. There was a lot more free time before kids that maybe we should have taken advantage of. Our days are just packed now with chores morning and night, three meals and homeschooling. Bookkeeping, laundry and the kids' activities fill in the gaps. Squeeze in a nap and a chat with my sister and the cracks are filled, too.

### HOW DO YOU FIND THE TIME TO SUCCESSFULLY MANAGE YOUR BUSINESS, WITHOUT SACRIFICING QUALITY FAMILY TIME?

Quality family time happens WHILE we manage our farm. Evening chores are an all-hands-on-deck affair. You can get a really good chat in with an older child when they are helping you milk. Loading everyone on our side-by-side and taking a crop tour on a summer Friday night is quality time. Our "date night" is when it takes both Kevin and me to milk a skittish heifer. We are grateful, yet sometimes incredibly annoyed, at the amount of time we spend together as a family. A favourite quote of mine is, "These are the best days of our lives. We just don't know it yet."

### ARE THERE ANY THINGS YOU HAD TO GIVE UP OR CHANGE AFTER STARTING A FAMILY?

My privacy! I do not remember the last time I used the washroom alone. I gave up a well-paid job with benefits and holidays when I became a Mom. We all know being a Mother is a volunteer position. And we all also know we don't pay ourselves what we are worth to the farm either. Parenting and managing a farm are both full time jobs, and I no longer had the time for that third full-time job!

### WHAT ADVICE DO YOU HAVE FOR YOUNG FARMING COUPLES WHO PLAN TO HAVE KIDS?

Lower your expectations. Not everything will get done today. Prioritize the day and go from

there. Naps are allowed to be at the top of that list. Cornflakes can be delicious for supper. A perfectly clean house and well-manicured lawn will be more realistic in a few years.

### DO YOU HAVE ANY OFF-FARM COMMITMENTS THAT MAKE MANAGING THE FARM MORE CHALLENGING?

Yes, the kids' extra-curricular activities, which mainly seem to fall during evening chores, when a cow calves, or when the barley needs combining. We constantly juggle farming needs and kids' wants. The benefit of having seven kids is that the older four can really pull their weight and there are many days that start off with, "If you want to go to soccer tonight, we need you to..." We are also lucky to have Allen and Ronnie, who both love fieldwork and will stay late to finish the job.

### DO YOU FIND YOUR WORK/LIFE BALANCE TO BE UNMANAGEABLE AT TIMES? HOW DO YOU COPE?

Absolutely! I hate to be unorganized and it really bothers me when I fall behind with bookkeeping and herd management requirements. Add in an unexpected salesperson, a sick child or two and an early calving, and the pressure is on. Everyone wants to be perfect, but sometimes you just need to fall apart for a bit. Pick yourself up and drive on. Head to your kid's soccer game and have a good laugh with your friends on the sideline. Then come home and milk that fresh cow because a farmer's work is never done.

### DO YOU HAVE A STRONG NETWORK OF FRIENDS AND FAMILY TO SUPPORT YOU?

I have a great group of other parents who love to help with bringing our kids to soccer games and practices, dance competitions and 4-H meetings. It would not be possible to have the kids in activities without this. There are also quite a few families in Glengary County who have a large number of kids and manage their dairy farms. It is always good for my mental health to have a chat with someone who truly knows what your life is like and compare stories. 🐄



**HOW MUCH HAS YOUR TYPICAL DAY CHANGED SINCE HAVING KIDS (OR SINCE STARTING AN OFF-FARM JOB)?** My typical day has changed a lot! With one baby it was still easy enough to go to the barn, but with two things became difficult. I am not signing up for too many morning milkings these days!

**HOW DO YOU FIND THE TIME TO SUCCESSFULLY MANAGE YOUR BUSINESS, WITHOUT SACRIFICING QUALITY FAMILY TIME?** My husband! He, along with my brother and some great staff have made it possible for me to take the time I needed to stay at home with the kids. Things change when our seasonal store is open and then some family time does get sacrificed. But now that the kids are older, they can tag along for the simpler jobs. We always try to take a few trips in the winter to make up for summer craziness!

**ARE THERE ANY THINGS YOU HAD TO GIVE UP OR CHANGE AFTER STARTING A FAMILY?** Before we had kids, we didn't have to do much scheduling. Now, we all have a little more organization in our lives because we like to be home in the evenings. None of us live on the farm, so we took for granted the ability to just jump in the car and go! If there was a buyer in or animals that needed to be checked, we could run out anytime. Now, we need to think about bundling everyone up or finding someone to look after them. You give up a little freedom, for sure.

**WHAT ADVICE DO YOU HAVE FOR YOUNG FARMING COUPLES WHO PLAN TO HAVE KIDS?** Take it a day at a time, and know that things will get easier! We have a four year-old old and a two year-old, and they are finally enjoying their time at the farm together. There have been milkings when I thought I was going to lose it! But the more you involve the kids, the better it gets. For me, taking time away from the kids to just hang out with my husband makes things easier. You need to be on the same team and it can be so hard at times, with little ones and chores! Date nights and a good support system are must-haves!

**DO YOU HAVE ANY OFF-FARM COMMITMENTS THAT MAKE BEING AT THE FARM MORE CHALLENGING?**

From May until October I switch sides of the road completely to our Market. We grow our own veggies, sell antiques and baking, and run a very busy 7-acre corn maze, with haunted activities in October. On days we are shorthanded, or on a Sunday, you might catch me milking or running food to hungry hay helpers, but between kids and market I don't get there as much as I would like. We are so lucky to have good help in the barn so I can do this almost stress-free if scheduling is done right! I am a leader in our local 4-H club, as well as a Branch Director and Holstein club director and a rep in Atlantic Holstein Promotions. Even though it can get busy at times, I think being a part of those things (especially 4-H) makes me more keen to be on the farm when it comes to knowing the cows, raising calves and even some showing.

**DO YOU FIND YOUR WORK/LIFE BALANCE TO BE UNMANAGEABLE AT TIMES? HOW DO YOU COPE?**

Things get crazy in the summer and sometimes you feel kind of crappy when you drop the kids off for the fifth time in a week or you only see them quickly in the morning or at night. We try to plan activities or trips we can take in the winter, when we can make up for it, or even just try to bring them along with us a little more in our daily routine. Ryan and I always talk at night and we try to do family supper most nights, which is a great way to end a busy day. Also, wine!

**DO YOU HAVE A STRONG NETWORK OF FRIENDS AND FAMILY TO SUPPORT YOU?**

Yes! We are so lucky to have great friends and family who will keep the kids or let them jump into a tractor with them! We have a few great farm families nearby whom we love to get together with, and that is a great way for us all to share farm stories, relax and take a minute for ourselves amongst everything a farm throws at you. 🐾



## FARM PROFILE

### Work/Life Balance

## Shadowave Holsteins Inc.

Salisbury, NB



By Ariane France, HC Bilingual Programs Coordinator

**PREFIX:** Shadowave

**PEOPLE INVOLVED:** Lindon Beckwith, Grace Constantine, Ryan Corrigan & Dawn Beckwith-Corrigan and their children - Gabriella (4) and Roman (2)

**# OF YEARS AS A HOLSTEIN CANADA MEMBER:** 29 years

**# OF COWS MILKED:** 80-90, depending on the day!  
(Herd motto: "Sell the best and keep the rest!")

**# OF ACRES FARMED:** 1,600 acres

**FACILITY TYPE:** Tie stall

**HERD PRODUCTION AVERAGE:** 30 kgs

**HERD CLASSIFICATION (IF APPLICABLE):**  
17 EX 48 VG 32GP

**WHAT IS YOUR FEEDING SYSTEM?** Manual

**ARE THERE OTHER BREEDS IN YOUR HERD?**  
Jerseys

**HOLSTEIN CANADA SERVICES USED:** Classification





## Non-farming youth discovers her passion – and a career in the dairy industry

*By: Ariane France, Bilingual Programs Coordinator*

**TO PARAPHRASE** a familiar expression, Kathryn McCully wasn't born in a barn, but she got there as quickly as she could. Kathryn, who didn't grow up on a farm, would be hard-pressed today to leave her barn for anything, as she has discovered that special thing that gets many of us up each morning: a passion for dairy cows.

As Kathryn will tell you, her love for the industry began in September of 2003, as she was getting off the school bus and noticed a small white blob in the neighbouring field. Upon further investigation, it became apparent that it was a newly-born heifer calf. Its owners, Bobby and Matthew Clarke, named the calf after her, and Kathryn visited her namesake as often as she could. Her passion for dairy cows grew over the years, leading her to earn a diploma in Dairy Business Management from the Dalhousie Faculty of Agriculture in 2014.

Kathryn grew up in Havelock, New Brunswick and now works at Eastriver Farms in Prince Edward Island, where she has worked since graduation. She completed 12 successful years of 4-H and attended the Royal Agricultural Winter Fair as a TD Classic delegate on nine occasions. Kathryn is an aspiring judge and hopes to become a Holstein Canada Official Judge someday.

Kathryn enjoys hitting the green after chores, practising for golf tournaments. She also likes shopping, cats, social media and whiskey. She has attended the National Holstein Convention as a Young Leader delegate for her province on two occasions and continues to get involved with youth activities whenever possible.

**How old were you when you first became involved in showing?** I started showing when I was 10 years old, as a pee-wee participant. I started 4-H in 2005 and then completed 12 years of 4-H until I aged out.

**Was there someone who guided you throughout the years, who shared their passion with you?** As most young people in New Brunswick would also say, Alain Blanchette introduced me to the 4-H program, took me to shows and let me practise clipping on his cows. I have made several friends along the way who were more than helpful by letting me exhibit my heifers with them at shows, and who still do. My current boss, Bruce, has also played a big role in mentoring me.

**What made you want to pursue a career path in Agriculture?** Honestly, I'm not really sure if there is an exact answer to this question. It was kind of one of those things that I just knew. I knew that this was something that I wanted to do and there was no questioning it.

**Do you own animals? If so, under what prefix?** My prefix is Runway Holsteins. I have owned more animals in the past, but now only have a few. My first homebred animal scored VG as a 2 yr-old, completing 12 generations of VG or EX. She is fresh again with a heifer calf. Other animals I have owned have received All-Atlantic nominations and some have resulted in exciting scores such as VG-86 2 yr-old, and 87 and 88 points in their second lactation.





**Have any of your experiences with the Young Leader program had an influence or helped you in any way in making decisions regarding your career?**

Having attended a handful of Young Leader programs, such as Convention in 2016 and 2017 and EYBS in 2016, has made me realize that there isn't just one way of farming and that no two farms are the same. So if I'm doing something different from others, but it works for me, then that's just fine. However, if something that I'm doing isn't working or has the potential to be better, then my contacts with other Young Leaders and industry members can show me new ideas on how to do things. I wouldn't have that wealth of knowledge without having attended the Young Leader program events.

**What is the most rewarding experience you have had from being involved in the industry?** One of the most rewarding experiences I have had must be just learning from and working alongside the breeders and industry leaders. These people I read about and looked up to as a young person reading hand-me down dairy magazines.

**What do you think is the biggest challenge for someone with no farm background who wants to get involved in the industry?** Personally, one of the most challenging things for me has been family. They are extremely supportive and all, but sometimes they just don't get it. But other than that, getting involved in farming isn't as big a problem as it once might have been. With the shortage of labour, and an industry that is shrinking in size year after year, I think any farm owner would be happy to see a keen person willing to give it a try.

**What does being a woman in agriculture mean to you?** I think that if you work hard, learn as much as you can and respect others while doing so, it doesn't matter whether you're male or female in agriculture. I feel that women have always had a role in agriculture, just in different ways than some do now, but times are changing and the roles of women and men are essentially the same now.

**What is it about farming that keeps you interested, involved and wanting to keep going every day?** Honestly, it's the cows that keep me going every day. I just love working with good cows. I also like to see cows that I've worked with at the farm move on to be successful for their buyers, whether it be through good classification, show results or profitability and longevity in a good barn cow.

**What is your future goal for your career in the dairy industry?** I'm not really sure what my future holds for me in the dairy industry. All I know is that whatever I choose to do, I want to be known as the person that is hard working and is very good at the job that they do! 🐄



**One of the most rewarding experiences I have had must be just learning from and working alongside the breeders and industry leaders.**



# GENOTYPING STRATEGIES

As of February 1, 2018, the cost of genotyping has been reduced from \$45 to \$33. The new fee structure applies to both the Low Density (LD) and the LD+ (includes BLAD, DUMPs and Coat Colour results) tests.

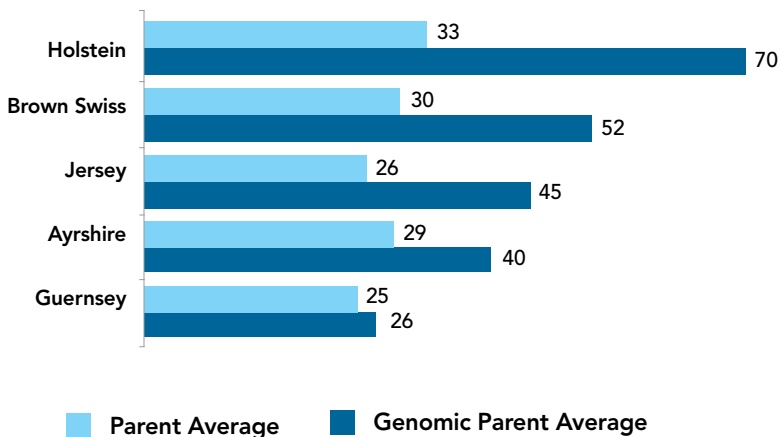
Genotyping, the science of DNA sequencing, is a technology that identifies “markers” along the genome in order to predict an animal’s genetic potential for performance. These markers are scientifically known as Single Nucleotide Polymorphisms (SNPs). Their effects are calculated based on the breed’s reference population, and used to help predict an animal’s genetic potential for performance. The reference population refers to the population of animals that are genotyped and have performance data (classification and milk recording records).

When an animal is registered, it receives a genetic evaluation. This provides a genetic prediction of the animal’s potential performance. Genetic evaluations are based on the contribution of four possible sources of information: [1] Parents, [2] Performance, [3] Progeny, and [4] DNA (genotype). If an animal is not genotyped, there will be no DNA data contributed and the animal will have a reliability range of 25% to 33%, depending on the dairy breed. By adding DNA information, the genetic evaluations become stronger, meaning the reliability of the evaluation becomes greater. Prior to genotyping, the only way to increase reliability would be to increase the amount of performance data and/or progeny data.

The Holstein breed has the largest reference population and therefore has the highest increase in reliability. There are several other dairy breeds that also benefit from genotyping, however, breeds with a small reference population do not. The increases in reliability for each dairy breed that benefits from genotyping are displayed in *figure 1*.

**Figure 1:**

**Average Reliability (%) for LPI (and Pro\$) of genotyped heifers based on Parent Average before genomics versus Genomic Parent Average with genomics.**



\* Source Brian Van Doormaal, CDN

## Why Genomic Test?

- Provides a highly reliable genomic and genetic evaluation
- Allows better understanding of the genetic potential of animals in the herd
- Increases reliability and accuracy of genetic evaluations
- Optimizes mating decisions to accelerate genetic progress
- Optimizes mating of heifers, optimizes the proper use of sexed semen, beef semen and conventional semen
- A tool to help manage recessives and haplotypes that have the potential to cause lasting negative effects on your herd
- Allows greater return on investment for the cost of rearing heifers



In addition to increasing reliability, genotyping can be used for parent verification. It can confirm or revoke suggested parents and suggest possible parentage when unknown.

Microsatellite (MS) technology is the international norm/ISAG (International Standards for Animal Genetics) and is required if genetics (semen/embryo/animal) are being exported. Producers can also use genotyping to learn more about their herds' genetic recessive traits. These traits can be positive or negative and can have an impact on the producer's bottom line.

With the increase in reliability, producers can make more accurate decisions when mating or culling. It's important to genomic test a group of animals within the same age range, as it will aid in mating decisions.

It is best to genotype animals when they are young, as the increase in reliability is most beneficial before making a breeding decision. Based on herd goals and available information, some producers may find it beneficial to genotype their whole herd while others will want to genotype a select population. **Table 1** provides some insight into the percentage of animals you should genotype based on whether pedigree data is available or is missing. Producers who want to test a select population may want to test the animals with the lowest parent average in order to help identify which animals could receive beef semen or possibly be culled from the herd.

**Table 1:**

**Genotyping strategy based on herd goals**

Pedigree Data	Percentage to Cull	Percentage to Genotype (lowest group for PA)*
Available	30% or more	100%
	15 to 30%	50%
Missing	About 10%	30%
	More than 10%	100%

## Genotyping Services & Prices

**Medium Density (MD): \$135** Standard SNP panel for genomic testing around the world. Analyzes over 50,000 SNPs to enable genomic enhanced evaluation with higher reliability than a traditional Parent Average.

**Low Density (LD): \$33 NEW PRICE** LD Panel (parentage verification and genomic evaluation) is a lower cost testing option than the MD panel. Analyzes SNPs for a fraction of the cost of a MD test with the same increase in reliability.

**Low Density Plus (LD Plus): NEW PRICE \$33** Value-Added SNP Panel. This package includes the LD Panel (parentage verification and genomic evaluation) and diagnostic testing for BLAD, DUMPS and coat colour using one DNA sample.



## Want to genotype your animal today?

Complete the Genotyping Request Form available on Holstein Canada's website – [www.holstein.ca](http://www.holstein.ca) – under the following:

1. Animal Inquiry – open up your animal and the animal number will pre populate when you click genomic testing application; OR
2. Services tab / Genotyping / Genotyping Request Form

### THERE ARE 2 SIMPLE WAYS TO SUBMIT A SAMPLE FOR GENOTYPING:

1. Hair by collecting 35 to 50 hair roots/follicles to ensure better test results
2. Tissue Sampling Unit by using the applicator and sample unit to collect a 3mm tissue sample directly from the animal's ear



In the following example, the producer has genotyped all of their animals, which means their genomic results follow a normal, or “bell-shaped” distribution. The highest point of the curve, or the top of the bell, represents the most common genetic values (average), while the other values are equally distributed around the average. This creates a downward-sloping line on each side of the peak representing the outliers of the herd, which have greater or lesser values than their average herd mates.

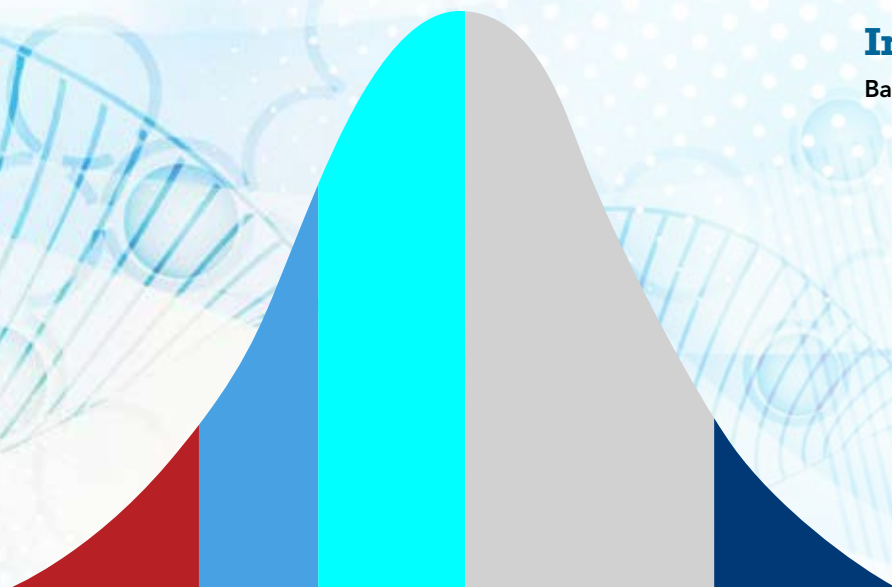
*Image 1* depicts an example of breeding strategies in which the producer has divided their herd into five sections based on genetic metrics/merits. In a herd with a low replacement rate, the producer would want to cull the bottom group of animals as they produce less milk, are less functional and can have additional health and disease issues. If a herd had a high replacement rate, or the producer is expanding the herd, they could breed the bottom group to beef semen. This would allow the animals to produce milk without having offspring enter the herd.

The next lowest group would serve as embryo recipients. They too may cause constraints to the herd, but their breedings would result in an ET calf rather than their own offspring. The below average animals would be bred with conventional semen. These animals would likely have average production and average functional conformation. These animals' offspring would be average performing heifer or bull calves. The heifer calves would remain in the herd.

The above average group would be bred with sexed semen. This will result in more female offspring with high genetic values. These animals should have above average to superior milk production and functional conformation. These are the types of animals producers should strive for. The final group in this example includes animals with extremely high genetic values. If budget permits, the producer may want to flush these animals so their offspring make up a larger percentage of the herd. If flushed, the next generation of the herd will have higher genetic values, be more profitable and have increased longevity.

This strategy can also be applied to non-genotyped animals. Though the reliability of the genetic information will be lower, the genetic information available can be used to apply the same breeding strategy.

There are many benefits to genotyping which include: increased proof reliabilities at a very young age; making more accurate breeding and culling decisions; identifying recessive traits that have a negative impact on an animal's health and performance and parentage verification. It is also important to note that the benefits of increased reliability can only be maintained if producers continue to contribute data to the phenotypic performance collection (Classification & Milk recording). If you're interested in genotyping or learning more about your herd's potential, contact Holstein Canada toll free at 1-855-756-8300 or contact your local field service representative. 🐄



**Image 1:**

**Basic bell-curve strategy**

- Non-selected
- Embryo recipients
- Conventional semen
- Sexed semen
- ET or IVF amplification



## Dear Customer Service Team

*In this new infoHolstein feature, the Herdbook and Genotyping Department will select a question that has been asked frequently, and one of our Customer Service team members will provide the answer. This will not only provide useful information, but also let you get to know our Herdbook staff a little better!*

*Answering the question in this issue is Customer Service Representative, **Amy Wheildon**.*

### YOU ASKED:

## Why does the registration application ask that the last two services be submitted?

To maintain Herdbook integrity, all producers remain responsible for submitting registration details, including all relevant breedings – natural and AI insemination by owners and accredited personnel. Generally speaking, relevant breedings are considered to be all breedings that occur within 30 days prior to the last breeding. To avoid registration delays and potential sire confusion, include information from the last two AI technician generated breeding slips with your registration applications. Likewise, report all relevant on-farm/owner inseminations and/or natural breedings. This is particularly important when semen from different bulls has been used.

Holstein Canada, working within international Herdbook norms, automatically requires a parentage test when multiple services by different bulls occur within 14 days. Additionally, a parentage test may be initiated when there are multiple services within the same heat period where the gestation suggests the calving could have occurred with the earlier breeding. It is always helpful to include any additional information related to breeding or calving, i.e. size of calf, pregnancy checks, synchronization protocols and heat detection systems.

Parentage testing is a core function of upholding Herdbook integrity, and with genomic testing more animals are having their parentage confirmed. For more information on parentage testing give us a call – Customer Service 1-855-756-8300 ext. 410 (English), ext. 420 (French).







## Sometimes a name on your animal's registration application is changed...

From time to time, an animal's name on an application for Registration may be changed from what was originally submitted. This can happen if the name is too long, has been used to name another animal in last 20 years or because it is misleading, obscene or profane. These name refusals are in accordance with our By-law 11.13.

*The Secretary shall refuse to register animals by names, words or phrases that are misleading, either as to origin or relationship or otherwise, or under names that are obscene or profane.*

The automated check system feature in our new Herdbook software would remove the refused word(s) and continue with the registration process, thus appearing to have "missed" the word in the animal's name that was deemed to be misleading, obscene or profane.

This has led to producers calling our customer service team or inquiring through social media about why the name was changed. In some cases, this has led to awkward conversations with members who may or may not be aware of an alternative or urban definition of the refused word(s). To those producers

who are unaware, we say thank you and sorry at the same time – "Thank you," for contacting us and "Sorry," because they were not aware of the possible alternative meaning of the word/name they wanted to use.

We recognize that your cows and their names can come from cow families or using the first letter of the dam. We understand that a selected name may be light-hearted, whimsical, a play on words or even created to provide a marketing edge. Also, we know that it is extremely rarely that there is intent on anyone's part to be offensive, rude or derogatory. Since Holstein Canada can never know context, nor infer context, our position is that we will simply avoid slang words, terms or phrases. By maintaining this position, Holstein Canada abides by the By-Laws and continues to protect the public perception and promote a positive image of all our dairy producers. 🇨🇦



**NAVIGATE YOUR HERD'S SUCCESS**

Start navigating **FALL 2018**

# 2018 National/Branch Joint Meeting

HOLSTEIN CANADA had the pleasure of hosting representatives from each of the nine National Branches for the annual National / Branch Joint Meeting on March 6 and 7, 2018. This meeting is an opportunity for the association to share project updates, get feedback and discuss upcoming developments. It's also an opportunity for the Branches to share news and updates from their memberships. 🇨🇦



(L to R) Elyse Gendron (Ntl. Director), Logan Jewell (PEI), Andrew Wildeboer (AB), Benoit Lafond (QC), David Johnston (ON), Tyler Howard (NS/NL), Brian Hamming, (BC), Dennis Werry (Ntl. Director), Jason Porteus (MB), Brad Lowry (ON), Willem Vanderlinde (AB), Chad Andres (MB), Mitch Schultz (SK), Brian Masters (NS/NL), Mike Lovich (SK), Scott MacDonald (NB), Gerald Schipper (Ntl. VP), Luke McLellan (NS/NL), Harry Van der Linden (Ntl. VP). (Front Row) Valerie Tremblay (QC), Mariette Gagnon (QC), Orville Schmidt (Ntl. President), Angela Hamming (BC), Merina Johnston (ON).

## TOP SIRES ACCORDING TO AVERAGE FINAL SCORE OF 1<sup>ST</sup> LACTATION DAUGHTERS

Based on 1<sup>st</sup> Lactation Classifications from January/February 2018

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

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

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score	Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
G W ATWOOD	122	82.64	82.80	HIGH OCTANE	91	82.96	83.25
DOORMAN	617	82.57	82.94	SOLOMON	99	82.66	82.20
BRADNICK	178	82.30	82.44	DUDE	38	82.63	81.53
GOLD CHIP	283	82.23	82.60	WINDBROOK	79	82.59	83.20
SEAVER	174	82.18	81.59	KINGBOY	58	82.29	82.88
DEMPSEY	388	81.93	81.55	SNOWY	66	82.11	81.17
MCCUTCHEN	208	81.88	81.74	LOADED	47	82.06	82.09
AFTERSHOCK	174	81.83	82.38	EMBARGO	37	82.03	79.92
KINGPIN	117	81.51	81.29	MERRICK	41	81.98	81.12
ENVIIOUS	122	81.50	80.62	MONTEREY	68	81.90	82.31

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

# CLASSIFICATION SCHEDULE

MID-ROUND **MR**  
FIELD SERVICE **FS**

## APRIL

ON Perth 3, Oxford 7  
 QC **MR** Thunder Bay, Wellington 1 & 4  
 QC Rivière-Du-Loup, Kamouraska  
 QC **MR** Shefford, North Shore Central, Lac-Saint-Jean & Roberval  
 MB **FS**

MID

ON Perth 2  
 QC **MR** Northern Ontario, Wellington 2, 4, 5  
 QC Rivière-Du-Loup 1, 2, 3  
 QC **MR** Quebec North Central, Lapointe & Chicoutimi  
 AB **FS**

LATE

## MAY

ON Perth 1, 4, 5, 6  
 QC **MR** Prescott 1 & 2, Dundas 1&2, Brant, Haldimand, Niagara & Norfolk  
 QC Rimouski, Témiscouata, Matapédia, Matane  
 NS **MR** Nova Scotia West Central, Nova Scotia East Central  
 PEI **MR** PEI East Central, PEI West Central  
 NS **MR** Moncton, Miramichi, Fredericton, Sussex  
 AB **FS**

EARLY

ON **MR** Glengarry, Stormont  
 QC Wolfe, Matapédia & Bonaventure  
 QC **MR** Vaudreuil, Huntingdon, Compton, Richmond  
 NF **MR** Newfoundland  
 SK **MR** Saskatchewan North, Saskatchewan South  
 BC **FS**

MID

ON Lanark  
 ON **MR** Carleton 1 & 2  
 QC Arthabaska  
 QC **MR** Chateauguay, Beauharnois, Brome, Missisquoi, Sherbrooke, Stanstead, Iberville, Saint-Jean  
 AB, SK **FS**

LATE

## JUNE

ON Renfrew, Leeds, Grenville  
 ON **MR** Russell 1 & 2  
 QC Pontiac, Mégantic, Lotbinière  
 BC Agassiz, Armstrong, Creston, Chilliwack, Delta, Surrey, Langley, Dewdney, Matsqui, East Abbotsford, Enderby, Vancouver  
 MB **FS**

EARLY

Note: Classifier conference is in June. \*This schedule is subject to change within a 1-2 week period\*

# #FrameTheHerd Photo Contest

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

## Meet our Top 4 Finalists from Theme #14 – My Favorite Farm Photo



Making haylage at Louison Farm. Submitted by: Aurélie Clément, St-Cyrille Normandin, Que.



Cows on pasture at Ferme l'Accueil on a beautiful Fall day. Submitted by: Denise Pilon, Wotton, Que.



Baby Anna with her Holstein friends at Jeffshaven Farms. Submitted by: Sarah Jeffs, Campbellford, Ont.



Three curious Holstein heifers at Homeland Holsteins. Submitted by: Stephanie Lee Berger, Wellesley, Ont.

## THEME #16: FUNNY BOVINES

For this Frame the Herd theme, we want to see your funniest bovine photos – they can be with people or without, your choice! We don't always have a camera handy when our bovine friends are doing something hilarious, but if you've been lucky enough to capture something good, now's the time to share with the contest! As always, bonus points if you can sneak a Holstein Canada logo into the photo somehow (hats, jackets, farm sign, etc.) Also, we appreciate every type of cow, so send us those all-breed photos as well!

## THE DETAILS:

- Photos should be high-res digital images (300 dpi is preferred)
- There is no limit to the number of entries per person
- Any visible animals MUST be properly tagged to be considered

Entries are to be emailed to [socialmedia@holstein.ca](mailto:socialmedia@holstein.ca) and should include the names of any people and animals, as well as the prefix when possible. \*If you do not have access to email, but wish to participate, call Maya at 1-855-756-8300 ext. 239 to make alternate arrangements.

**DEADLINE**  
**JUNE 30, 2018**

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

**info Holstein** 

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