



# Media Release

HOLSTEIN CANADA, 20 CORPORATE PLACE, BRANTFORD, ONTARIO CANADA N3T 5R4  
TEL: 519-756-8300 – 1-855-756-8300 | FAX: 519-756-5878 | WEB: [HOLSTEIN.CA](http://HOLSTEIN.CA)

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## FOR IMMEDIATE RELEASE

Date: February 10, 2025

Contact: Jodi Zettler

Phone: (519) 497-2770

Email: [jzettler@holstein.ca](mailto:jzettler@holstein.ca)

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## Holstein Canada Has Announced the Finalists for the Cow of the Year Award - Cast Your Vote Now!

**Brantford, ON** – Holstein Canada is excited to announce the four outstanding finalists for the prestigious 2024 Cow of the Year award. This year is a significant milestone as we celebrate the 30<sup>th</sup> recipient of this honour. Throughout the years, many winners have made a lasting impact on the Holstein breed, including legendary cows such as Comestar Laurie Sheik, Rainyridge Tony Beauty, Braedale Baler Twine, and Val-Bisson Goldwyn Maya.

Now is your moment, Holstein Canada members! Cast your vote and help decide which of these four exceptional cows will earn a place on this esteemed list. Your choice matters - let's honour excellence together!

**Gen-I-Beq Brawler Lizzie EX-95 6E 18\*** – Lizzie stands as a remarkable production machine, having generated nearly 160,000 kg of milk while imparting her exceptional genetics to future generations. With eight Excellent (EX) and 13 Very Good (VG) daughters, she is a matriarch whose inspiring legacy will resonate for many years to come.

**Jacobs Fever Cael EX-96 3E 8\*** – With an outstanding show career and an impressive production record, Cael has proven herself as a dominant competitor and an elite donor, producing 295 embryos to date. Her daughters are carrying on her legacy, with four Excellent (EX) and 25 Very Good (VG) offspring already making their mark in the world.

**Rotaly Goldwyn Allegria EX-96 5E 5\*** – Allegria stands as a true powerhouse in production and show success, exemplifying remarkable longevity and fertility that have earned her herd a second Master Breeder Shield. With a legacy of top-performing daughters, she embodies the enduring strength and limitless versatility of the Canadian Holstein.

**Vertdor Lauthority Matrix EX-95 6E 13\*** – Matrix embodies the perfect blend of success and strength, shining in the show ring while demonstrating incredible durability as a prolific milk producer. With seven EX and 10 VG daughters, her genetics serve as a beacon of excellence that continues to elevate the breed.

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Voting is now live on your Holstein Canada Member Web Account, with each prefix allowed one vote. You have until **March 16** to support your favourite finalist, so don't miss this opportunity! The winner will be unveiled at Holstein Canada's Annual General Meeting on April 5<sup>th</sup> in Halifax, Nova Scotia. Be part of this exciting moment as we honour these remarkable cows and the dedicated breeders behind them. Your vote matters—make it count!

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## About Holstein Canada

With a membership of more than 9,200, Holstein Canada is responsible for maintaining the Holstein Herdbook under the Federal Animal Pedigree Act of Agriculture and Agri-Food Canada. Holstein Canada provides its members with a wide range of services, helping them manage and advance their herds through innovative genetic improvement programs. For more information, please visit our website or follow us on Facebook, Instagram, and Twitter.

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