

info Holstein

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

AGM

Highlights from the Annual General Meeting held in Halifax
(p. 6)

HOLSTEIN CANADA'S AWARDS OF DISTINCTION

(p. 27)

GENETICS 101:

Selection Using the Modernized LPI
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BIG NEWS!

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Message from the President: Gilles Côté



Dear Holstein Canada Members,

It is with great gratitude and enthusiasm that I address you at the start of this new term as President of your association. First and foremost, I wish to sincerely thank my fellow Board members for their openness, commitment, and valuable collaboration throughout the past year. I would also like to express my deep appreciation to you, our members, for your loyalty, your trust, and your insightful advice, which continue to guide our decisions. This solidarity — both around the Board table and throughout our membership — is one of our greatest strengths.

In accepting to continue this mandate, I am driven by a genuine desire to ensure the sound operation and ongoing development of Holstein Canada. With a new Board of Directors in place, we have begun important strategic reflection work. Right from the outset, I would like to highlight the return of Nancy Beerwort to the Board. Her experience and commitment are greatly valued, and we sincerely wish to offer her our most heartfelt apologies for the misunderstanding that occurred within the governance of the association, which led to her temporary departure. We fully recognize how much her expertise and voice matter at our table and are pleased to welcome her back. I would also like to extend a warm welcome to Kevin Harvey, our new Director representing Ontario. His vision and energy will undoubtedly enrich our discussions and strategic direction in the years ahead.

I would also like to highlight the guidance and work that Paul Larmer continues to provide in his role as Strategic Advisor to the Board of Directors. His widely respected expertise within the Canadian dairy industry remains a valuable support to the Board, particularly as we move forward with the development and implementation of our new strategic plan and

governance health. His contribution allows us to approach the future with confidence and focus.

Over the coming year, a key focus is on improving our governance, the by-laws and the policies that frame the association's work. Our objective is to adopt the very best practices to respond even more effectively to our members' needs. This will include enhanced training opportunities for our Directors and the implementation of competency assessments to strengthen both the effectiveness and cohesion of our Board.

Operationally, our 2024 financial results allow us to look to the future with confidence. We intend to make targeted investments in our human resources — as our employees are your first point of contact with the association. Recruitment, ongoing training, updating of internal policies and processes and supporting our teams will remain top priorities to ensure the consistent, high-quality services you expect and deserve.

I am also proud to announce that, given the enthusiastic response to our Centennial Classification celebrations, we will continue this recognition program and further enhance it in the coming year. In addition, our pilot project for regional classification will launch in select areas of the country by late summer — an initiative

designed to improve our flexibility and proximity to producers.

Moreover, we are pleased to continue our collaboration with Dairy Farmers of Canada through the renewal of the animal care assessment program within proAction. Holstein Canada reaffirms its support for this essential initiative and remains an active, engaged partner in national trade discussions and sector-wide priorities.

Finally, I want to clearly affirm to our colleagues in other breed associations, genetic companies, and at Lactanet that Holstein Canada aspires to be a constructive, essential partner for the benefit of the entire Canadian dairy industry.

I am confident that, together — with openness and collaboration — we can build an even stronger, more dynamic future for our members and for the dairy sector as a whole. Thank you for your trust and commitment to Holstein Canada.

I look forward to seeing you out in the field in 2025!

Yours sincerely,

Gilles Côté

President, Holstein Canada 🐄



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AGM

Annual General Meeting Report

Members of Holstein Canada from all corners of the country convened in the vibrant city of Halifax for the 142nd Annual General Meeting of the Association (AGM), coinciding with the National Holstein Convention. Titled “Our Doors are Open,” this Convention truly embodied the spirit of East Coast hospitality.

The AGM festivities were packed with engaging activities, including interesting farm tours, a lively East Coast kitchen party, an impressive Holstein Show at the Atlantic Spring Showcase, a range of exciting young leader events, and the prestigious Master Breeder Gala, making it a memorable experience for all attendees.



President Côté also thanked Dennis Werry for his dedication and unwavering commitment to the Association and its members over the past nine years as he moves into retirement from the Board. He acknowledged Angus MacKinnon and Doug Peart's contributions in 2024, introduced Kevin Harvey as the new Board Director of Central & Northern Ontario, and welcomed Nancy Beerwort back to the Board.

The AGM provided an opportunity to reflect on the past year and anticipate upcoming changes within the Association. Holstein Canada President Gilles Côté began the meeting with a welcome message.

Next, Jodi Zettler, Senior Executive Assistant to the CEO and the Board, presented the highlights of the 2024 AGM. Following her presentation, Gilles Côté delivered the President's Address, emphasizing some of Holstein Canada's achievements in 2024, including the renewal of the contract with the Dairy Farmers of Canada's proAction® program. He remarked on the strength of Canadians in collaboration, underscoring Holstein Canada's role with industry partners and other breed associations. Another key point included the importance of bilingualism to the Association and the significance of staff recruitment and retention. He thanked Chris Bartels and Linda Markle for their

efforts as Co-Chief Operating Officers. The President's Address concluded with an encouraging message advocating for supply management and supporting the Dairy Farmers of Canada.

Audit & Finance Committee Chair Benoît Turmel shared the key initiatives the Committee worked on during 2024. These included the bi-annual Reserve Fund Review (next scheduled for 2026), the Cost Study Project, the Investment Strategy, and a cash flow analysis of the corporate vehicle program. He also presented the 2024 Association financials and the 2025 budget for member information. The membership voted to retain KPMG LLP as the Association's Audit Firm for the next fiscal year.

Governance Committee Chair Brian Slaughter presented a comprehensive report emphasizing the Holstein Canada

Board of Directors' commitment to continuous improvement. He detailed key initiatives the Committee is working on, including Annual Evaluations for the Board, a Board Orientation Program, a Board Policy Binder, a thorough review of the Associations' by-laws, and restructuring some committees.

Special Advisor to the Board of Directors Paul Larmer provided an update on the new Strategic Plan, sharing the "Practical Vision 2028" with the membership. Key pillars identified in the Plan include Member Engagement, Leadership and Governance, Industry Partnerships, and Research and Development.

Representatives of Lactanet, Semex, Holstein Mexico, Holstein USA, and Dairy Farmers of Canada delivered messages to the membership, discussing ongoing collaborations, challenges in the dairy industry, and key initiatives they are focusing on in the next few years.

The AGM showcased Holstein Canada as a member-driven organization, evidenced by the 24 Member Resolutions brought forward, which voiced ideas for improvements or change in several areas. Of these resolutions, 19 were approved, three were defeated, and two were withdrawn. A member input session allowed attendees to voice opinions and ask questions outside the resolutions. The AGM concluded with an invitation to the 2026 National Holstein Convention in British Columbia.

The National Holstein Convention was a success. Among other events, it offered meaningful insights from our members and celebrated their accomplishments as Master Breeders. Holstein Canada extends gratitude to the Halifax Convention Committee for their efforts in hosting a spectacular event and to the members who make our organization vibrant.

We look forward to seeing you in British Columbia in 2026! 🇨🇦





2024 WINNER



ROTALY GOLDWYN

Allegria

EX-96-5E 5* • 39* IN THE FAMILY

BORN: 03 Dec 2013
 BREEDER & OWNER : Rock Hébert et Nathalie Dumais,
 Sainte-Hélène-de-Kamouraska, Qc
 Lifetime: 7 Lact. 103,504 Kg 4.1%F 3.3%P 263-292-268
 Best lactation: 3yr 2nd lact. 305d 15,595 Kg 4.0%F 3.2%P
 1 Superior Lactation (3yrs)
 9 Daus 100% VG+/ 3EX 6VG
 9 Daus Me AVG: 13,603 Kg 4.1%F 3.3%P 257-284-268
 HM All-American 2014 • Res. All-Canadian 4H 2014

Meet Rotaly Goldwyn Allegria EX-96 5E 5* – the pride of Rotaly, a small herd with a big dream! Raising an animal of her caliber is a once-in-a-lifetime achievement, and Allegria has proven to be nothing short of extraordinary. With six generations of VG or EX and 39*, she carries on a legacy of strength and excellence.

Over seven lactations, she produced an impressive 103,504 kg of milk at 4.1% fat and 3.3% protein—proof that she excelled not just in the show ring but also in the milk tank. Her influence continues through her nine daughters in lactation, including three EX and six VG, helping Rotaly earn their second Master Breeder Shield this year!

She may not have been flushed as extensively as others, but she delivered where it mattered most—calving seven times in eight years while continuing to make her breeders proud in the local show rings. Even after her passing, her daughters and unborn calves keep the dream alive. Allegria represents the ultimate Canadian Holstein—fertile, powerful, and built to last. She is the proof that greatness can come from anywhere, and now it's time to honor her incredible legacy.

FINALISTS



JACOBS FEVER

Cacl

EX-96-3E 8* • 53* in the family
 BORN: 03 Sept 2011
 BREEDERS: Ferme Jacobs inc., Crasdale Farms, T & L Cattle Ltd, Cap-Santé, Qc
 OWNER : Ferme Jacobs inc., Cap-Santé, Qc
 Lifetime: 5 Lact. 82,435 Kg 4.6%F 3.3%P 308-374-315
 Best lactation: 6yr 5th lact. 305d 17,261 Kg 4.0%F 3.2%P
 41 Daus 100% GP+/ 4EX 25VG 12GP
 37 Daus Me AVG: 12,703 Kg 4.4%F 3.3%P 249-295-266
 HM All-Canadian 2014, 2016 & 2017 • Tout-Québec 2016
 • Nom. All-American 2016
 1 Super 4 • 4 Superior Lactations



GEN-I-BEQ BRAWLER

Lizzie

EX-95-6E 19* • 78* in the family
 BORN: 05 Sept 2010
 BREEDERS: Syndicat Gen-I-Beq, Yvon Chabot & Frederic Lepoint, Saint-Patrice, Qc
 OWNER : Ferme Arthur Lacroix Ltée, Saint-Michel-de-Bellechasse, Qc
 Lifetime: 8 Lact. 159,901 Kg 4.2%F 3.4%P 293-321-303
 So far!
 Best lactation: 9yr 6th lact. 305d 17,253 Kg 4.1%F 3.2%P
 31 Daus 100% GP+/ 8EX 13VG 10GP
 28 Daus Me AVG: 14,555 Kg 4.0%F 3.3%P 275-296-288
 3 Superior Lactations



VERTDOR LAUTHORITY

Matrix

EX-95-6E 14* • 67* in the family
 BORN: 16 Dec 2012
 BREEDER & OWNER : Ferme Vert D'Or inc., Sainte-Hélène-de-Kamouraska, Qc
 Lifetime: 8 Lact. 116,344 Kg 4.3%F 3.5%P 259-294-275
 Best lactation: 8yr 6th lact. 305d 14,047 Kg 4.1%F 3.3%P
 24 Daus 100% GP+/ 7EX 10VG 7GP
 26 Daus Me AVG: 13,073 Kg 4.3%F 3.5%P 247-287-274
 Nom. All-Canadian 2016 • Res. Tout-Québec 2016

A Rewarding Week for the Young Leaders in Halifax

From April 1 to 5, 2025, 30 young dairy enthusiasts aged 19 to 30 from all over Canada gathered in Halifax for Holstein Canada's Young Leaders Convention Program. Accompanied by Classifiers Véronique Jaquet and Alex McKay, they enjoyed an immersive week of learning and networking.

When participants arrived on Tuesday, they received a warm welcome with an introduction to the Program, and icebreaker activities created connections among them. Wednesday featured a series of engaging conferences. After an introduction from Holstein Canada, John Winchell presented on forage management, followed by a farm business management workshop led by Brian Smit and Cornie Freisen from Bethesda Holsteins then addressed reproduction management in dairy herds. In the afternoon, a panel of Master Breeders - Luke McLellan, Sandy Cole, and Matt Van Osch- shared their expertise and experiences with the 2025 delegates. To conclude the day, former Vancouver Canucks player Aaron Volpatti delivered an inspiring speech on resilience and perseverance.

On Thursday, the Young Leaders visited several state-of-the-art farms. At Bokma Farms Limited, they participated in a classification demonstration and even had the chance to use the classification tablet themselves. Next, at Winding River Farm, they explored new robotic facilities. The day continued at Green Oaks Farm, which recently adopted herd registration, genomic testing and DHI testing. A stop at Coldstream Clear Distillery in Truro gave them insight into local agri-food processing.

On Friday, the participants immersed themselves in the world of dairy shows at the Atlantic Spring Showcase. They attended the show and took part in a workshop with official judges. In the evening, they celebrated Maritime culture at the East Coast Kitchen Party at Pier 21, enjoying the music of MeriMac.

On Saturday morning, they had the privilege of attending Holstein Canada's Annual General Meeting and exercising their right to vote. The week wrapped up in style with the prestigious Master Breeder Gala, an inspiring event celebrating Canadian dairy breeders' excellence.

The 2025 edition of the Young Leaders Program provided a unique and enriching experience. With a blend of technical learning, valuable networking, and cultural discoveries, participants departed more motivated than ever to engage in the dairy industry. For those who are still hesitant, this experience is truly worthwhile! 



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1 09 365 38,534 - 4.5% - 1724 - 3.5% - 1349 (384-454-407) lbs.
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STANTONS REMOVER **HONEYTIME P** VG-86-2YR

1 08 365 37,330 - 4.5% - 1687 - 3.7% - 1369 (393-467-446) lbs.
GLPI +3866 #5 GLPI Polled Cow in Canada

STANTONS REMOVER **ROSALIE P** VG-85-2YR

1 10 365 40,479 - 4.0% - 1620 - 3.4% - 1387 (403-434-423) lbs.
GLPI +3474

STANTONS REMOVER **LOVE LIES P** VG-86-2YR

2 00 Proj. 31,856 - 5.0% - 1596 - 3.8% - 1199 (381-513-450) lbs.
GLPI +4082 # 1 GLPI Polled and # 3 GLPI Cow in Canada

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RALLY P

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GLPI +4117 | Pro\$ 3358



Rally P's 15th Generation VG or EX Dam:
STANTONS CONWAY **TWITTY VG-86-2YR**
2 02 Proj. 29,350 – 5.7% – 1658 – 4.1% – 1193 (330-498-419) lbs.
GLPI +4117 | Pro\$ 3003



Canadian Classification: Robert Chicoine's Perspective & Experience

From its humble beginnings over a century ago, the dairy cattle Classification Program has played a pivotal role in the Canadian dairy industry.

IN AN EXCLUSIVE INTERVIEW, ROBERT CHICOINE, FORMER GENERAL MANAGER OF CIAQ (ARTIFICIAL INSEMINATION CENTRE OF QUEBEC) AND SEMEX ALLIANCE, shares his experience and observations on the program's evolution. His fascinating remarks describe the profound impact that classification has had on the quality and reputation of Canadian Holsteins.

When Robert Chicoine began his career as an agronomist in the 1960s, the classification program was still in its infancy. "It was rather basic," he recalls. Participating herds were few and far between, and evaluations were merely cow conformation averages. Accurately assessing the genetic potential of bulls was difficult, as different management conditions influenced phenotypic data, which were not accounted for in analysis at the time.

Despite these limitations, classification played a crucial role in cow marketing. Owning an Excellent or a Very Good cow brought considerable prestige, as Mr. Chicoine points out: "A new Very Good cow was a major achievement at the time." This rarity increased the value of classified animals and drew breeders' attention to classification.

Our Canadian program quickly became known for its rigorous and consistent approach. Classification staff were carefully trained, ensuring accurate and consistent assessments across the country, which gave Canada an advantage over its southern neighbours.

"It was often said that an Excellent cow in Canada was Excellent everywhere, while an American Excellent could only be Very Good here," says Chicoine.

Thanks to a stringent approach combined with strategic collaborations between Holstein Canada, universities such as the University of Guelph and artificial insemination centres, our classification program evolved towards more advanced scientific standards. Statistical methods were refined to determine the true genetic potential of bulls by accurately accounting for the effect of management variables between herds.

This development had a major impact on the quality of Canadian cattle. With more accurate genetic evaluations, breeders were now able to select bulls and cows with greater potential for milk production and longevity. Canadian bulls became ambassadors for the Holstein breed worldwide, thanks to reliable conformation results obtained from their daughters.

As mentioned by Mr. Chicoine, this was not limited to Holsteins. Holstein Canada expanded its classification program to include other breeds. Holstein Canada also began to offer standardized training leading to high-quality services to a growing number of dairy farms. This allowed less popular breeds to benefit from Canadian expertise, improving our dairy industry as a whole.

Genomics was another major turning point. The launch of this revolutionary technology has transformed animal assessments by making it possible to predict an animal's genetic potential from birth. However, genomics still relies on a solid database of reliable classification results.

“The more data we have, the more accurate the genetic evaluations will be,” Mr. Chicoine explains.

Today, farms that classify benefit from a robust system to track their herds’ progression and ensure they remain aligned with their goals and the breed standards. This tool helps them make informed decisions to improve animal productivity and longevity. In addition, Classifiers can be a valuable source of information, as they are often well-informed about industry trends.

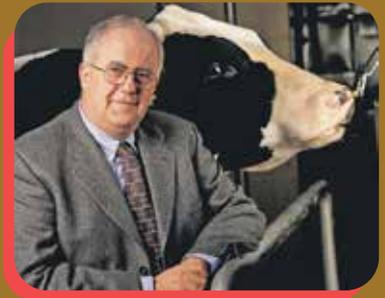
The Canadian Classification program has played a key role in making Canada a global leader in dairy conformation, as evidenced by Hanoverhill Starbuck EX EXTRA ’85.

This legendary sire shaped Holstein conformation worldwide, siring offspring with exceptional physical qualities that were consistently up to the standards of his time. “He redefined conformation standards,” says Chicoine, pointing to the remarkable uniformity of this bull’s daughters. Starbuck has had a real influence on classification, producing over 420 Excellent daughters and establishing a standard for genetic selection. A true ambassador of Canadian genetics, he demonstrates the system’s

accuracy and relevance, helping to position Canada as a leader in dairy breeding.

Robert Chicoine’s insights highlight the classification program’s key role in shaping our Canadian dairy industry.

From its modest beginnings to the integration of technologies such as genomics, it has evolved while maintaining the highest standards. Its success is based on a strong history of collaboration. Initiatives to recruit herds for classification and milk recording highlight the joint effort of Holstein Canada, artificial insemination centres and producers. These initiatives have strengthened Canada’s genetic evaluation system and, by the same token, our global influence, and prove that cooperation remains essential to maintaining excellence and competitiveness in the industry. For Mr. Chicoine, classification is more than a tool: it reflects a shared passion for continuous improvement and the future of dairy farming. This level of rigour and commitment is what enables Canada to remain a strong and reliable expert in conformation traits. 🇨🇦



Robert Chicoine is a prominent figure in the Canadian world of artificial insemination and bovine genetics. A native of Saint-Pie-de-Bagot, Quebec, he is a graduate of Laval University who has devoted his career to improving the Quebec and Canadian dairy herd, and is a pioneer in the use of genetic indexes for sire selection.

In 1966, he joined Ciaq (Artificial Insemination Centre of Quebec) and set up an innovative bull-testing program, propelling Ciaq to be one of the world leaders in Holstein genetics. He also founded Boviteq, a company specializing in embryo transfer, and played a key role in the creation of Semex Alliance.

Renowned for his expertise, Robert Chicoine has advised numerous industry players and worked to conserve animal genetic resources. In 2010, he was made a Knight of the National Order of Quebec in recognition of his exceptional contribution to the dairy sector.

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Technology Q&A

Technology plays an important role on many farms across Canada. To learn more about how technology influences dairy operations across the country, Holstein Canada interviewed members to capture their experiences and explore how Holstein Canada fits into the ever-evolving technological landscape.

What are the most impactful technological advancements you've adopted on your dairy farm?

ALMALEE / RAISAVIEW: Genomics gave us the opportunity to pick our best cows genetically to work with embryo transfer. Biopsy embryos from Semex gave us the opportunity to select embryos for certain traits with a higher level of accuracy in a very cost-efficient way in growing our herd, with better cow families and genetics.

The Robot DeLaval V300 allows us to milk a number of cows at our second facility with lower labour costs. We have two GEA calf feeders which also saves on labour but more importantly, it's really been beneficial to our heifer raising and performance, allowing us to calf our heifers in earlier at 22 months and have a lot higher productive heifer.

DESNETTE: Of course, milking robots. They provide us with a powerful tool to analyze our performance more effectively and make better decisions on the farm. They also allow for flexible schedules without requiring additional external labor. Milking robots are a cornerstone of our business.

BUTTERMINE: On our farm, one of the most

impactful technological advancements we've adopted is the use of activity and rumination monitors on our cows. This technology is a key aspect when it comes to monitoring the health and well-being of the herd, as it provides real-time data that helps us detect any potential issues early on. Additionally, having access to detailed production data through the milking robots allows us to become aware of any possible concerns that may be affecting the cows' ability to reach production goals more quickly. Overall, we have found the health and productivity monitoring technologies to be very beneficial tools on our farm!

NIENHUIS: In 2022, we renovated our barn and replaced our old and worn-out DeLaval classic robots and put in DeLaval 310s. This was a huge improvement for us as we were able to milk roughly 20 more cows per robot.

How do you see Holstein Canada's services evolving with the increasing role of technology on your farm?

ALMALEE / RAISAVIEW: The more information we have at our fingertips, the better management decisions we can make. I think there is a future for something like artificial intelligence; however, with all the technology at our fingertips, Classification is one of the most important tools we use on farms. Genomics is a great tool, but when it comes to conformation, a set of eyes on the farm is worth its weight in gold.

DESNETTE: We believe technology has become essential, which is why we make it a priority to consider all available reports and tools to improve our farms and properly interpret our results. It would be valuable to have explanatory videos to help analyze our data and provide comparisons for better benchmarking.

BUTTERMINE: As technology continues to



Atlantic

PREFIX: Almalee / Raisaview
CORMACK, NL

OWNERS: Shawn Ruby, Matt Noel, & Julia Nichols

ACRES: 1000 mixed alfalfa, clover, fescue and timothy

HERD SIZE: 250 at location with parlour and 60 in location with robot.

PRODUCTION: 12,937 kg per cow at the robot. 12,063 parlor 305 DIM

BARN TYPE: Free stall with Double 8 Parlour and free stall with V300 DeLaval Robot

advance, we see Holstein Canada's services evolving to further improve data flow, accessibility, and management. We might also see an increase in readily available information as time goes on, particularly related to mating programs and addressing any confidence or concerns with current trends in the breed.

NIENHUIS: As the use of technology in farming increases I am interested to see how Classification and some Genomic formulas change to adapt to the new desires of the farmer.

What challenges have you faced when adopting new technology on your farm?

ALMALEE / RAISAVIEW: I think with robots, there has always been a learning curve, more so with the V300. However, we have great service people who are always there to help when you need it. I think after the first year, we really started to see huge benefits for both us and the cows.

DESNETTE: At first, adapting the cows to the robot came with its challenges, but day by day, we saw continuous improvements, which greatly motivated us to persevere in the early stages of our start-up. We also learned how to use the new software and interpret the results properly. Today, we truly appreciate the benefits of our new dairy complex for both the animals and the staff. We wouldn't go back.

BUTTERMINE: Some of the biggest challenges we've faced with adopting new technology on the farm have been training replacement/relief labour on the proper operation of the technology (milking robots, feed robots, etc.). It can be challenging to pass on the knowledge required for effective use, diagnosis, and repair. Additionally, maintenance and repair of the technology we use on the farm can be time-consuming.

NIENHUIS: As with anything, there are ups and downs. New technology has a learning curve. It took us and the cows a few months to adapt to all the changes in new robots and systems and figure out all the bugs in the software.

What advice would you give to a farmer hesitant to invest in new dairy technology?

ALMALEE / RAISAVIEW: Just do it. After the hiccups, you will definitely enjoy it.

DESNETTE: Surround yourself with a trusted team. Don't hesitate to ask questions and challenge your stakeholders to move forward and set achievable goals together. Visit different farms to gain firsthand insights into the pros and cons, allowing you to make informed decisions that best suit your business.

BUTTERMINE: Our advice to anyone hesitant to invest in new dairy technology would be to start by not being too afraid of change and not worrying too much about the cows! They



adjust quickly, especially to milking robots. As for adopting new technology or software systems, remember that the technology investment should align with your farm's goals and values. Last but not least, try to consider the perspectives of current or future partners before making any decisions.

NIENHUIS: If you can make it work financially, new technology is always going to be an advantage. The problem is determining if that advantage is large enough to invest in the new technology. We have found that you really need to talk to other farmers and research how effective technology might be for you before investing. We have implemented some things in the past that seemed like great ideas and worked on other farms, but inevitably, the cost was not worth the added resource. Technology like robots is a good way to get the most out of your cows, although before implementing it is important to actually determine if it is the right thing for you and how you want to farm.

How do you use Holstein Canada's reports and data insights in your decision-making?

ALMALEE / RAISAVIEW: Classification is extremely important to the production and longevity of our herds. We pay very close attention to how our cows score; the majority of our cows scoring very good or excellent are the most productive cows we have. There will always be an outlier in your herd, but the majority will follow true to this. We also pay



Quebec

PREFIX: Desnette Holstein

WARWICK, QC

OWNERS: Carl Desrochers, Marianne Desrochers, and Mikaël Dumas

ACRES: 320

HERD SIZE: 170 head, 75 milking cows

PRODUCTION: 12,500 kg/cow/year

BARN TYPE: Freestall with 2 GEA milking robots

very close attention to cow families because we strive to put the highest value per stall in our herds.

DESNETTE: They are here to help us improve our businesses, whether through genetic choices or financial and technical decisions. We use the post-visit classification

report to identify our herd's strengths and weaknesses—an easy-to-use and highly visual tool. A few times a year, we also review our Compass to assess our genetic performance in both production and conformation. Having a comprehensive overview of our herd in terms of genotype and phenotype is invaluable.

BUTTERMINE: We use Holstein Canada's reports and data insights to primarily guide decision-making through mating programs, as all relevant data is incorporated in them. This helps ensure we are making breeding decisions based on accurate, up-to-date data, leading to improved herd performance and genetics on our farm.

NIENHUIS: We use it largely to see our trends. Seeing the reports and insights all trending positively is what we strive for. It's always a helpful tool to really see all your data in one spot. We use genomics, classification and milk projections as a breeding tool that has helped us continue to advance our cows' production, longevity, and conformation.

Are there any new technologies you're considering implementing in the future? What excites you about them?

ALMALEE / RAISAVIEW: SenseHub or Farmfit is for young stock and monitors calf health

from day one of the calf's life. It can basically tell you if the animal is off before it's off. It helps you be proactive about the calves' health. Healthy calves become productive cows.

DESNETTE: As technology continues to evolve, staying up to date with new developments is essential to continuously improve and enhance the efficiency and profitability of our operations.

BUTTERMINE: We have considered implementing new ventilation technologies in the future to help mitigate heat stress in the cows. We believe the potential ROI will be higher if we can reduce the possibility of issues like heat stress before they occur. We are also really excited about the power of artificial intelligence and the role it might play in the future in terms of gathering and interpreting data and fine-tuning management strategies based on the goals we have for the farm!

NIENHUIS: There is lots of interesting technology in the dairy industry currently. The main new thing we have started looking at and researching is activity collars or ear tags. Currently, we breed all our cows off of natural heats and off-sync AI. The data and research coming out of some of the programs seem really exciting as an assistance to managing cow health and breeding. 🐄



📍 Ontario

PREFIX: Buttermine

HARLEY, ON

OWNERS: Chris and Gerbrich Vandenberg, Albert and Yoka Vandenberg

ACRES: 300

HERD SIZE: Milking 115 cows

PRODUCTION: 43L/cow/day at 4.3% BF

BARN TYPE: Fully automated, sand-bedded freestall with three Lely A3 robots and a Lely Vector feeding robot



📍 Western

PREFIX: Nienhuis

SASKATOON, SK

OWNERS: Anthony and Corien Nienhuis

ACRES: 700

HERD SIZE: Milking 120

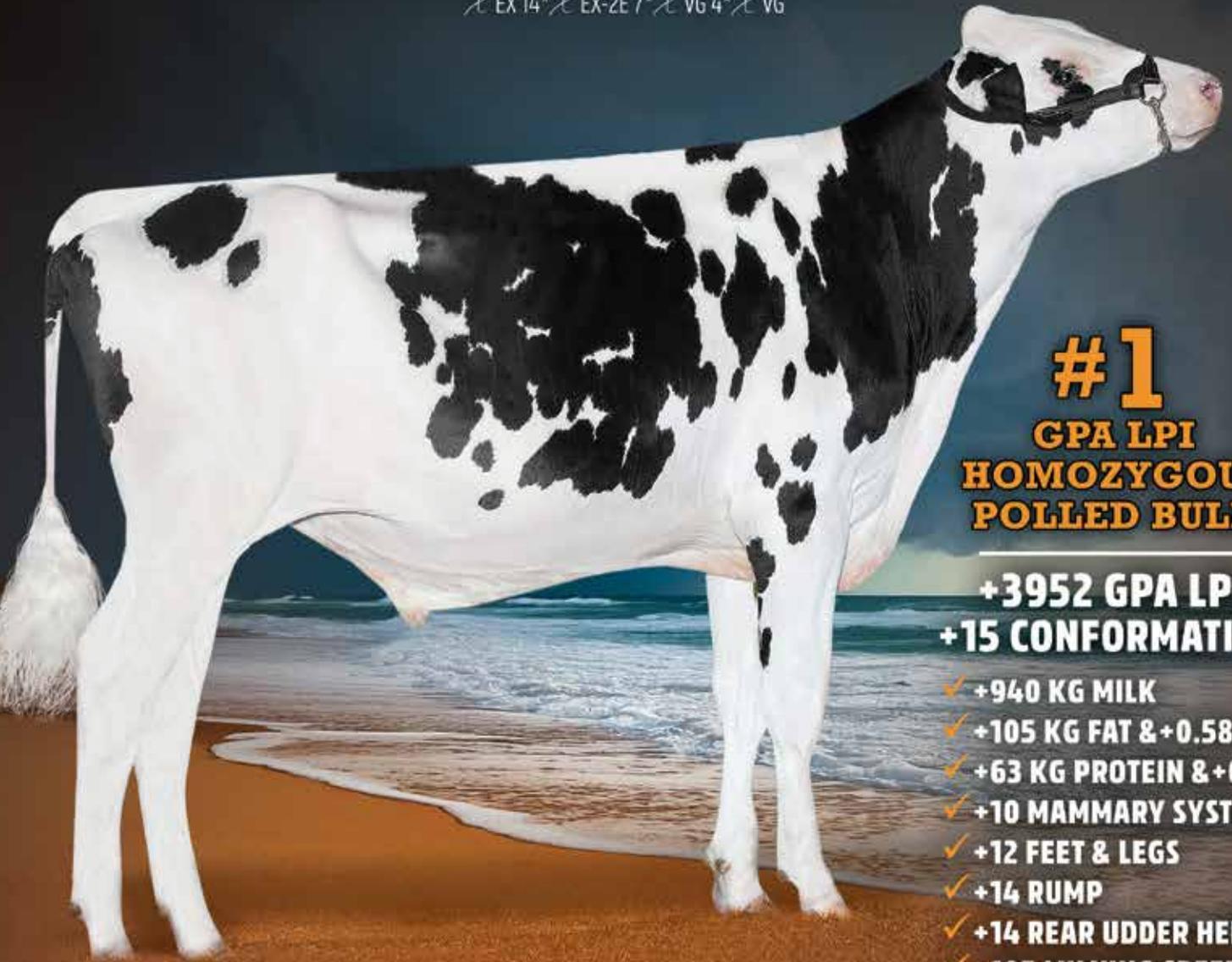
PRODUCTION: 40L 4.4% fat

BARN TYPE: Freestall with free flow robots

799H000133
Fantôme Vee

TRITON^{PP}

Logic PP X VG-86-2YR Allday X EX Hotspot X NC-4* X VG-87 2*
X VG-88 5* X VG 5* X VG-87 4* X Gen-I-Beq Goldwyn SECRET VG-87 21*
X VG-87 8* X Glen Drummond SPLENDOR VG-86 39* X VG-88 18*
X EX 14* X EX-2E 7* X VG 4* X VG



#1
GPA LPI
HOMOZYGOUS
POLLED BULL

+3952 GPA LPI
+15 CONFORMATION

- ✓ +940 KG MILK
- ✓ +105 KG FAT & +0.58%F
- ✓ +63 KG PROTEIN & +0.25%P
- ✓ +10 MAMMARY SYSTEM
- ✓ +12 FEET & LEGS
- ✓ +14 RUMP
- ✓ +14 REAR UDDER HEIGHT
- ✓ +105 MILKING SPEED

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Protecting Your Farm in the Digital Age

Canadian dairy farmers are relying on technology more than ever. From automated milking systems to herd management software, digital tools improve efficiency, productivity, and profitability. However, these advancements also increase the risk of cyber threats that could compromise sensitive data, disrupt operations, and impact the bottom line.



THE GROWING CYBER THREAT

Cyberattacks on agricultural businesses are increasing, targeting everything from financial records to operational control systems. Hackers seek access to confidential farm data and financial transactions, potentially leading to identity theft, ransomware attacks, or business disruptions.

WHY CYBERSECURITY MATTERS

A security breach could result in significant financial losses and operational setbacks. Imagine losing access to herd health records or having your automated feeding systems disabled. Protecting your farm from cyber threats ensures the continued efficiency of your business while safeguarding valuable data from exploitation.

A SECURE FUTURE FOR DAIRY FARMERS

Investing in cybersecurity is as essential as investing in equipment and genetics. By taking proactive steps, you can protect your business from cyber threats, ensuring smooth operations and long-term success in an increasingly digital industry.

PRACTICAL STEPS TO STAY SECURE:

- ✓ **Strengthen Passwords** — Use complex passwords and change them regularly.
- ✓ **Update Software** — Keep all farm management software and equipment firmware up to date.
- ✓ **Use Secure Networks** — Ensure your Wi-Fi network is password-protected and limit access to authorized personnel.
- ✓ **Implement Multi-Factor Authentication** — Adding an extra layer of security to email, banking, and management software reduces the risk of unauthorized access.
- ✓ **Back Up Data** — Regularly back up important farm data to a secure location to prevent loss in an attack.
- ✓ **Educate Your Team** — Train employees and family members on recognizing phishing scams and suspicious activity.

Events Across CANADA

It's been a busy spring for the Holstein Canada Staff, who have enjoyed spending time with members across the country at various events. From workshops and trade shows to barn meetings, we have enjoyed connecting with you!



Holstein Canada Classifiers Chantal Charette and Véronique Jaquet presented to youth at the Cercle des Jeunes Ruraux St-Jean meeting.



Western Canada Field Business Partner Toby Kleinsasser and Classifiers Jill Nelson and Albert Kuipers presenting at a 4-H Barn Meeting in Manitoba.



The Holstein Canada Team at CDX in Stratford, ON.



Field Service Business Partner Claudia Perdomo and Customer Service Representative Claudia Kessler at the Dairy Focus Atlantic in Halifax.



Education and Extension Technical Specialist Shannon Cartwright presented the Functionality of Classification at a Dairy Dynamics Workshop in Thunder Bay.



Will Briscoe, Eastern Ontario Field Service Business Partner, and Claudia Kessler, Customer Service Representative, at the Ottawa Valley Farm Show.



Western Canadian Dairy Seminars – Left: A successful Dairy Dynamics Workshop for Producers. Right: Western Canada Field Business Partner Toby Kleinsasser and Education and Extension Service Technical Specialist Shannon Cartwright at the Holstein Canada booth.



Classifier Bruno Jubinville with a group of students from CEGEP de Victoriaville during a Classification Workshop at Fleury Holstein.

If you're interested in hosting a workshop, contact us at mce@holstein.ca.

To follow along with events this summer, [check the calendar of events](#) on the Holstein Canada website!

Holstein Canada Investigates the Use of Artificial Intelligence in Classification



Technology is changing rapidly in the dairy industry, with artificial intelligence gaining in popularity for many different applications. To keep up with these changes, Holstein Canada has recently started a research project evaluating the use of artificial intelligence for animal measurements. Through this project, we will collect video images with 3D cameras from various views of the cow alongside the classification visit. The videos will be analyzed to investigate if accurate measurements can be made through these images, with artificial intelligence, for various traits.



If this project proves to be successful, Holstein Canada envisions a system that could easily be installed in barns to allow for more frequent and consistent data collection. This data would inform classification visits in the future and provide additional reporting of value to producers.

This system could allow us to measure additional traits that previously we could not assess, leading to a more accurate description of our animals.

Additionally, using all this information would allow Holstein Canada Classifiers to offer more in-depth consultations during their visits. As we move into the future, technology will continue to play an integral role in the dairy industry. This project allows Holstein Canada to explore how technology may enhance the value, accuracy, and efficiency of our classification services, ensuring that Holstein Canada remains one of the leaders of innovation in the dairy industry.

TO FULLY EVALUATE THE ACCURACY AND RELIABILITY OF THESE SYSTEMS, WE NEED YOUR HELP!

To evaluate the effectiveness of this technology, as well as to train the systems, we do need to



collect a large amount of classification data in conjunction with 3D images and videos. This would include the data regularly collected during your classification visit and corresponding pictures and videos linked to the traits being assessed. The photos and videos collected, along with the classification evaluation, will be shared with the third-party technology provider for this research project and used to improve and innovate classification services for the benefit of the producers. Additionally, the collection of this data would not affect the regular reporting you currently receive after each classification visit and would only be used to inform the project.

Involvement in this project requires minimal participation from producers. Partaking in this research project would mean allowing an additional person to attend classification visits to operate the camera and collect the images and video. This person would be an employee of Holstein Canada who has been trained to operate the camera system. Therefore, the quality and time it takes to complete classification visits would be minimally impacted by this process. So, with little investment from producers, we can gain valuable insight that may lead to the development of value-added services for producers in the future. 🐄

For more information

And/or if you are interested in participating in this project, please reach out to:

CHRIS BARTELS

Senior Director, Innovation and Business Operations
cbarfels@holstein.ca
519-719-3271

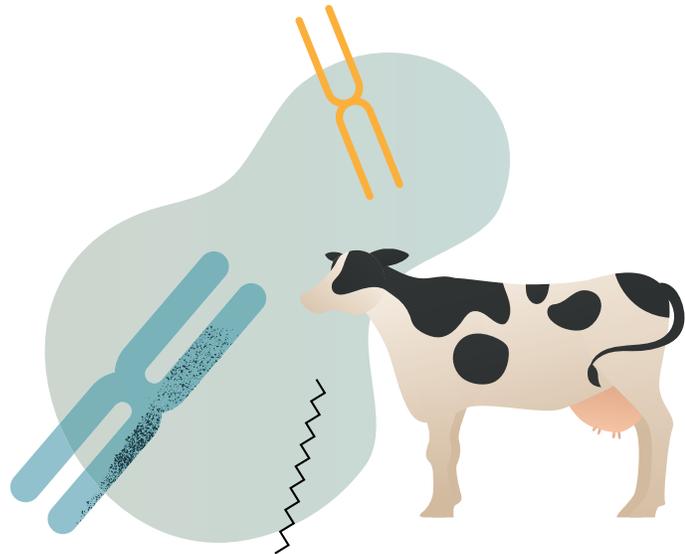
OR

SHANNON CARTWRIGHT

Extension and Education Technical Specialist
scartwright@holstein.ca
519-362-4179

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

Selection with the Modernized LPI



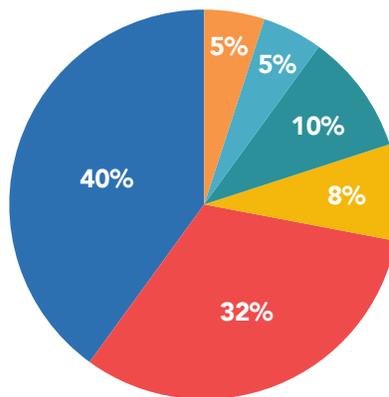
By Shannon Cartwright
Extension and Education Technical Specialist

The LPI has been one of the main selection indexes for dairy cattle for several years now, with it first being introduced in 1991. It includes various traits related to production, conformation, fertility, and health. The goal of the LPI is to breed a balanced cow that produces well by achieving good conformation, fertility, and health status.

THE PUSH FOR A MORE INCLUSIVE LPI

However, over the past few years, research has focused on various health and sustainability traits in dairy cattle that have shown promise in terms of genetic selection. Additionally, the rise in robotic dairy farms and Dairy Farmers of Canada’s Net Zero by 2050 initiative have led to the need to include more traits in the LPI. However, it had been difficult to do so in the previous LPI formula.

So as of April 1, 2025, Lactanet has launched the new modernized LPI. The new LPI now includes six subindexes, with the weightings for each subindex in the Holstein breed shown in the figure above. These subindexes allow new traits to be added to the LPI more logically. The LPI now includes a milkability index, which encompasses traits to maximize milking



- Production
- Environmental Impact
- Milkability
- Reproduction
- Health & Welfare
- Longevity & Type

efficiency in any production system, such as temperament and milking speed, and an environmental impact index, which encompasses traits related to reducing the environmental footprint of dairy cattle. At first glance, this new LPI may seem quite different from what we are previously

used to, but Lactanet has tried to maintain consistency for the most part in the traits currently being included. In fact, the new LPI has a correlation of 95% with the previous LPI formula, meaning there will continue to be some re-ranking among top bulls depending on selection goals.

HOW PRODUCERS CAN USE AND CUSTOMIZE THE NEW LPI

Using the new LPI in your breeding program comes with a couple of different options in terms of selection. Producers can choose to continue to select based on the LPI as a whole, or they can choose to customize the index by creating a personalized LPI (pLPI) to meet their selection goals on the LactanetGen.ca website. With the LPI now being broken up into six subindexes, producers are able to more easily customize the emphasis they want to place on each subindex to meet their herds' goals. For example, if a herd would like to put more emphasis on reproduction to improve fertility in their herd or milkability to improve efficiency, they have the option to do so. Additionally, when selecting for the LPI or your pLPI, you will not only be improving those traits that are directly in each of the subindexes, but you will also improve other correlated traits. Let's take the

production subindex, for example, which contains a 60% weighting on fat yield and a 40% weighting on protein yield. It has been shown that this index also has positive correlations with milk yield, fat deviation, and protein deviation.

This means that when emphasis is put on this subindex in selection programs, not only will fat and protein yield be improved, but you will also inadvertently improve milk yield and fat and protein deviation at the same time. The same concept holds true for the traits directly in the other subindexes and traits that are positively correlated with these subindexes.

EMBRACING THE MODERNIZED LPI FOR CONTINUED PROGRESS

Change is not always easy, and we can find it hard to adapt, especially when we have been used to something for so long. But in order to continue to progress, we need to accept change. There has been so much great research that has been done and continues to be done on various traits for genetic selection in dairy cattle that having an easy way to implement them in our selection indices is one of the keys for us to continue progressing as a breed. The new modernized LPI allows this to happen in a simplified way. It also allows producers to customize how they want to use this index in their selection programs to meet the goals of their herd. Therefore, by accepting the new modernized LPI as one of the main selection indices for Canadian dairy cattle, we can continue to make progress in genetic selection while offering dairy producers flexibility at the herd level. 🇨🇦



A note from the DairyTrace Customer Services Team:



After more than four years of traceability data collection, DairyTrace has matured to focus on data completeness and integrity as well as value added benefits. DairyTrace has started building on the current infrastructure of its traceability database to provide metrics, ensure data integrity and accuracy as well as incorporate tools that will help connect the industry and provide benefits across the dairy value chain.

This new focus relies on many different team members, including the Customer Services team! In addition to assisting producers through calls and emails for reporting events, recent Customer Services initiatives include identifying data inconsistencies and data improvement projects, such as:

- Animal inventory clean-up projects
- Premises information verification
- Account updates and inactive account validation
- Looking into contradictions in timing of events reported (e.g. a move-in reported for an animal after the date of tag retirement) *...and more*



Three Pillars of Traceability



All traceability events such as tagging, movement and end of life, are integral in following the life of an animal from its dairy farm of origin to end of life and identifying all other animals it may have been in contact with.



Customer Service Tips

In addition to reporting traceability events, did you know that the DairyTrace Portal offers these additional tools and functions? **Log in and explore!**

- 1 Order New & Reissue/Replacement Dairy Tags
- 2 Generate a Birthdate Certificate
- 3 Age Verification Animal Search
- 4 View & Edit Events Reported
- 5 Download the DairyTrace proAction® Report
- 6 DairyTrace Premises ID Search

In Québec? *All tag ordering and traceability reporting for dairy farmers in Québec continues to be offered through Attestra and the SimpliTRACE database.

DairyTrace.ca

Support for provinces outside of Québec:

Phone: 1-866-558-7223

Ordering Tags: tags@dairytrace.ca

Traceability: info@dairytrace.ca

Support for Québec:

Phone: 1-866- 270-4319

Email: sac@attestra.com



2024 HOLSTEIN CANADA AWARDS



All results are available on the Holstein Canada website only

HOLSTEIN CANADA CELEBRATES EXCELLENCE WITH THE 2024 ELECTRONIC AWARDS!

Holstein Canada is proud to announce the winners of the 2024 Electronic Awards in three prestigious categories: Daily Production Champion, Outstanding Production Champion and Herd of Distinction. Congratulations to all the breeders, owners, and herds for their exceptional performances! These awards recognize cows and operations that embody Canadian genetic excellence, combining outstanding production and profitability. Discover all the 2024 winners!

HERD OF DISTINCTION

This award is based on the performance of all cows completing a lactation in 2024. Each animal's lifetime production is recorded up to the end of its lactation, and then an average is calculated for each herd. Farms are ranked according to the average lifetime production of their cows, and sorted by herd size.

In 2024, the top 25 herds in the seven categories had an average lifetime

production of 38,832 kg of milk, 597 kg more than in 2023.

The top herd, all categories combined, achieved an impressive lifetime average of 50,627 kg of milk, with average components of 4.02% fat and 3.32% protein, from 67 compiled records. A remarkable result for **Ferme Beauvide Inc.** followed by **Wikkerink Farms Ltd.** with an average of 49,584 kg from 60 records.

Start by visiting:
holstein.ca
on the menu, click on

Awards-List
scroll to
Holstein Canada Awards
then
Select the desired award to visualize the winners



HERD OF DISTINCTION: Overview by Province & Top 25 Results in 7 Categories

| Province | # of Herds 2023 | # of Herds 2024 | Milk Herd Avg. 2023 | Increase/Decrease | Milk Herd Avg. 2024 |
|------------------------------|-----------------|-----------------|---------------------|-------------------|---------------------|
| British Columbia | 6 | 4 | 38,934 | 2,109 | 41,043 |
| Alberta | 1 | 3 | 40,510 | 492 | 41,002 |
| Nova Scotia/ Newfoundland | 6 | 6 | 38,874 | 525 | 39,399 |
| Manitoba | 5 | 9 | 37,830 | 863 | 38,693 |
| Quebec | 103 | 107 | 38,414 | 194 | 38,608 |
| Prince Edward Island | 2 | 2 | 36,707 | 1,611 | 38,318 |
| Ontario | 45 | 43 | 37,953 | 310 | 38,263 |
| New Brunswick | 2 | 1 | 36,678 | 261 | 36,939 |
| Saskatchewan | 2 | 0* | 36,359 | ∅ | ∅ |

*No herd in the Top 25

OUTSTANDING PRODUCTION CHAMPIONS

The Outstanding Production Champion Award highlights cows that have accumulated the highest lifetime milk production for their age. For each lactation completed in 2024, total production is adjusted by age at calving, and the top 5 cows in each age group from 2 to 15 years are ranked. In the 16+ age groups, only a few cows stood out. Among them, Silverridge Fuel Cora VG-87 and Saybecoise Luckystar Julie EX 5* remain in first place for the second year running.

The Huntingdon-Ormstown-Beauharnois Holstein Club (QC) once again came out on top with the highest number of cows on the list, with a total of 13 animals from the herds of Ferme Nieuwenhof & Associé inc. and Ferme Estermann inc., with 9 and 4 cows respectively. The Carleton-Russell (ON) and Waterloo (ON) Holstein Clubs followed in a tie, each with 6 cows. In total, 33 clubs from 6 different provinces feature on this prestigious list, and the 67 cows listed show an average classification of 87.1 points.

Another remarkable fact is that the top 5 list in each age group includes two cows that distinguished themselves by achieving a Super 9 in 2024: Pimabo Benedict Iota EX-91 8E 4*, owned by Ferme Beaudoin Bégin (QC), and Marsfield Denzel Kimmy EX-93 8E 5*, owned by Gert and Sonja Schryver (AB). These two Champions are still milking and could become the first cows to achieve a Super 10 in Canada. Joalfarms Baxter Rianna EX-92 6E 3*, owned by Allan and Lorn Vis (ON), is also among the best in her age group, with a Super 8 in 2024.



2024 OUTSTANDING PRODUCTION CHAMPION BY AGE

| COW | AGE | LACT. | MILK | FAT | HOUSING | MILKING FREQUENCY | PROV. |
|----------------------------|-----|-------|---------|------|---------|-------------------|-------|
| STANTONS ADVANTAGE DAISY | 2 | 1 | 23,704 | 877 | F | 3 | ON |
| LARELEVE COBALT 881 | 3 | 2 | 40,002 | 1402 | F | 3 | QC |
| SILVERRIDGE FUEL CORA | 4 | 3 | 60,082 | 2235 | F | 3 | ON |
| RAINHOLM ROOSTER 4876 | 5 | 4 | 76,969 | 2929 | F | 3 | QC |
| LARELEVE CHIEF 703 | 6 | 4 | 99,338 | 3375 | F | 2 | QC |
| COOPON ACEHIGH DENZEL | 7 | 5 | 114,821 | 4213 | | | ON |
| LARELEVE KINGBOY 603 | 8 | 5 | 136,408 | 5199 | F | 2 | QC |
| RINGO TILLEUL LET IT SNOW | 9 | 5 | 141,360 | 4144 | T | 2 | QC |
| DRAHOKA SUDAN MIKAZ | 10 | 8 | 151,833 | 5712 | T | 3 | QC |
| RAINHOLM SARGEANT 0690 | 11 | 8 | 186,054 | 5872 | F | 2 | QC |
| MYSTIQUE JORDAN MAYA | 12 | 9 | 161,434 | 6879 | T | 2 | QC |
| JOHNS 3RD SHOTT | 13 | 12 | 180,681 | 7559 | T | 2 | ON |
| YORELLEA FANTASY IVORY | 14 | 9 | 185,691 | 7688 | F | R | ON |
| ROSENHILL SHOTTLE SUZANNE | 15 | 11 | 191,949 | 7505 | T | 2 | ON |
| SELEXIE CIRIA BAM BAM | 16 | 11 | 147,565 | 7682 | T | 2 | QC |
| LOYALYN GOLDWYN JUNE | 17 | 9 | 161,043 | 7445 | T | 2 | QC |
| SAYBECOISE LUCKYSTAR JULIE | 18 | 12 | 176,435 | 7875 | T | 2 | QC |

LEGEND: HOUSING: T = TIE-STALL F= FREE-STALL MILKING FREQUENCY: R = ROBOT

DAILY PRODUCTION CHAMPION

Finally, this year's Daily Production Champion Award goes to Rainholm Sargeant 0690 VG-85, an 11-year-old cow who completed a Super 4 and produced an impressive total of 186,054 kg of milk in 4,239 days. With an average of 43.9 kg of milk per day of life, she occupies first place

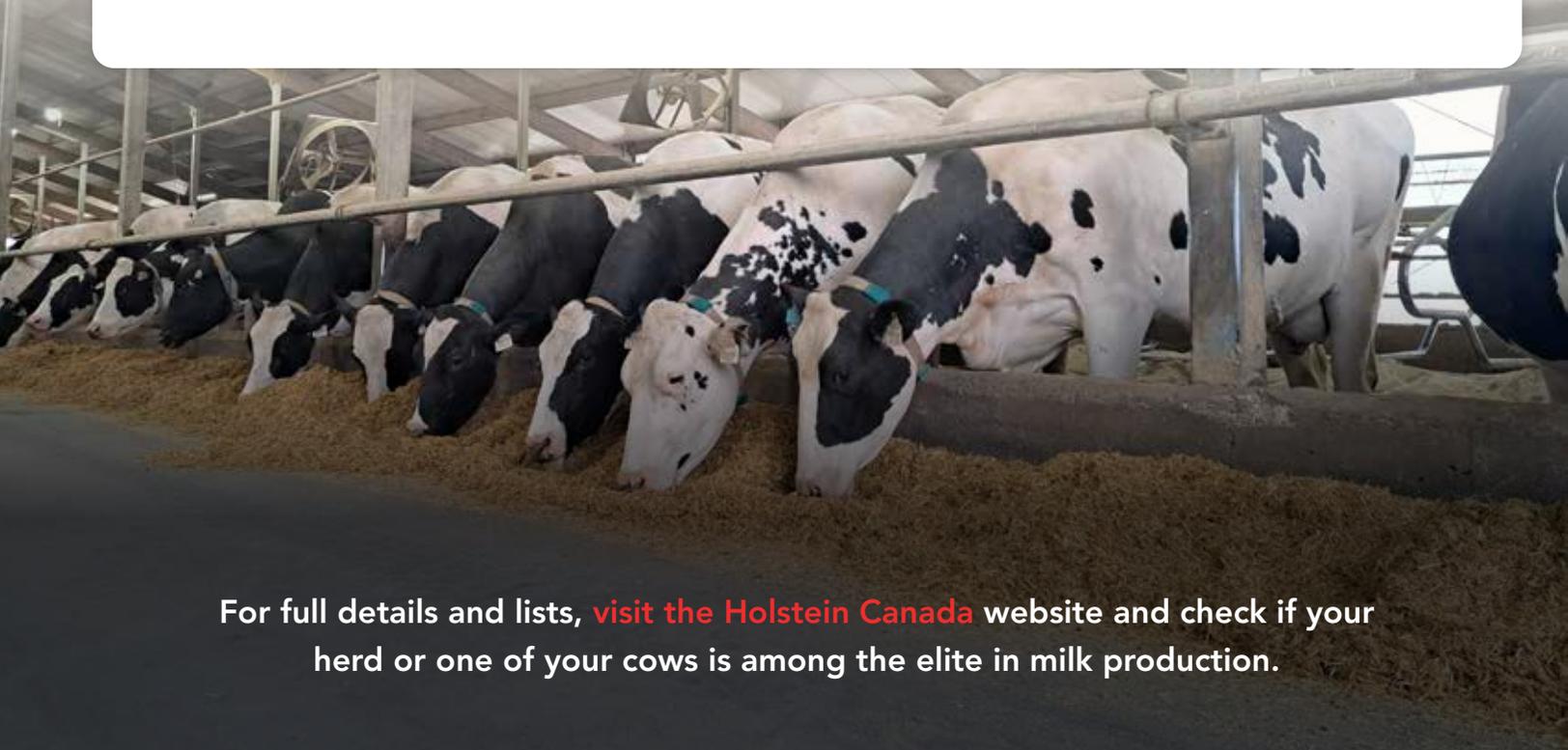
in this ranking after reaching second place in 2022 with 43.7 kg per day. The competition was very close, with Lareleve Kingboy 603 VG-87 1* coming second with an average of 43.8 kg of milk per day of life, having produced 136,408 kg of milk in 3,112 days. Back in the top 5 after a

year's absence, she was in fourth place in 2022 with an average of 40.6 kg. Rankings remain very high, with the top 5 cows alone producing the equivalent of 28 tankers, or 3.3 million glasses of milk! 🐄



DAILY PRODUCTION CHAMPIONS: Top 5 of 2024

| Cow | Age | Days of Life | Total Milk | Kg Milk/Day of Life | Kg Fat/Day of Life | Kg Prot./Day of Life | # Lact. | Owner | Prov. |
|-------------------------------|-----|--------------|------------|---------------------|--------------------|----------------------|---------|--------------------------|-------|
| RAINHOLM SARGEANT 0690 VG | 11 | 4,239 | 186,054 | 43.9 | 1.4 | 1.2 | 8 | FERME ESTERMANN INC | QC |
| LARELEVE KINGBOY 603 VG-87 1* | 9 | 3,112 | 136,408 | 43.8 | 1.7 | 1.5 | 5 | NIEUWENHOF & ASSOCIE INC | QC |
| DRAHOKA PLANET PLURIELI VG | 11 | 4,342 | 178,963 | 41.2 | 1.6 | 1.3 | 10 | FERME DRAHOKA INC | QC |
| ALBADON LETITSNOW CARROT VG | 11 | 3,779 | 155,652 | 41.2 | 1.4 | 1.2 | 8 | ALBADON FARMS LTD | ON |
| COOPON AIRNET CALLEY VG-86 | 12 | 4,203 | 170,607 | 40.6 | 1.7 | 1.3 | 9 | MILKY WAVE INC | ON |



For full details and lists, [visit the Holstein Canada website](https://www.holstein.ca) and check if your herd or one of your cows is among the elite in milk production.

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FASTER.

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Immunity+[®]

gives you what you've been looking for - a genetic solution to herd health.

Boviteq[®]

helps you make your next generation your best generation through advanced IVF solutions.

ai24[®]

the best way to find, treat, and manage your cows.

Semex Embryos

ensures you skip 2-3 generations; progress guaranteed.

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PROUD TO BE A MAJOR CORPORATE SPONSOR
OF HOLSTEIN CANADA PROGRAMS



Congratulations to the Six Scholarship Recipients from Holstein Canada!



By Melissa Marcoux, TP

Each year, Holstein Canada supports young dairy farmers in expanding their knowledge through the Young Leaders Program. This Program encourages exchanges with experts, event participation, and management and leadership skills development.

OUR RECIPIENTS SHARE THEIR VISION OF THE PROGRAM:



BRAYDEN CARRUTHERS
Dalhousie University
Hamilton, PEI | FELICIA

“This is a key initiative that shapes the next generation of farmers, providing hands-on experiences, mentorship, and essential networking opportunities.”



DANIELLE GROENENDIJK
Western College of Veterinary Medicine
(University of Saskatchewan)
Chemainus, BC | GREENDIKE

“The events sponsored by the Young Leaders Program have given me the opportunity to meet new young people from my province and beyond. I’ve been able to visit and learn about different farms across Western Canada.”



ETHAN RINGELBERG
Conestoga College
Troy, ON | FENNEMA

“These programs are even more enriching than classroom learning, offering hands-on experiences and connections with industry professionals.”



MAGALIE SCHALLER
Institut de technologie agroalimentaire du Québec (Saint-Hyacinthe Campus)
Saint-Ignace-de-Stanbridge, QC | RAURACIENNE

“As the president of a 4H Club, this program will help me develop my leadership skills and share my passion for the Holstein breed.”



MARINA FAUCHER
Institut de technologie agroalimentaire du Québec (La Pocatière Campus)
Sainte-Marie, QC | LESFAUCHER

“It’s a great opportunity to acquire essential skills and build valuable connections with other passionate young individuals.”



REEGAN CHARLTON
University of Saskatchewan
Brantford, ON | ELM BEND

“The program allows us to connect with other young dairy producers, develop herd management skills, and access key resources.”

The Young Leaders Program plays a vital role in shaping the next generation of dairy farmers and industry professionals. We are proud to see these young individuals invest in the future of our industry with such passion.

Congratulations once again to our six recipients! We look forward to following their journeys and seeing them thrive in the Canadian dairy industry.

Top Sires According to Average Final Score of 1st Lactation Daughters

Based on 1st Lactation Classifications December 2024, January and February 2025

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

| Sire | Daughters Classified | Avg Daus Score | Avg Dam Score |
|---------------|----------------------|----------------|---------------|
| SIDEKICK | 224 | 82.35 | 82.69 |
| CRUSHABULL | 182 | 81.99 | 82.55 |
| AVENGER | 174 | 81.93 | 82.51 |
| ILLUSTRATOR-P | 229 | 81.79 | 81.75 |
| VICTOR | 189 | 81.57 | 81.89 |
| FUEL | 518 | 81.38 | 81.74 |
| RANDALL | 323 | 81.32 | 81.47 |
| DOC | 456 | 81.29 | 81.88 |
| RANGER-RED | 377 | 81.23 | 81.68 |
| LUSTER-P | 295 | 81.15 | 81.51 |

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

| Sire | Daughters Classified | Avg Daus Score | Avg Dam Score |
|-------------|----------------------|----------------|---------------|
| WARRIOR-RED | 33 | 83.48 | 83.00 |
| MASTER | 47 | 83.26 | 83.53 |
| ENERGY | 89 | 83.03 | 83.02 |
| LIMITED P | 84 | 82.64 | 82.56 |
| LEGEND | 79 | 82.13 | 82.65 |
| SIDEROAD | 37 | 82.11 | 81.51 |
| ALONGSIDE | 84 | 82.07 | 81.98 |
| BAROLO SG | 53 | 81.92 | 82.21 |
| UNSTOPABULL | 58 | 81.60 | 82.62 |
| THOREAU | 38 | 81.50 | 81.53 |

NOTE: Daughters are included in these 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.

Top 15 Sires with the First 10 Daughters Classified in a Six-Month Period (Sept 1st 2024 to Feb 28th, 2025)

| Sire Name | Daughters Classified | Avg Daus Score | Bull Proof for Conformation* |
|-----------------|----------------------|----------------|------------------------------|
| DYNASTY | 13 | 83.85 | 9 |
| CYCLONE | 30 | 82.63 | 11 |
| BUSINESS | 12 | 82.58 | 9 |
| MAYFAIR | 42 | 82.05 | 10 |
| OVERDO | 13 | 81.85 | 2 |
| CEDARWAL 1519 | 10 | 81.80 | 2 |
| ACTIONMAN | 14 | 81.43 | 15 |
| PENZA | 17 | 81.41 | 4 |
| JACOBS AMBITION | 10 | 81.40 | 5 |
| MAGNUM | 10 | 81.40 | -1 |
| KOUFAX | 19 | 81.32 | 9 |
| FROST BITE | 16 | 81.25 | -6 |
| CAMARO | 31 | 81.07 | 8 |
| FELLOWSHIP | 15 | 81.00 | 7 |
| LARSON | 17 | 80.94 | 7 |

Top 10 Sires for Health and Fertility with 100+ Daughters Classified in Three-Month Period

| Sire Name | Daughters Classified | Sire Health & Fertility | Avg Daus Score |
|--------------|----------------------|-------------------------|----------------|
| SPEEDUP-P | 591 | 659 | 80.2 |
| ALMAMATER | 441 | 632 | 79.8 |
| TOTEM | 150 | 623 | 80.2 |
| LAMBEAU | 212 | 578 | 79.6 |
| ROCKNROLL | 161 | 578 | 78.8 |
| REDEYE-P | 107 | 551 | 79.8 |
| GYMNAST | 161 | 532 | 79.5 |
| VICTOR | 269 | 514 | 81.6 |
| RANDALL | 463 | 513 | 81.2 |
| DELTA-LAMBDA | 1002 | 505 | 82.7 |

NOTE: Some bulls have a small amount of daughters in a small number of herds. *Proof may be genomic, MACE or phenotype-based.

Classification Schedule

Mid-round MR

MAY

ON Peel, Halton, York, Dufferin, Simcoe, Ontario, Peterborough, Victoria, Durham

QC Yamaska, Drummond, Bagot, St-Hyacinthe, Vercheres

SK MR

EARLY

ON MR Middlesex, Elgin, Lambton

ON Northumberland, Hastings, Prince Edward

QC MR Frontenac, Beauce

QC Richelieu, Rouville

AB MR

MID

ON Lennox & Addington, Frontenac

LATE

JUNE

ON MR Oxford

ON Waterloo, Timiskaming, Cochrane, Nipissing, Algoma

QC MR Levis, Dorchester, Bellechasse

QC Abitibi, Temiscamingue, Labelle, Argenteuil, Papineau, Gatineau, Terrebonne, Deux-Montagnes

EARLY

ON Wellington, Dundas

QC L'Assomption, Montcalm, Joliette, Berthier, Maskinonge, St-Maurice, Champlain

MID

ON Stormont

QC MR Montmagny, L'Islet, Kamouraska

QC Laviolette, Portneuf

LATE

This schedule is subject to change within a 1-2 week period.

Top 10 Sires for 305d Fat Production with 50+ Daughters Classified in Three-Month Period

| Common Name | Classified Daughters | Avg Daus Score | Average 305-Day Fat | Sire Proof for Fat |
|-------------|----------------------|----------------|---------------------|--------------------|
| JOHNBOY | 70 | 82.2 | 473.5 | 101.0 |
| CONWAY | 255 | 80.8 | 471.1 | 129.0 |
| LAMBEAU | 96 | 80.0 | 462.8 | 119.0 |
| RENEGADE | 216 | 81.2 | 458.8 | 99.0 |
| MERCY | 100 | 80.7 | 456.6 | 92.0 |
| RANGER-RED | 404 | 81.3 | 453.7 | 87.0 |
| ALCOVE | 745 | 80.6 | 452.4 | 124.0 |
| ALTAHAILED | 95 | 78.8 | 451.9 | 85.0 |
| PARFECT | 270 | 81.4 | 447.1 | 88.0 |
| BAROLO SG | 62 | 82.2 | 444.3 | 88.0 |

Note: Daughters are included in the statistics if they had their last milk test/lactation termination date beyond December 1st, 2024.

Top Sires According to Trait Section Average Score of 1st Lactation Daughters

Based on 1st Lactation Classifications December 2024, January and February 2025

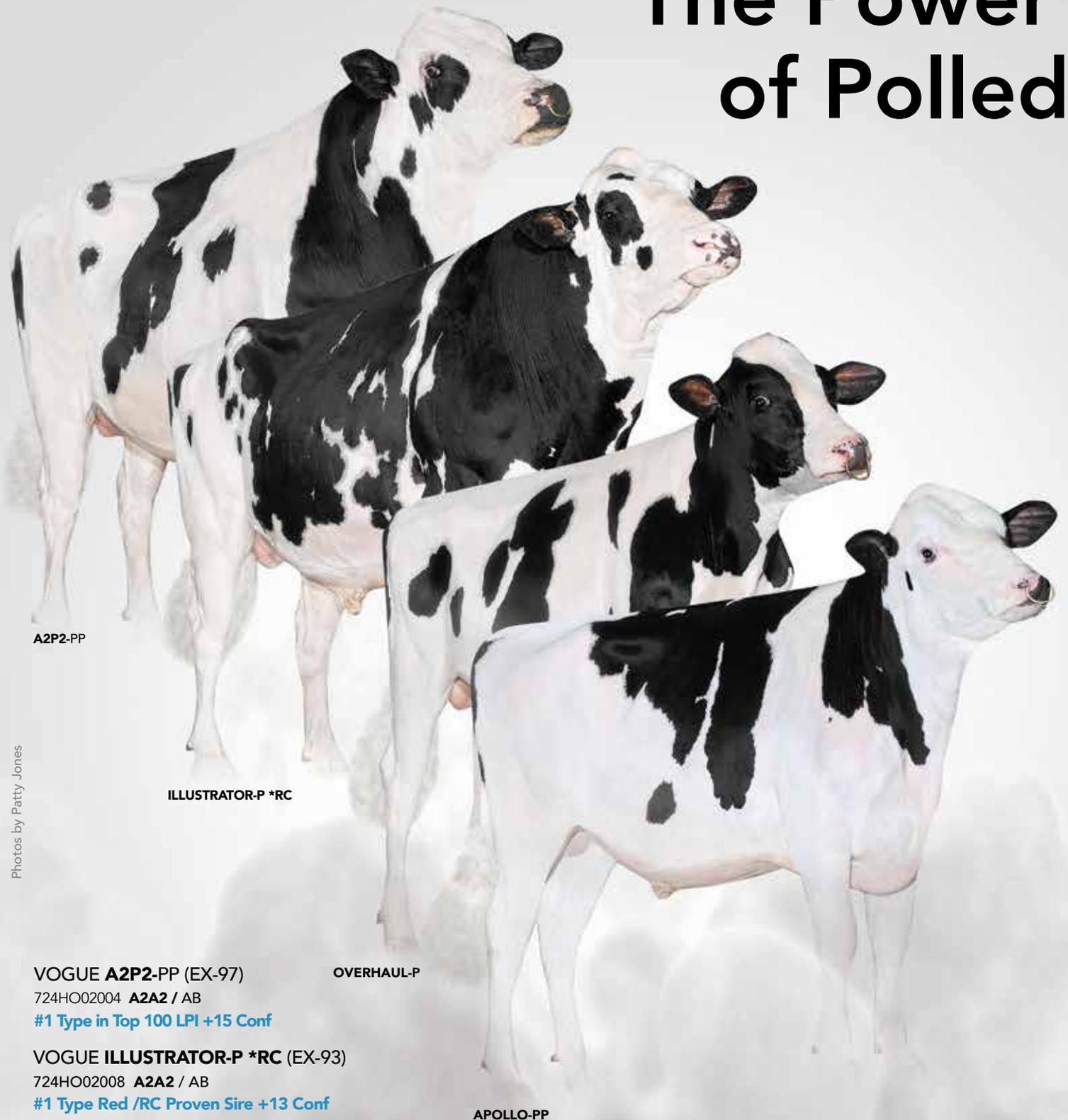
Top 10 Sires for Feed Efficiency (Official) with 100+ Daughters Classified in Three-Month Period

| Sire Name | Daughters Classified | Avg Score of Daughters | Sire Feed Efficiency |
|------------|----------------------|------------------------|----------------------|
| ALLDAY-P | 193 | 80.1 | 107 |
| SIDEKICK | 345 | 82.2 | 106 |
| ROCKNROLL | 163 | 78.9 | 102 |
| BARDO | 149 | 80.4 | 100 |
| ALTAHAILED | 124 | 78.9 | 100 |
| ATEAM | 141 | 79.8 | 99 |
| ALCOVE | 1274 | 80.4 | 96 |
| APTITUDE | 280 | 80.2 | 96 |
| ADORABLE | 262 | 80.4 | 95 |
| UNIX | 288 | 82.4 | 94 |
| GYMNAST | 161 | 79.50 | 94 |

Top 10 Sires for Body Maintenance (Official) with 100+ Daughters Classified in Three-Month Period

| Sire Name | Daughters Classified | Avg Score of Daughters | Sire Body Maintenance |
|--------------|----------------------|------------------------|-----------------------|
| HANLEY | 174 | 79.2 | 106 |
| LUSTER-P | 428 | 81.1 | 103 |
| TOTEM | 150 | 80.2 | 101 |
| LUGNUT | 624 | 80.2 | 101 |
| CONWAY | 345 | 80.8 | 100 |
| ALLDAY-P | 193 | 80.1 | 100 |
| DEALMAKER | 262 | 80.6 | 99 |
| SPEEDUP-P | 591 | 80.2 | 99 |
| REDDIT | 347 | 79.4 | 99 |
| DELTA-LAMBDA | 1002 | 82.7 | 98 |
| ATEAM | 141 | 79.8 | 98 |
| ETESIAN | 198 | 79.3 | 98 |

The Power of Polled



A2P2-PP

ILLUSTRATOR-P *RC

OVERHAUL-P

APOLLO-PP

VOGUE **A2P2-PP** (EX-97)

724HO02004 **A2A2** / AB

#1 Type in Top 100 LPI +15 Conf

VOGUE **ILLUSTRATOR-P *RC** (EX-93)

724HO02008 **A2A2** / AB

#1 Type Red /RC Proven Sire +13 Conf

STANTONS **OVERHAUL-P**

724HO02037 **A2A2** / BB

#1 GPA-LPI Polled +4016 GLPI +11 Conf

VECTOR FRA **APOLLO-PP**

724HO02040 **A2A2** / BB

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#1 Mammary #2 Conf. & #3 Rump in Top 100 Genomic Bulls

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