



# Holstein Canada

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## MediaRelease

For Immediate Release  
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## Holstein Canada's Annual Meeting

**Holstein Association remains optimistic about future growth in core activities, while prudently managing resources for financial health**

**Brantford, ON April 12, 2010** — Members from across Canada attended Holstein Canada's 127<sup>th</sup> Annual Meeting in Saint-Hyacinthe, Québec on April 10. Held at the Hôtel des Seigneurs, this business meeting anchors all other events staged during an activity-packed convention.

Elected officers of Holstein Association of Canada for 2010:

President, \*Germain Lehoux, Saint-Elzéar-de-Beauce, QC

Vice-President / Board Chairman, \*Paul MacLeod, Woodstock, ON

Directors:

BC	Richard Bosma, Abbotsford	ON	Ron Sleeth, Battersea
AB	Orville Schmidt, Rollyview	QC	Jean-Albert Fleury, Victoriaville
SK/MB	*Dale Strudwick, Balgonie, SK	QC	Elyse Gendron, Saint-Polycarpe
ON	John Buckley, Lindsay	QC	*Mario Perreault, Saint-Esprit
ON	*Glen McNeil, Goderich	Atlantic	John Davidson, Bass River, NS

\* Executive Committee

Holstein Canada reported \$194,974 excess of expenses over revenues in the general Operating Fund for the 2009 fiscal year. Total revenues of \$10.8 million reflect a 4.5% increase from last year primarily due to a 2% growth in activity for both registration and breed improvement services. The revenue generated by registrations is steadily decreasing due to increased electronically-submitted applications. An 11% increase in Breed Improvement revenue is mainly attributed to greater classification and genomic-testing activity. Membership declined by 1% which is much less than national dairy herd decline rate of 3%. National Livestock Identification (NLID) revenue increased 1.8% due to brisk tag demand.

Total operating expenses of \$11 million increased 7% compared to 2008. The Association incurred additional expenses related to staff changes, building maintenance, governance, and administration. Holstein Canada's Reserve Fund consists of a \$6.3 million investment portfolio.

From its Development Fund, \$729,456 was used to support initiatives such as the much anticipated 2012 World Holstein Conference, a Computer Technology Infrastructure upgrade, and various herd recruitment and retention programs.

Holstein Canada set new records in animal registrations and classifications in 2009. It registered 275,557 animals and classified 240,422 animals. This represents a 2% growth over 2008 and significant gains in market share. The outlook for 2010 remains optimistic with an expectation of modest growth in activity and a small surplus budgeted for the Operating Fund. Steady performance is expected from the Reserve Fund investments as the markets continue to recover from the 2008 economic downturn.

President Germain Lehoux spoke highly of his fellow board members and interactions with head office staff during his tenure. He reported that the naming of a Governance Committee will enhance accountability and impact on how the Association is managed. The Association's vision is in line with its strategic plan which resulted from a member survey. Board members must continue to pursue the goal of a financially-healthy organization to meet membership needs.

Noting the Canadian classification program is envied worldwide, Germain further desires that the talents and expertise of highly-trained classifiers be more efficiently used in the field to achieve breeding goals.

Germain paid a special tribute to Keith Flaman who has guided Holstein Canada for the past 17 years.

Board Chairman Glen McNeil reported that as a result of the survey conducted in 2009 the Board developed a strategic plan with six priorities:

- ensure that Holstein Canada provides continued value to membership
- provide board and staff leadership
- improve communication effectiveness
- develop strategic alliances
- pursue research opportunities
- enhance advocacy of issues in the dairy industry (e.g. animal health, national traceability)

Glen reported that the Board established and appointed an Audit Committee to monitor and safeguard the ongoing finances of Holstein Canada. As well, a Governance Committee was established to develop policies and strategies to ensure board leadership.

Secretary Manager Keith Flaman remains pleased with the high customer/member retention. Members appreciate any help or suggestions that make record keeping and managing their dairies less demanding.

Collaboration with industry partners has proven to be beneficial. By promoting and demonstrating the benefits of genetic improvement programs as important tools in adding to the profitability of dairy farms, the Association continues to generate new members.

While not all dairy producers wish to pursue only pure Holstein status, all progressive dairy producers recognize the value of good record-keeping and maintaining performance documentation on their animals. The Association has progressed to ensure there is full disclosure of information, which aids breeders in making informed decisions.

Holstein Canada continues to maximize and modernize electronic technology to better serve customers, considering 80% of dairy farms use electronic access in their day-to-day businesses.

While no By-law amendments were presented, there was discussion around ensuring that any future classification weighting changes did not detract from Canada's reputation for Holsteins. During the meeting Larry Tande, President of Holstein USA, commented that he felt Canada had the #1 Holstein cow. Larry also commended Holstein Canada on their Master Breeder award and would like to find a way to duplicate it in the US.

Blondin Skychief Supra was declared Holstein Canada's 2009 Cow of the Year. Simon Lalande and Kim Côté, Ferme Blondin, Saint-Placide, QC accepted this prestigious award.

Three Century of Holsteins Certificates were presented:

- Cornwell Family, Norwich, ON
- Roger Dymont Family, Dundas, ON
- The Leslie Family, Caledon, ON.

Guest speaker Jacques Demers provided an inspirational and thought provoking presentation. Jacques alternated between French and English and shared his views on leadership, achieving success, adapting to change, and many other topics that he related to his life.

Twenty-one Holstein breeders from across Canada were recognized with one of the most coveted awards in the dairy industry, Master Breeder shields in a gala banquet the previous evening.

#### 2009 Holstein Canada Master Breeders

Michel Roberge <b>ANDROBERGE</b>	Michel Roberge & Andrée Bélanger	Chesterville, QC
Bellton Farms Ltd <b>BELLTON</b>	Alan Campbell	Brookfield, NS
Cavanhill Farms Ltd <b>CAVANHILL</b>	Andy, Mel, & Dale Cavanagh	Kinburn, ON
Clovis Holstein Inc <b>CLOVIS</b>	Gilles & Clement Ouellet	St-Alexandre, QC
David G. Fawcett <b>COACHSIDE</b>	David Fawcett	Winchester, ON
Comestar Holstein <b>COMESTAR</b>	France & Marc Comtois Nicole & Freddy Steen	Victoriaville, QC
Earlen Farms Limited <b>EARLEN</b>	Derrick & Dwayne Martin	Alma, ON
Allison & Jean Fawcett <b>FAWCETTDALE</b>	Allison Fawcett	Winchester, ON
Frueh Farms Ltd <b>FRUEH</b>	Steve, Kevin, & Dave Frueh	Duncan, BC
Grasshill Farm Ltd <b>GRASSHILL</b>	Lloyd & Barbara Wicks, & Family	Bobcaygeon, ON
Nieuwenhof & Associe Inc <b>LARELEVE</b>	Justin & Benjamin Nieuwenhof	Dundee, QC
Lemlar Farms Ltd <b>LEMLAR</b>	Daniel & Martha Laemmler	Woodstock, ON
Meadow Bridge Holsteins <b>MEADOW BRIDGE</b>	Cecil G. Deslippe	Thamesford, ON

Poplar Dell <b>POPLARDELL</b>	Bruce & Susie Caughey, & Family	Stella-Amherst Island, ON
Quality Holsteins <b>QUALITY</b>	Paul & Ari Ekstein	Woodbridge, ON
Martin & Renaud Boutin Inc <b>SARTIGAN</b>	Martin & Renaud Boutin	St-Georges Ouest, QC
Stelbro Holsteins <b>STELBRO</b>	Alex & Florence Steele Russell & Mary Steele	Thamesford, ON
Spring Hedge Farm <b>TERRAMAPLE</b>	Lynne & Jim Moore	Terra Cotta, ON
Tomalynn Farms <b>TOMALYNN</b>	Tom & Brad Hawman	Omeme, ON
Tween Bays Farm Inc <b>TWEEN BAYS</b>	Blair & Debbie Tweedy, & Family	Vernon, PEI
Ferme du Vieux Saule <b>VIEUXSAULE</b>	Mario, Lynda, & Jimmy Perreault	Saint-Esprit, QC