

For Immediate Release

Brantford, ON August 2, 2007—Holstein Canada and the Semex Alliance are pleased to announce that Pierre-Luc Perreault of St-Alexis de Montcalm, Québec has been selected to represent Canada in the 2008 Canada/Australia Young Adult Exchange Program. He is excited to learn of the different dairy farming strategies in Australia, in particular the breeding philosophy and management decisions. He is proud of Canada's balanced breeding approach and will be an excellent ambassador for Canadian Holsteins.

Since July of 2006, Pierre-Luc has been a dairy production consultant for Valacta in St-Alexis, Qc providing support to producers to gain maximum benefits in their operations. He graduated in 2006 from McGill University, Montréal, having majored in Animal Science.

Pierre-Luc has worked summers at CIAQ and at Coop Profid'Or. He has a well-rounded background of dairy farm experience gained on the family farm at St-Alexis de Montcalm, Qc, prefix Vachette. Since he was eight years old, he has been milking and feeding the cows. He has taken full responsibility of the herd's genetics over the last eight years, including management of the budget, and since last year has managed the herd's genetics, production, and feeding.

Pierre-Luc's other interests include currently serving with the Lanaudière Holstein Club. He has shown some animals at area shows and fairs and has competed in many judging events in Québec. He was a participant on a winning team entered in a provincial competition where practical and theoretical knowledge of agriculture was tested.

Long-term goals include educating himself more fully about dairy animals through study and experience. He also dreams of earning the prestigious Holstein Canada Master Breeder award.

Pierre-Luc enjoys hockey and softball, and has played competitive badminton at the provincial level for the last eight years.

Holstein Canada and the Semex Alliance encourage all interested young adults between the ages of 18 and 25 to apply in 2008 for the following year's program.