

March 2014

# LA REVUE

[www.holsteinquebec.com](http://www.holsteinquebec.com)

## Holstein Québec

Photo: Tara McKinven PP40005044

### Holstein Canada Convention

Sherbrooke and the breeders of the Eastern Townships welcome you

**Allwick, Delaberge, Fiestal, Filliale,  
Gregori, Lacolline and Maheufils**

Quebec now has seven new Master Breeders

*Suivez le rythme! Follow the rhythm!*

**HOLSTEIN CANADA**  
**SHERBROOKE 2014**  
CONGRÈS • CONVENTION





## To All Holstein Enthusiasts: Welcome!



**In behalf of the 2014 national Holstein Convention organizing committee, please accept our warmest welcome to the lovely Eastern Townships.**

Let us assure you that as our slogan says "follow the rhythm" we will be beating our way, not only to music this week but to the rhythm the Canadian Holstein has established on the scene today. We have some of the most progressive, innovative and energetic breeders in the industry who are constantly finding solutions to new challenges on our farms. We believe that with our industry

partners, we can "follow the rhythm" and rise to the challenges of the future.

Starting with the National Spring Sale and Holstein Québec Spring Show, one of the most important show in America, and followed by the Convention agenda, we hope you can enjoy the various farm tours on Friday. Let's not forget the Master Breeder's

banquet where we can honor some of our best in the business.

So hop on board and get ready to "follow the rhythm" all the way to Sherbrooke 2014!

Thierry Jatton  
Angus MacKinnon  
Organizing Committee Co-chairman,  
2014 National Holstein Convention



Photo : Holstein Québec

**Denis Tremblay, president of Holstein Québec, and Richard Bosma, president of Holstein Canada, with Holstein Canada's chief executive officer, Ann Louise Carson. In front, the two co-chairmen of the 2014 Holstein National Convention Organizing Committee, Thierry Jatton and Angus MacKinnon.**



**HOLSTEIN CANADA**  
**SHERBROOKE 2014**  
 CONGRÈS • CONVENTION

## Sherbrooke welcomes you for the Holstein National Convention!

When: From April 2 to 5, 2014

Where: Delta Sherbrooke Hotel and Conference Centre

### Wednesday April 2, 2014

**11 a.m.:** National Spring Sale, in Victoriaville

**4 p.m.:** Red and White Holstein Show, Holstein Québec Spring Show, in Victoriaville

### Thursday April 3, 2014

**8 a.m.:** Holstein Show, Holstein Québec Spring Show, in Victoriaville

**7 p.m.:** Sugar Shack Welcome, in Sherbrooke

*Come join us at this friendly, festive cocktail party to satisfy your sweet tooth and celebrate the Convention opening.*

### Friday April 4, 2014

**8 a.m.:** Farm Tours

**10 a.m.:** Sightseeing Tours

**5:30 p.m.:** Cocktails (cash bar)

**6:30 p.m.:** Follow the Rhythm Night

*An exciting musical and interactive experience hosted by the Samajam team.*

### Saturday April 5, 2014

**PROMUTUEL**  
 COATICOOK-SHERBROOKE

**8 a.m.:** Breakfast Buffet

**9 a.m.:** Annual General Meeting of Members

**1 p.m.:** Guest Speaker - Mylène Paquette

**5 p.m.:** Master Breeder Cocktails (cash bar)

*Come personally congratulate the Master Breeder families and sign their Guestbook.*

**7 p.m.:** Master Breeder Banquet

*A memorable night to honor the 21 Master Breeders of 2013.*

Inscription: <http://events.holstein.ca>

Information: [congresnational2014@holsteinquebec.com](mailto:congresnational2014@holsteinquebec.com)

450 778-9636



The Organizing Committee looks forward to seeing you

From left to right, seated, the two co-chairmen, Thierry Jaton and Angus MacKinnon.  
 Centre: Annette Santschi, Maureen Balsillie, Chantal Kilsdonk and Nathalie Tétreault.  
 Behind: Jean-Philippe Proulx, Patricia Normandin, Peter Boersen, Stéphane Tardif, Olivier Jaquet and Pascal Martin.

**We thank our valued partners for their contribution to this event**

Platinum Sponsors



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Silver Sponsors



Bronze Sponsors







# NATIONAL HOLSTEIN CONVENTION

## Fermes portes ouvertes – Congrès national Holstein 2014

Découvrez dans chaque circuit quelques-unes des plus belles fermes de la région, dont des fermes propriétés de la relève, des grands troupeaux, des Maîtres-éleveurs ainsi que des préfixes reconnus internationalement. Visitez par vous-même les fermes de votre choix ou réservez votre place à bord de l'un des circuits de visites de fermes!

Pour un aperçu de chaque circuit, visionnez les vidéos dans la section « visites de fermes » sur <http://events.holstein.ca>.

## Circuit rock Réjean Maheu (Maheufils)

815, rang 6, Roxton Pond (Québec) JOE 120

**Propriétaires :** Gilberte et Réjean Maheu et deux de leurs enfants, François et Véronique

**Troupeau :** 150 têtes, dont 65 vaches en lactation  
3 EX, 39 TB, 23 BP

**Production :** 11 182 kg – MCR : 231-250-249

**Familles influentes :** Green Poplar Patsy Insp., TB-87 8\*, Maheufils Igniter Cora TB-88 9\* et Maheufils Champ Leah, TB-87 2\*

\* Maître-éleveur 2013

\* Plusieurs nominations Tout-Québec, All-Canadian et All-American

**Owners:** Gilberte and Réjean Maheu and of their two children, François and Véronique

**Herd:** 150 head, of which 65 cows in milk  
3 EX, 39 VG, 23 GP

**Production:** 11 182 kg – BCA: 231-250-249

**Dominant families:** Green Poplar Patsy Insp., VG-87 8\*, Maheufils Igniter Cora, VG-88 9\* and Maheufils Champ Leah, VG-87 2\*

\* Master Breeder 2013

\* Several Tout-Québec, All-Canadian and All-American nominations

## Host Farms – 2014 National Holstein Convention

Discover in each tour some of the best and most beautiful farms in the area. You will find Master Breeder herds, large herds, succession farms and prefixes recognized internationally. Visit the farms of your choice or book your spot along board of one of the farm tours.

To catch a glimpse of each tour, visit the “farm tours” section at the following adress : <http://events.holstein.ca>



## Circuit rock Tinber Holstein (Tinber)

700, Haut-de-la-Rivière-Sud, Sainte-Cécile-de-Milton (Québec) JOE 2C0

**Propriétaires :** Pascal Martin et sa mère, Réjeanne

**Troupeau :** 80 têtes, dont 40 vaches en lactation  
3 EX, 23 TB, 12 BP

**Production :** 11 701 kg — MCR : 255-279-265

**Familles influentes :** Stepido Super Mega, TB-88 32\* et Braedale Baler Twine, TB-86 33\*

**Owners:** Pascal Martin and his mother, Réjeanne

**Herd:** 80 head, of which 40 cows in milk  
3 EX, 23 VG, 12 GP

**Production:** 11 701 kg — BCA: 255-279-265

**Dominant families:** Stepido Super Mega, TB-88 32\* and Braedale Baler Twine, VG-86 33\*



Circuit rock

## Les fermes Huard inc. (Hucho)

154, rang Choinière, Saint-Alphonse-de-Granby (Québec) JOE 2A0

**Propriétaires :** Carole et Normand Huard et leurs deux enfants, Martin et Mélanie

**Troupeau :** 310 têtes, dont 150 vaches en lactation  
10 TB, 69 BP, 17 B

**Production :** 9 550 kg — MCR : 205-208-201

**Familles influentes :** *Stepido Super Mega, TB-88 32\**, *Blondin Skychief Supra, EX-93 3E 24\**

\* Construction des nouvelles installations en 2012 à la suite d'un incendie

\* Stabulation libre avec traite robotisée

**Owners:** Carole and Normand Huard and their two children, Martin and Mélanie

**Herd:** 310 head, of which 150 cows in milk  
10 VG, 69 GP, 17 G

**Production:** 9 550 kg — BCA: 205-208-201

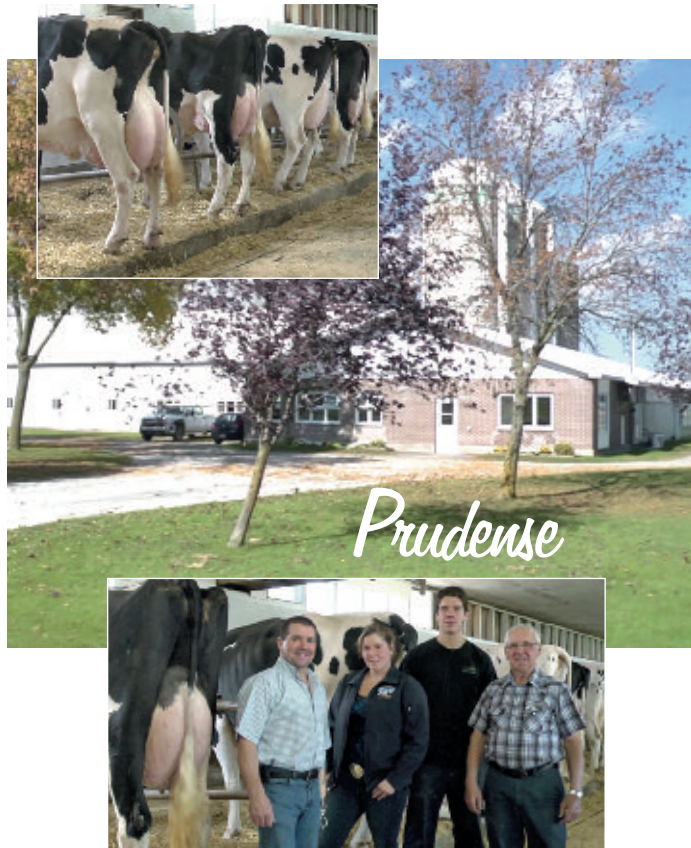
**Dominant families:** *Stepido Super Mega, VG-88 32\**, *Blondin Skychief Supra, EX-93 3E 24\**

\* Construction of new facilities in 2012 due to a fire

\* Free-stall with robotic milking



Circuit rock



Circuit rock

## Ferme Viens et frères inc. (Prudense)

137, rang Viens, Saint-Alphonse-de-Granby (Québec) JOE 2A0

**Propriétaires :** Les frères Daniel et Patrice Viens et leur père, André

**Troupeau :** 200 têtes, dont 120 vaches en lactation  
8 EX, 37 TB, 61 BP

**Production :** 12 412 kg — MCR : 272-289-275

**Familles influentes :** *Prudense Rudolph Farouche, EX-93 6E 11\** et *Prudense Inquirer Requisite, TB-89 4\**

\* Stabulation libre avec tapis roulant pour l'alimentation et salle de traite

**Owners:** The brothers Daniel and Patrice Viens and their father, André

**Herd:** 200 head, of which 120 cows in milk  
8 EX, 37 VG, 61 GP

**Production:** 12 412 kg — BCA: 272-289-275

**Dominant families:** *Prudense Rudolph Farouche, EX-93 6E 11\** and *Prudense Inquirer Requisite, VG-89 4\**

\* Free-stall with feeding conveyor and milking parlour





# NATIONAL HOLSTEIN CONVENTION

## Circuit jazz

En plus des quatre fermes du circuit Jazz, les participants pourront aussi visiter le Centre de recherche et de développement sur le bovin laitier et le porc.

## Jazz tour

In addition to the four farms on the jazz tour, participants will also have the opportunity to visit the Dairy and Swine Research and Development Centre.

## Circuit jazz

### Jetset Holstein (Jetset)

329, chemin Brochu, Cookshire (Québec) J0B 1M0

**Propriétaires :** Vincent Landry

**Troupeau :** 45 têtes, dont 20 vaches en lactation

4 EX, 13 TB, 1 BP

**Production :** 36 kg par jour — MCR : 220-218-212

**Familles influentes :** Jetset RD Hells Angel, EX et Jetset W J Glamour, EX

**Owner:** Vincent Landry

**Herd:** 45 head, of which 20 cows in milk

**Production:** 4 EX, 13 VG, 1 GP

36 kg a day — BCA: 220-218-212

**Dominant families:** Jetset RD Hells Angel, EX and Jetset W J Glamour, EX



## Circuit jazz



## Circuit jazz

### Hodgdale Farm inc. (Hodgdale)

146, chemin Mooney, Ulverton (Québec) J0B 2B0

**Propriétaires :** Andrea et Darren Hodge

**Troupeau :** 160 têtes, dont 75 vaches en lactation

5 EX, 37 TB, 36 BP

**Production :** 9 845 kg — MCR : 213-214-219

**Familles influentes :** Kempcrest Fury Spotty, EX 2E 3\* et Hallanary Marlin Gina, TB-88 1\*

**Owners:** Andrea and Darren Hodge

**Herd:** 160 head, of which 75 cows in milk

5 EX, 37 VG, 36 GP

**Production:** 9 845 kg — BCA: 213-214-219

**Dominant families:** Kempcrest Fury Spotty, EX 2E 3\* and Hallanary Marlin Gina, VG-88 1\*

Circuit jazz

## Ferme Delestrie inc. (Delestrie)

32, chemin Beaulé, Marbleton (Québec) J0B 2L0

**Propriétaires :** Bruno Turmel

**Troupeau :** 120 têtes, dont 50 vaches en lactation

3 EX, 27 TB, 25 BP

**Production :** 10 500 kg – MCR : 232-234-236

**Familles influentes :** Rainyridge Redman Emma Red, TB 3\*, Comestar Formation Laura, EX-91 3E 7\* et Lesperron Goldwyn Starlite, EX

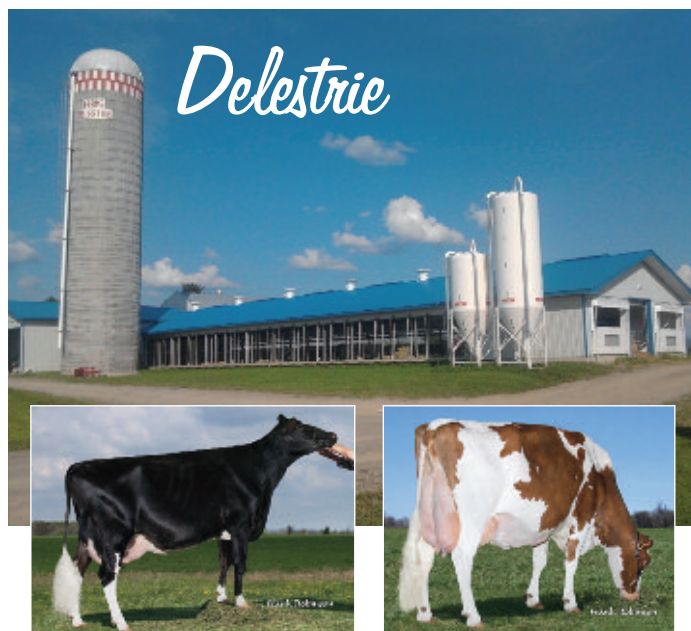
**Owner:** Bruno Turmel

**Herd:** 120 head, of which 50 cows in milk

3 EX, 27 VG, 25 GP

**Production:** 10 500 kg – BCA: 232-234-236

**Dominant families:** Rainyridge Redman Emma Red, VG 3\*, Comestar Formation Laura, EX-91 3E 7\* and Lesperron Goldwyn Starlite, EX



Circuit jazz



Circuit jazz

## Ferme Lesperron enr. (Lesperron)

750, route 108 Est, Bury (Québec) J0B 1J0

**Propriétaires :** Lionel Perron, son fils André, Alexandre Blais et Yves Fauteux, neveux d'André

**Troupeau :** 350 têtes, dont 140 vaches en lactation

6 EX, 61 TB, 74 BP

**Production :** 11 708 kg – MCR : 251-269-252

**Familles influentes :** Comestar Formation Laura, EX-91 3E 7\* et Lesperron Goldwyn Starlite, EX

\* Maître-éleveur 2005

**Owners:** Lionel Perron, his son André, Alexandre Blais and Yves Fauteux, André's nephews

**Herd:** 350 head, of which 140 cows in milk

6 EX, 61 VG, 74 GP

**Production:** 11 708 kg – BCA: 251-269-252

**Dominant families:** Comestar Formation Laura, EX-91 3E 7\* and Lesperron Goldwyn Starlite, EX

\* Master Breeder 2005





# NATIONAL HOLSTEIN CONVENTION

## Circuit pop

En plus des quatre fermes du circuit pop, les participants pourront aussi visiter la Laiterie de Coaticook Itée.

## Pop tour

In addition to the four farms on the pop tour, participants will also have the opportunity to visit the Laiterie de Coaticook Itée.

## Circuit pop

### Lookout Holsteins & Jerseys (Lookout)

35, chemin Minton Hill, Canton-de-Hatley (Québec) JOB 2C0

**Propriétaires :** Callum McKinven, Katherine Beerwort, Gerald et Connie Halbach

**Troupeau :** 150 têtes, dont 30 vaches en lactation  
12 EX, dont 1 EX-96, 2 EX-95, 2 EX-94

**Production :** 10 500 kg

**Familles influentes :** Elmbridge FM Loveable Red EX-94 3E 2\* et Lookout Elmbridge Lady Rouge, TB-87 à 2 ans

\* Récipiendaire de plusieurs bannières et de nombreux titres All-Canadian et All-American

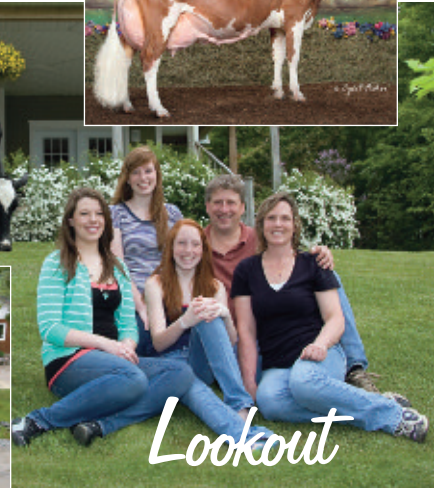
**Owners:** Callum McKinven, Katherine Beerwort, Gerald and Connie Halbach

**Herd:** 150 head, of which 30 cows in milk  
12 EX, of which 1 EX-95, 2 EX-95, 2 EX-94

**Production:** 10 500 kg

**Dominant families:** Elmbridge FM Loveable Red EX-94 3E 2\* and Lookout Elmbridge Lady Rouge, VG-87 2Yr

\* Recipient of many banners and numerous All-Canadian and All-American titles



## Circuit pop

## Circuit pop

### Ferme Bessette et frères Waterville inc. (Pavico)

600, chemin Nichol, Waterville (Québec) JOB 3H0

**Propriétaires :** René Bessette et Carole Chassé

**Troupeau :** 230 têtes, dont 100 vaches en lactation  
8 EX, 54 TB, 60 BP

**Production :** 12 645 kg — MCR : 274-300-279

**Familles influentes :** Pavico Allen Eclatante, EX 5E, Pavico Buckeye Lyvia, TB et Pavico Goldwyn Shella, EX 2E

\* 100 % du troupeau porte le préfixe Pavico

\* Maître-éleveur 2008

\* Top 10 des meilleures moyennes de troupeau au Québec depuis près de 20 ans

**Owners:** René Bessette and Carole Chassé

**Herd:** 230 head, of which 100 cows in milk  
8 EX, 54 VG, 60 GP

**Production:** 12 645 kg — BCA: 274-300-279

**Dominant families:** Pavico Allen Eclatante, EX 5E, Pavico Buckeye Lyvia, VG and Pavico Goldwyn Shella, EX 2E

\* 100 % home bred cows

\* Master Breeder 2008

\* Amongst the top 10 for best herd production average in Quebec for the last 20 years





Circuit pop

## Ferme Andréane inc. (Andreane)

3780, chemin Dustin, Ayer's Cliff (Québec) J0B 1C0

**Propriétaires :** André Brus, Christiane Roux et Kevin Brus

**Troupeau :** 210 têtes

7 EX, 58 TB, 24 BP

**Production :** 9 801 kg — MCR : 212-211-210

**Familles influentes :** *Andreane Champion Mira, EX 3\**

\* Stabulation libre avec salle de traite

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**Owners:** André Brus, Christiane Roux and Kevin Brus

**Herd:** 210 head

7 EX, 58 VG, 24 GP

**Production:** 9 801 kg — BCA: 212-211-210

**Dominant family:** *Andreane Champion Mira, EX 3\**

\*Free-stall with milking parlour



Circuit pop

Circuit pop

## Ferme Rogguia enr. (Roggua)

6415, chemin de Fairfax, Stanstead (Québec) J0B 3E0

**Propriétaires :** Rachel Guay et Raymond Favreau et leurs fils, Kevin et Bryan

**Troupeau :** 120 têtes, dont 45 vaches en lactation

6 EX, 24 TB, 5 BP

**Production :** 10 159 kg — MCR : 235-234-234

**Familles influentes :** *Eastside Lewisdale Aspire, TB-88 et Willsona Ernestine, TB-86 1\**

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**Owners:** Rachel Guay and Raymond Favreau and their sons, Kevin and Bryan

**Herd:** 120 head, of which 45 cows in milk

6 EX, 24 VG, 5 GP

**Production:** 10 159 kg — BCA: 235-234-234

**Dominant families:** *Eastside Lewisdale Aspire, VG-88 and Willsona Ernestine, VG-86 1\**





# NATIONAL HOLSTEIN CONVENTION

## Circuit country

En plus des quatre fermes du circuit country, les participants pourront aussi visiter la Laiterie de Coaticook Itée.

## Country tour

In addition to the four farms on the country tour, participants will also have the opportunity to visit the Laiterie de Coaticook Itée.

### Circuit country

## Ferme Jatton et Gremion enr. (Provetaz)

411, chemin Léon-Gérin, Compton (Québec) JOB 1L0

**Propriétaires :** Jean-Nicolas Gremion, Thierry Jatton et Véronique Guay

**Troupeau :** 280 têtes, dont 110 vaches en lactation  
17 EX, 72 TB, 31 BP

**Production :** 11 700 kg — MCR : 243-258-259

**Familles influentes :** Lafougere Fever Cassie, EX-93, sa fille Provetaz Windbrook Castel, TB-87 1 an, Thrulane James Rose, EX-97 2E 3\* et sa fille, Pierstein Bolton Roselite, TB-87 2 ans

\* Maître-éleveur 2003

\* Gagnante de nombreuses bannières de meilleur éleveur et meilleur exposant

**Owners:** Jean-Nicolas Gremion, Thierry Jatton and Véronique Guay

**Herd:** 280 head, of which 110 cows in milk

17 EX, 72 VG, 31 GP

**Production:** 11 700 kg — BCA: 243-258-259

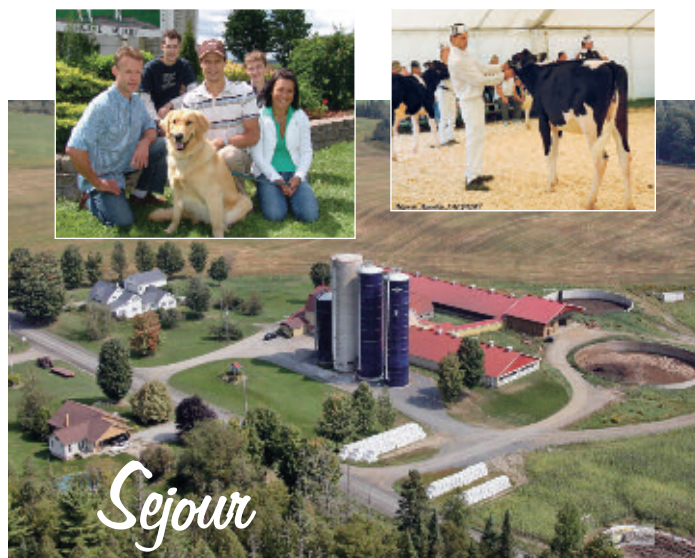
**Dominant families:** Lafougere Fever Cassie, EX-93, her daughter, Provetaz Windbrook Castel, VG-87 1Yr, Thrulane James Rose, EX-97 2E 3\* and her daughter, Pierstein Bolton Roselite, VG-87 2Yr

\* Master Breeder 2003

\* Recipient of many Breeder and Exhibitor banners



## Circuit country



### Circuit country

## Ferme Séjour inc. (Sejour)

550, chemin Pouliot, Compton (Québec) JOB 1L0

**Propriétaires :** Alain Pouliot et son fils Charles

**Troupeau :** 260 têtes, dont 110 vaches en lactation  
8 EX, 50 TB, 58 BP

**Production :** 12 645 kg — MCR : 230-260-236

**Familles influentes :** Sejour Pearl Tempo, EX-95 USA 3E, Sejour Marc Cinelle, EX 9\* et Gen-I-Beq Million Storily, TB-89

\* Maître éleveur 1984 et 2000

**Owners:** Alain Pouliot and his son Charles

**Herd:** 260 head, of which 110 cows in milk

**Production:** 8 EX, 50 VG, 58 GP

12 645 kg — BCA: 230-260-236

**Dominant families:** Sejour Pearl Tempo, EX-95 USA 3E, Sejour Marc Cinelle, EX 9\* and Gen-I-Beq Million Storily, VG-89

\* Master Breeder 1984 and 2000



Circuit country

## Santschi Holstein (Santschi)

2847, chemin Kingscroft, Ayer's Cliff (Québec) JOB 1C0

**Propriétaires :** Marianne et Heinz Santschi, leur fille Annette et son mari, Shayne Brus

**Troupeau :** 110 têtes, dont 48 vaches en lactation  
5 EX, 25 TB, 15 BP

**Production :** 10 046 kg — MCR : 222-227-229

**Familles influentes :** Santschi Leduc Victoria, EX-94 3E USA 4\*,  
Santschi Goldwyn Harmonica, EX-92 et Cowtown Liddea Rae, TB-86

**Owners:** Marianne and Heinz Santschi, their daughter Annette and her husband, Shayne Brus

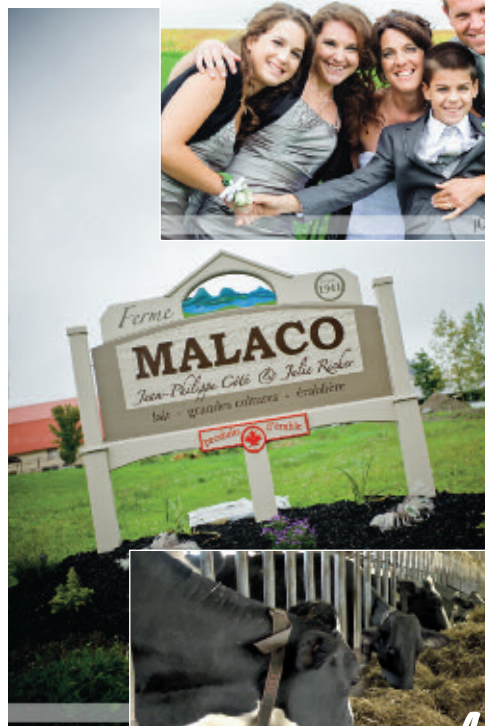
**Herd:** 110 head, of which 48 cows in milk

**Production:** 10 046 kg — BCA: 222-227-229

**Dominant families:** Santschi Leduc Victoria, EX-94 3E USA 4\*,  
Santschi Goldwyn Harmonica, EX-92 and  
Cowtown Liddea Rae, VG-86



## Circuit country



Circuit country

## Ferme Malaco inc. (Malaco)

1485, chemin de Fitch Bay, Magog (Québec) J1X 3W2

**Propriétaires :** Jean-Philippe Côté et Julie Richer

**Troupeau :** 120 têtes, dont 50 vaches en lactation  
9 TB, 39 BP, 11 B

**Production :** 11 300 kg

**Familles influentes :** Malaco Leader Yanie, TB et Malaco Progress  
Sushi, TB-86

\* Récipiendaire de la reconnaissance IPT 99 en 2010 et 2012

\* Stabulation libre avec traite robotisée

**Owners:** Jean-Philippe Côté and Julie Richer

**Herd:** 120 head, of which 50 cows in milk  
9 VG, 39 GP, 11 G

**Production:** 11 300 kg

**Dominant families:** Malaco Leader Yanie, VG and Malaco Progress  
Sushi, VG-86

\* Recipient of the IPT 99 Award in 2010 and 2012

\* Free-stall with robotic milking



# HERD PROFILE – MASTER BREEDERS

BY  
JEAN-PHILIPPE  
PROULX

Advisor for  
Southern Quebec



Translation by Nicole De Rouin

## Maheufils

### “Different families, different goals”



**The story of the Maheufils herd began in 1945. Today, the operation is owned by Réjean, his wife, Gilberte, and their children François and Véronique. The Maheufils prefix is a familiar one for show enthusiasts, because the herd has collected no less than 19 Tout-Québec, All-Canadian and All-American nominations over the years.**

The herd currently includes 3 EX, 39 VG and 23 GP, and produces an average of 11 182 kg of milk, for BCAs of 231-250-249.

In their pursuit of this first Master Breeder title, the Maheu family relied primarily on two main families, with the T family, which divides into two lines, earning nearly 30 per cent of the points. The first line is that of *Maheufils Enhanc Tamia-Red*, and one of its best-known representatives is *Maheufils Champ Leah*, VG-87, Reserve All-Canadian in 2006, and dam to, among others, *Maheufils Goldwyn Monica*, EX-94.

Another four of Leah's daughters did particularly well in the showing as heifers: *Maheufils Goldwyn Melinda*, was first Senior Heifer Calf in 2008, and also won Junior Honourable Mention at the World Dairy Expo in addition to the All-American title; *Maheufils Jasper Janice* won Reserve Tout-Québec and Reserve All-Canadian Intermediate Heifer Calf in 2011; *Maheufils Jasper Jena* was Honourable Mention Tout-Québec Senior Heifer Calf in 2011; and *Maheufils Jasper Jerika* was nominated Tout-Québec Intermediate Heifer Calf in 2012, and Tout-Québec Intermediate Yearling in 2013.

The second line of the T family is that of *Maheufils Star Tinou*, VG-86. One of her descendants, *Maheufils Prelude Teresa*, VG-86, produced eight daughters that all classified GP or better. She died at the age of 16, after recording a lifetime production of 122 677 kg of milk.

Among Teresa's daughters, *Maheufils Supersire Tessa*, EX, recorded a lifetime production of 111 846 kg of milk and was named Reserve



**Réjean and Gilberte Maheu, surrounded by their family: behind, Marie-Noël and Véronique; front, François and his partner Véronique Couture, with Camille and Florence.**

Grand Champion at Brome Fair, in 2000. Her sister *Maheufils Rudolph Tara*, VG-88, produced 89 618 kg. Another sister, *Maheufils Storm Tinou*, VG-87, was a remarkable cow, with a lifetime production of 113 024 kg and a daughter, *Maheufils Jordan Telly*, EX 3\*, that earned a Superior Lactation and placed second in the Mature Cow class at Brome Fair, in 2010.

The herd's second most important family, contributing a little over 20 per cent of the points towards this Master Breeder shield, is that of *Green Poplar Patsy Insp*, VG-87 8\*. Born in 1989, this daughter by Hanover-Hill Inspiration was purchased as an embryo. Her progeny also splits into two lines. The first includes *Maheufils Prelude Pastel*, VG-87 3\*, along with two of her descendants, *Maheufils Chapter Pram*, EX 2E 1\*, and *Maheufils Final Cut Pamela*, VG-89 2°.

The second line, and unquestionably the most popular of the two, is led by *Maheufils Lee Lea*, EX 3E 8\*, dam to two illustrious daughters. The first, *Maheufils Terrason Lana*, EX-93 2E, now owned by Breeze Hill Holsteins, won Reserve All-Canadian and Reserve Tout-Québec Intermediate Heifer Calf in 2004, Reserve All-Canadian Intermediate Yearling in 2005, and finally, Reserve All-Canadian Senior Two-Year-Old in 2006. The second daughter, *Maheufils Sky Fame Leila*, VG-87, was named both Reserve Tout-Québec and Reserve All-Canadian Senior Heifer Calf in 2004.

Despite these impressive achievements, and even with the addition of this Master Breeder title, the Maheu family remains humble and feels very proud to be a member of a strong and dynamic breed association. ■



***Maheufils Terrason Lana*, EX-93 2E, owned by Breeze Hill Holsteins, won Reserve All-Canadian and Reserve Tout-Québec Intermediate Heifer Calf in 2004, Reserve All-Canadian Intermediate Yearling in 2005, and finally, Reserve All-Canadian Senior Two-Year-Old in 2006.**



BY GENEVIÈVE  
DROLET, AGRONOMIST

Advisor for Central  
Quebec and Advisory  
Service Technical  
Manager



Translation by Nicole De Rouin

## Ferme Lacolline

**"Love your cows,  
and they'll return  
your kindness."**



**At Ferme Lacolline, the secret to the Master Breeder recipe rests on a few simple ingredients. First and foremost, you need big cows, good udders and solid legs. Next, you stir in the Three P's: passion, patience and perseverance. Then you let the fruit of all that effort simmer for 16 years. That's how you get cows that last a long time, and those, says Raymond Roy, are the ones that pay.**

For the owner of Ferme Lacolline, located in Saint-Martin-de-Beauce, it was clear from the time he was 15 years old that dairy production was going to be a big part of his life. At that young age, he was already managing the herd, and his drive and his desire to learn were unmistakable. He never missed an opportunity to take part in a trip organized by the Beauce Holstein Club or to take part in a show. In fact, it was after placing last in a show that he decided that from then on he would breed big cows with good udders and solid feet and legs. Claude Roy, Raymond's brother, who worked for Valacta for 20 years while continuing to work on the farm, shares his passion and his goals. Today, the Lacolline herd includes 8 EX, 20 VG and 4 GP cows, with the 30 cows in milk producing 9112 kg of milk (187-204-185). Because longevity is a key factor in the success of their operation, the Roy brothers attach a great deal of importance to cow comfort and exercise. As soon as the weather permits, the cows are on pasture day and night.

Three main cow families were pivotal in obtaining this Master Breeder title. Fully half of the total point count is attributable to the family of *Lacolline Sharon*, VG-85 1\*, a daughter by *Make Rite*, whose progeny includes eight daughters classified EX. *Sharon* is most notably the great-granddam of *Lacolline Rudolph Sidney*, VG-89-2yr USA, a cow that made a name for the herd on the international scene. Owned by Carrousel Farms, Sidney's honours include being crowned All-American Senior Two-Year-Old, in 2000.

The second important lineage is that of *Lacolline Starbuck Kiwi*, VG-88 3\*, a cow that calved 10 times and gave birth to the herd's first EX, namely *Lacolline Broker Kelly*, EX 3E 4\*.



**Brothers Raymond and Claude Roy with their mother, Yolande B. Roy.**

Kelly's mating with Boulet Charles turned out to be a prolific one, as *Lacolline Charles Katleen*, EX-91 2E 2\*, a red factor carrier, went on to record a lifetime production of 83 372 kg of milk. Her two granddaughters, at Ferme Carhol in St-Odilon, distinguished themselves in the showing in 2013, with *Carhol Redliner Kasy* winning Junior Honourable Mention in the Red & White Show at the QIHS, and *Carhol Redliner Kassype* chosen second Red & White Intermediate Yearling at both the QIHS and the World Dairy Expo.

The Lacolline herd also owes its success to the popular Barb family, from Hanover Hill. Acquired as an embryo, *Rocknaies Rudolph Barb*, EX-90 3E, originates from six generations of VG or EX cows with 18\*. She now has two daughters that are classified: *Lacolline James Barb*, VG-87 7\*, has produced 3 EX and 4 VG daughters; her full sister, EX-90 2E 2\*, is dam to the best cow in the barn, *Lacolline Igniter Barb* 18, EX-92, who represents the ninth generation of VG or EX cows with 27\*.

Thirty years later, their goal of producing show cows remains relevant. The Roy brothers have distinguished themselves thanks to the imposing strength of their cows, and are now aspiring to breed a cow scoring EX-94 points or higher, or a high-calibre show cow. In their view, this Master Breeder shield brings additional credibility to their herd and is a testament to their continuous efforts, their perseverance and their passion. ■



**In 2000, *Lacolline Rudolph Sidney* did her breeders proud, winning first Senior Two-Year-Old at the World Dairy Expo and then capturing the All-American title.**



# HERD PROFILE – MASTER BREEDERS

BY MARIE-PHILIP  
BRISSON, AGRONOMIST

Advisor for  
Western Quebec



## Gregori Setting realistic goals



Translation by Nicole De Rouin

**D**eciding exactly what one wants to become is the starting point of any great achievement. With that thought in mind, Martin and Benoît Grégoire have taken the concrete steps required to achieve the realistic goals they set themselves. Encouragement from fellow breeders inspired them to surpass themselves and go beyond their comfort zone. So it certainly wasn't a stroke of luck that led them to success.

Although Ferme U. Grégoire et fils inc. was acquired by Gertrude and Urbain in 1957, it wasn't until 20 years later that the Gregori prefix was registered. Martin and his brother Benoît became involved in the operation in the mid-1980s and took over ownership of the farm in 2009. They work well as a team, each applying his strengths to the area that most interests him: Benoît is in charge of the fields and Martin is responsible for the herd. The Grégoire family has received many honours in the past, including the Silver Medal from the Ordre national du mérite agricole, in 1985, and a second place finish for the Gold Medal, in 1990.



Gertrude and Urbain Grégoire transferred their farm to their sons Martin and Benoît in 2009.

With 11 EX, 53 VG and 20 GP cows, the Gregori herd currently ranks 24<sup>th</sup> on Canada's Top LPI Herd List (12/13). The cows produce an average of 11 635 kg of milk, with 4% fat and 3.3% protein.

The story behind this shield began when Martin acquired an embryo from potential bull dams, through CIAQ. That purchase turned out to be a lucrative one, because today the family of *Lehoux Aerostar Pina*, a cow that quickly rose to rank among the top LPI cows in Canada at the age of two, earned 55% of the points towards this first Master Breeder title. One of Pina's descendants, *Gregori Outside Bubbles*, VG-87 15\*, proved to be very prolific, producing 3 EX, 14 VG and 11 GP daughters. Among them, *Gregori Goldwyn Burwine*, EX-4E, produced 16 000 kg at four years and recorded two Superior Lactations. Another of Pina's descendants, *Gregori Igniter Solina*, EX 8\*, also compels recognition with three EX and three VG daughters, four of

which are by *Goldwyn*. One of them, *Gregori Goldwyn Soliso*, EX-91 2E, has a Super 3 certificate to her name.

Likewise, *Gregori Champion Sopa*, VG-87 5\*, from the same family, stands out with two Superior Lactations, eight daughters classified VG, and two bulls in service with Semex. One of Sopa's daughters, *Gregori Shottle Soprano*, VG-87 3\*, is the dam of five VG daughters that have recorded two Superior Lactations, one with 16 938 kilos at five years. One of Sopa's granddaughters, *Gregori Man O Man Sorisia*, VG-87, boasts a GLPI of +3001 (12/13).

Finally, *Gen-I-Beq Stormatic Rosa*, VG-87 9\*, also leaves an impressive legacy of three EX, five VG and five GP daughters, including *Gregori Bolton Rositi*, EX, with one Superior Lactation. Although the farm has some excellent cow families, the owners are always open to incorporating new animals from

influential families, such as descendants of *Mystique Jordan Camee*, VG-87-2yr, and *Sunnylodge Snowman Bombi*, VG-1yr.

Martin also stresses that getting involved in the Holstein community plays an important part in obtaining a Master Breeder shield. His involvement with his Holstein Club and with Holstein Québec, of which he is currently vice-president, has given him the opportunity to become acquainted with others who, like him, have a passion for Holsteins.

If you ask Martin to define his recipe for success, he will tell you that you need to be efficient, perseverant, determined, well-organized and cost-effective – and don't forget to add a dash of luck to the mix! He sends a message to all breeders, underlining "that it's important to never underestimate a young 20-something, with no experience or genetic know-how, because in 16 years, he or she may be sitting at the table of honour among the Master Breeders." ■



*Gregori Shottle Soprano*, VG-87 3\*, dam to five VG daughters, recorded two Superior Lactations, one with 16 938 kg of milk at five years.



BY GENEVIÈVE  
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Advisor for Central  
Quebec and Advisory  
Service Technical  
Manager



## Ferme Filiale “Living a dream come true”



Translation by Nicole De Rouin

**F**rom the moment one arrives at Ferme Filiale, the warm and supportive work atmosphere that exists there is apparent. The beauty of the entrance hall and the office, as well as the tidiness of the farm, show that the owners and their children take pride in their workplace. The determination of brothers Martial and Jacquelin Fillion, the candor of Sylvie Morin, Jacquelin's partner, and the smiles of complicity between sisters Vanessa and Marilyne Fillion make it clear that communication amongst the members of this team is paramount.

Located in Saint-Ludger, in the Beauce region, Ferme Filiale began registering its animals in 1982. Today, 120 cows and 130 replacement animals make up the herd. The milking cows, classified 14 EX, 52 VG and 44 GP, have an average production of 11 421 kg of milk, for BCAs of 247-263-255. A total of 11 cows contributed 10 points or more towards this Master Breeder shield.

There are some who will remember *Showline Carmen*, EX-5E 5\*, the Ferme Filiale legend acquired for \$10 000, at the Cormdale Sale, in 1985. The Fillions subsequently refused a number of offers to buy her, a decision they never regretted. Finishing first at Expo Québec, in 1986, and then following up with an All-Canadian nomination, Carmen did them proud. And, with four Superior Lactations and a lifetime production of 113 006 kg of milk, she was certainly profitable! The incarnation of health and longevity, Carmen died at the age of 19, leaving outstanding progeny that includes *Filiale Dundee Chacha*, EX-90 3E, who produced 13 606 kg of milk at 5 years and 11 months.

The family of *Filiale Horton Sabiane*, EX 10\*, a cow with a lifetime production in 82 211 kg,



The family of *Showline Carmen*, EX 5E 5\*, contributed the most points towards the Fillions' Master Breeder title.

also played a role in obtaining this shield. Her daughter, *Filiale Wade Sabette*, earned 14 points with her EX-91 5E 2\* classification and a lifetime production of 129 903 kg of milk. The Fillions affirm that *Sabiane* has established dairy strength and capacity in her line, as can be seen from her granddaughter *Filiale Goldwyn Safillette*, EX-90 2E, who produced 14 949 kg of milk at 4 years and 10 months.

The third most important family was that of *Filiale Juror Star*, EX 90-2E 7\*, a red factor carrier nominated My Favourite Cow by the Beauce Holstein Club, in 2009. In addition to producing 122 559 kg of milk in nine lactations, Star has passed her dairy strength on to her 3 EX, 3 VG and 2 GP daughters. Among them, *Filiale September Staki Red*, EX-90 3E, recorded one Superior Lactation and produced a total of 82 236 kg of milk in six lactations.

Finally, it would be impossible not to mention the family of *Beaulain Miki Volcan*, VG-86 4\*, particularly her renowned daughter, *Filiale Jubilant Mali-Red*, EX-91 USA. *Mali* is the foundation of one of the most influential red and white families in the United States, the *Marker Mandy* line. Although *Mali* was sold at the age of two, her sisters and their offspring have made their mark, in particular *Filiale Lichtblick Brownis Red*, VG-88.

Forward-looking by nature, the Fillions were intrigued by the introduction of genomics and so acquired *Lesperron Shottle Splenda*, EX-91 1\*. Indeed, the mammary system of her daughter *Filiale Oman Spirale*, GP-83-2yr, is



The Fillion family: front, Sylvie Morin, Jacquelin Fillion, Marilyne and Éric; behind, Martial Fillion, Megan, Vanessa and Jonathan.

outstanding. Likewise, all the males in the family are genomically tested. Among them, *Filiale Spa* (*Epic* x *Man-O-Man*), figures prominently with a GPA LPI of 3149 (12/13).

When asked what message they would like to convey to others who dream of one day achieving the status of Master Breeder, the Fillions say – with a twinkle in their eye – if you've got perseverance and passion, the rest takes care of itself! ■



# HERD PROFILE – MASTER BREEDERS

BY MARIE-PHILIP  
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Western Quebec



## Fiestal Visualizing excellence



Translation by Nicole De Rouin

**“The future belongs to those who believe in the beauty of their dreams.” It’s a quote that aptly describes Louis St-Aubin and Christine Thibodeau. The Master Breeder shield has always been on their list of dreams, and although they could certainly visualize it, there was no better moment than when they received the call, on January 7, from Holstein Canada’s Chief Executive Officer.**

Right from an early age, Louis attached a great deal of importance to his involvement and time with the young farmers’ circle in his area. The experience taught him to be more observant of cow behaviour and helped him develop the competitive spirit that pushes him to surpass himself. Later on, as a member of the Montréal-Vaudreuil-Soulanges Holstein Club, Louis connected with a group of experienced breeders who shared the same breeding goals. He was able to observe their progress, exchange ideas, and try to steer a steady course with his own herd. In his view, getting involved is like paying it forward, sharing what you’ve received.



**The St-Aubin-Thibodeau family: in front, Eugénie, Louis, Christine and Francis; behind, Étienne and Catherine.**

In June 2007, Ferme Bois de la roche achieved an impressive feat, with four new cows classifying EX in a single visit. Three of them, including two sisters, were sired by Allen. When Louis and Christine repeated that success three and a half years later, they began to believe they might one day be able to join the ranks of the country’s most acclaimed breeders.

Made up of 51 cows and 48 replacement animals, the Fiestal herd now includes 5 multiple EX, 23 VG and 21 GP, and has an average production of 11 827 kg. Louis and Christine sought to develop a profitable herd, with fine-looking, resistant and high-performance cows. They bred this type of animal by choosing proven high LPI sires and focusing on conformation. Today, the performance of the Fiestal herd is impressive on all levels, with the TPI 99 they earned in 2013 serving as confirmation.

In the point count towards this Master Breeders shield, the family of *Fiestal Supersire Eugénie*, VG 4\*, earned over 30 per cent of the points. With a lifetime production of over 110 000 kg and outstanding progeny, *Eugenie* embodies the strengths of this family that is recognized for both conformation and longevity. Among her daughters, *Fiestal Allen Edwina* EX-93 2E, is the first in a line of three generations of EX cows; she is followed by her daughter *Fiestal Morty Emmanuelle*, EX-91 2E, and her granddaughter *Fiestal Stormatic Euphémie*, also EX-91 2E.

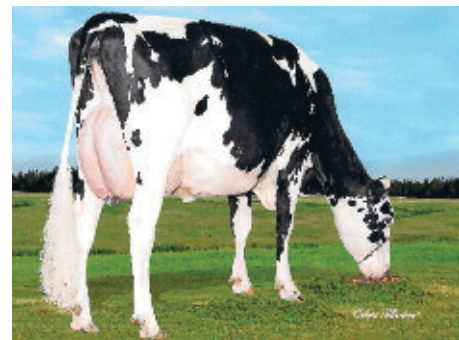
*Fiestal Leo Emilie*, EX 2E, is another of their cows with three EX daughters. Among them, *Fiestal Igniter Elyzabeth*, EX-91 6E, produced 105 097 kg in eight lactations, making her the highest individual contributor towards this title, with 13 points.

Other favourites include *Fiestal Brawler Morphee*, VG-86-3yr, a daughter of *Fiestal Reggie Maude*, also classified with 86 points.

*Morphee*, one of Brawler’s first daughters, is an ambassador for the Fiestal herd and is much admired for her excellent feet and legs as well as her mammary system. Three other EX cows are also attracting attention: *Fiestal Bolton Iphigénie*, EX 2E, with one Superior Lactation, *Fiestal Lee Camomille*, EX-91 3E, with a production of 86 598 kg of milk in seven lactations, and *Fiestal Allen Saphyr*, EX-91 4E, endowed with a superb mammary system.

Classification has been a valuable tool for these breeders. Classifier visits are extremely motivating, inspiring them to continue to improve their herd.

The success of Ferme Bois de la roche also rests on preventive management, animal health and comfort, and well-balanced feeding. But life goes on, and Louis and Christine have already started working towards a second title while striving to make the operation sustainable for the next generation. ■



***Fiestal Brawler Morphee*, VG-86-3yr, recorded a Superior Lactation, with a 305-day yield of 12 520 kg at 2 years, for BCAs of 309-313-295.**



BY MARIE-PHILIP  
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## Delaberge Fourteen years of work amply rewarded!



Translation by Nicole De Rouin

**F**or Ferme Bergelait, in Saint-Louis-de-Gonzague, this second Master Breeder title is the result of a passion that binds the members of the Laberge family together: Luc and Louise, their children Mélanie and Geoffré, and their son-in-law Brent Watt.

A visit to the farm reveals a passion that underlines the myriad descriptions that apply to the Delaberge prefix. The D highlights the family's Determination, the E means they are Even-keeled, and the L evokes their Leadership skills. Likewise, in addition to the great Affection they have for one another and the Holstein breed, they are also known to be Bon vivants, Efficient, Respected and Good managers. Lastly, they are most definitely Engaged in their work, and the recognition of their achievements today is the product of that ongoing commitment.

Ferme Bergelait has been in existence for many years, but the operation changed significantly in 2009. With the purchase of the Wattcrest herd, the number of cows doubled from 50 to 100, and the herd was moved to a new barn. Feeding then changed from a hay-based ration to a total mixed ration. Today, the 250-head herd includes more than 100 cows, classified 11 EX, 64 VG and 38 GP, with an average production of 11 500 kg.

*Bryhill Rudolph Lulu*, VG-87 21\*, a cow acquired at the Elite Rive-Nord Sale in 1997, is the head of the family that accumulated over 60 per cent of the points towards this Master Breeder shield. *Lulu* has produced more than 38 daughters, including 2 EX, 16 VG and 17 GP. Among them, *Delaberge Durham Lucille*, EX-93 2E, has also produced offspring that have ranked high on the LPI lists, including *Delaberge Goldwyn Liselle*, VG-87-2yr. One of her better-known granddaughters is *Delaberge Planet Louisa*, VG-88, dam to *Delaberge Pepper*, a bull owned by Generations.

*Delaberge Durham Luciole*, VG-87, a full sister to *Lucille*, is the dam of 1 EX, 9 VG and 5 GP. Among that group, *Delaberge Goldwyn Liana*,



The Laberge family, from bottom to top:  
Brent, Mélanie, Geoffré, Louise and Luc.

VG-89, recorded a composite BCA of 1099 as of the age of 2. *Liana* is also a full sister to *Lureck*, a bull under contract with Semex. As can be seen in *Liana's* daughter, *Delaberge Snowman Lianeige*, classified VG at 2 years, this family transmits excellent mammary systems to its progeny.

The herd also includes two descendants of the first cow registered under the Delaberge prefix in 1981: both *Delaberge Astre Kenia*, VG-89, and her daughter *Delaberge Megabuck Kennie*, EX, have distinguished themselves with impressive yields.

Finally, it is the herd's brood cow, *Delaberge Grand Sept*, VG-89, that engendered the two highest individual point earners for this Master Breeder title. They are *Delaberge Emerson Sature*, EX-95, with a lifetime production of more than 100 000 kg, and *Delaberge Aeroline Soledad*, VG-88, who has recorded three Superior Lactations. Today,

Ferme Bergelait is developing the family of *Delaberge Shottle Regine*, EX 6\*, an animal backed by 10 generations of VG or EX cows.

At Ferme Bergelait, the emphasis is on two essential tools: milk recording and the Holstein Association, the latter for its classification, registration and genomic services. Luc Laberge considers classification visits essential and rates them among the best days of the year – the exception being the day this second Master Breeder shield was announced, of course. Luc also points out that it is important to buy good genetics so as to be able to sell animals and reap the economic benefits. But the success of Ferme Bergelait stems first and foremost from the family's intense team spirit and a strong family bond.

Breeding is a passion, and as Luc affirms: "Meticulous care is essential right from the start, and right from the moment the calf is born, I'm already looking forward to seeing the animal develop and then seeing the results of our efforts when it's her turn to calve." Following this latest achievement, the future for Luc and Louise means making room for the younger generation and hoping for a third shield. ■



*Delaberge Durham Lucille*, EX-93 2E, is the dam of 17 daughters, all classified GP or better, many of which have ranked high on the LPI lists.



# HERD PROFILE – MASTER BREEDERS

BY  
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Translation by Nicole De Rouin

Allwick

## Breeder: both a calling and a passion!



**B**eyond the cows, the Allwick herd is first and foremost the story of the family of Nancy Larrivée, Alain Roberge and Stéphanie, Francis and Andy Roberge.

Alain Roberge registered the Allwick prefix in 1990, after acquiring farmland and buildings in Tingwick, in the area of the Bois-Franc Holstein Club. At that time, the 8-cow herd had a quota of 4.7 kg of butterfat. From 1990 to 1999, Alain focused on developing the farm, while also working for Coop Prévert as an agricultural advisor. Today, the herd is composed of over 40 cows, including 6 EX, 32 VG and 10 GP, that have an average production of 11 447 kg of milk, with 3.9% fat and 3.4% protein, and BCAs of 255-269-269.

Among the cows that contributed to this first Master Breeder shield, *Rocktale Master C Top*, VG-86 3\*, features prominently. With seven Superior Lactation awards and three Super 3, she is a five-time winner of the trophy for kg per day of life and two-time winner of the trophy for lifetime milk production awarded by the Bois-Franc Holstein Club. At the provincial level, she dominated the Lifetime Production class in 2012 and 2013, producing 181 603 kg of milk, with 4.3% fat and 3.5% protein.

Among her descendants, *Allwick Outside Ctale*, VG-86 6\*, has had the most impact on the herd. Ctale has numerous daughters, including *Allwick Modest Tampa*, EX-90 3E, herself dam to three VG daughters and the holder of two Superior Lactation certificates. Another of Ctale's daughters, *Allwick Goldwyn Thaïlande*, EX-2E 2\*, produced 67 015 kg of milk in six lactations and has three VG daughters to her name.

Another cow from this family, *Allwick Ronald Contine*, EX-90 3E, produced 80 108 kg of milk



The team behind the Allwick herd: in front, Nancy Larrivée and Alain Roberge; standing, Andy, Stéphanie and Francis Roberge.

in six lactations. She exemplifies the longevity that is exhibited by most of the members of this family. Other cows from the family have also been influential and will undoubtedly leave their mark in the coming years. Among them is *Allwick Kingly Tunisie*, VG-88, with a projected yield of 11 732 kg of milk, at 3 years and 11 months.

Looking to the future, Alain and his children are banking on the descendants of the family of *Belgrove Attra Robin*, EX 2E 14\*. Her daughters include *Allwick Bolton Ruanda*, VG-88, a cow that produced 39 060 kg of milk in three lactations. She is the dam of *Allwick Tee Off Roumanie*, VG-87-3yr, who represents the family's 16th generation of VG or EX cows. Growth has not always been easy for this operation: in 2005, the main barn was destroyed by fire. Despite the difficulties

caused by the blaze, Alain and his children managed to get something positive out of the experience, rebuilding the facilities with improvements that now make their work more enjoyable. Luckily for them, the night before the disaster, Alain had called a veterinarian to the farm. Five pregnancies from embryo transplants were confirmed and the recipient cows were sent out to pasture. Those pregnancies yielded two EX and two VG-87 cows as well as a bull that went to an insemination centre. And although only a few cows had access to the outdoors, two of those animals are now classified EX. All of these animals are from the herd's leading families and contributed to this Master Breeder title.

When it comes to plans for the future, the family intends to continue focusing their efforts on the particulars of day-to-day herd management, with clear and realistic goals. ■



*Rocktale Master C Top*, VG-86 3\*, earned seven Superior Lactation awards and three Super 3 and dominated the Lifetime Production class in Quebec in 2012 and 2013, with 181 603 kg of milk.