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Herd Profiles

Meet our new Master Breeders

Blondin, Cotopierre,
Denistier, Geno, Kakouna,
Maco, Mystique and Timber



BREEDER PROFILE – MASTER BREEDER

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Ferme Blondin The strength of a dedicated team



Blondin is a name that has come to be known for its cow families that excel in the showing and its productive animals with high genomics. It also encompasses Blondin International, active in marketing, and Blondin Sires, a new player in the artificial insemination sector. But first and foremost, Ferme Blondin represents two kind-hearted, authentic individuals at the head of a wonderful family.

Located in Saint-Placide, Ferme Blondin has expanded at a tremendous rate since its beginnings in 1984. While breeding an animal like *Blondin Skychief Supra*, EX-93 3E 34*, Cow of the Year in 2009, is probably one of the most rewarding accomplishments of these breeders, the success they have achieved with her progeny is nothing short of a dream come true. Indeed, their second great accomplishment has been raising her granddaughter, *Blondin Redman Seisme*, EX-97-2E-USA, a cow that remains an emblem for the farm, despite the fact that she was sold some years ago. Seisme is in fact the world's highest classified red and white cow.



The family behind Ferme Blondin, from left to right, front: Simon Lalande, Kim Côté, Anthony and Thomas; behind: Olivier and Nicolas.

Supra's influence is also evident in *Blondin Destry Sally*, EX-93, crowned with roses among the Red and Whites in Toronto, in 2014, and in *Blondin Goldwyn Subliminale*, EX-96 2E USA, representing the family's 8th generation of VG or EX cows. *Subliminale* was also very successful on the international show circuit, winning Supreme Champion in the International Junior Show, reserved for young farmers aged 9 to 21, at the World Dairy Expo, in 2015, while demonstrating her longevity as first Mature Cow and Best Udder at the Royal in Toronto the same year.

The farm also owes its success to Simon's outlook for the future and his ability to take

advantage of marketing opportunities. By buying animals, these owners have been able to diversify their herd, develop new bloodlines and improve herd genetics. Purchased in co-ownership with François Paiement, *Regancrest S Celebrity*, EX-94 2E 23*, is a fine example of an animal that has enabled them to develop a solid breeding line that has attracted the attention of international buyers.

Rockymountain Talent Licorice, EX-95 5*, is another of Simon's favourites. A descendant of the *Lydia* family, with a number of influential bulls in her pedigree, Licorice is a ribbon-winning red factor carrier with a Superior Lactation certificate – all of which add to her appeal.

This second Master Breeder title gives concrete expression to the work the Blondin team has accomplished over the years. Although these breeders take part in high level shows, and without necessarily showing cows that bear their prefix, this second title

is clear proof that the Blondin herd is going strong and continues to attain the heights of performance, and that these owners have not wavered from the goals they set for themselves a few years ago.

The future looks very promising for the Lalande family, as the 8th generation takes its place in the operation. Olivier and Nicolas are both involved in the business, each in their own way, and hope to continue improving the herd. Olivier is an excellent manager and is particularly interested in expanding the operation and improving productivity, a complementary mix aimed at bringing the Blondin prefix to new levels. Nicolas has found a focus for his talents in sales and marketing.

But above and beyond all this, this second Master Breeder shield recognizes the dedication of people who are passionate and persevering about what they do and are not afraid of the hard work required to obtain good results. ■



Blondin Redman Seisme, EX-97-2E-USA, is the world's highest classified red and white cow.

BLONDIN

Family	Simon Lalande, Kim Côté, Nicolas, Olivier, Thomas and Anthony
Address	620 rang St-Vincent, Saint-Placide QC
Cows in lactation	140
Classification	25 EX - 84 VG - 21 GP
Production	11 222 kg of milk, 4.3% F and 3.6% P



BREEDER PROFILE – MASTER BREEDER

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Cotopierre

A love for agriculture and a passion for dairy farming



If one were to describe the Cotopierre operation in a single word, it would be 'family'. Indeed, this third Master Breeder title is a testament to the outstanding cow families emanating from the herd, to the operation's dedicated involvement in the Holstein family, and to the fact that the St-Pierre dairy farm is truly a family affair.

The breeders aim for a balance between production and conformation on the farm. "First and foremost, we are dairy producers, so we need good production and component levels. We look for attractive cows that are easy to milk every day and have good udders, feet and legs, and a good milk capacity," explains Jean-Marc Bourdeau. This philosophy guides their sire selection as well.

The family also takes an interest in shows, and has been taking part since the purchase of their first purebred animal in 1956. In addition to providing a showcase for their operation, shows are an opportunity for them to compare their herd with others in the region.

A triumphant trio

Among the three main cow families that contributed to this Master Breeder title, the 'F' family collected a quarter of the points. Many cows from this line have performed well on the show circuit, including *Cotopierre Allen Florimie*, EX-95 3E 6*, who not only won Grand Champion in Rimouski, from 2005 to 2007, but also produced an outstanding line-up of descendants, with six EX, 7 VG and 1 GP daughters. *Cotopierre Fever Floee*, EX-93 2E,



Three generations of the St-Pierre family, from left to right, seated: Marie Bourdeau, Rachel Huard and Catherine Bourdeau; standing: Julie St-Pierre, Jean-Marc Bourdeau, Jérémie Bourdeau and Yvon St-Pierre.

representing the family's 7th generation of cows classified VG or EX, has placed among the top two of her class for the past five years at the regional expo in Rimouski. *Cotopierre Sanchez Floretta*, VG-88, has also done well, bringing home the rosette for Reserve Intermediate Champion in Rimouski, in 2016, after placing first in the Senior Three-Year-Old class. *Cotopierre Sympatico Fiola Red*, VG-2yr, distinguished herself at the provincial level, winning the Honourable Mention Red & White Intermediate title at the Quebec Spring Show, in 2016.

The herd's second most influential family is that of *Cotopierre Lindy Bertha*, EX 2E 25*. One of her daughters, *Cotopierre Leadership Berthe*, VG-88 5*, has had a tremendous impact on the herd through her own 16 daughters, 2 EX, 4 VG and 10 GP. High fat levels and impressive classification results are among the primary strengths of this family. *Cotopierre Goldwyn Eloise*, classified EX-92 2E, with 95 points for her mammary

system, is one of Berthe's descendants and represents the 9th generation of cows classified VG or EX for this family that has accumulated 52*.

Finally, *Cotopierre Starbuck Beaute*, GP-83 10*, is the matriarch of the third family in the trio. Her many descendants in the herd have shown themselves to be long-lasting and problem-free dairy cows.

For Julie St-Pierre, the Master Breeder shield is important because it compares breeders over a long period of time. "It means that we and our cow families have stood the test of time and have been able to adapt

to changes in the breed and in the market," she explains.

The St-Pierre family is already well on its way to a fourth title, but for Julie and Jean-Marc, the most important thing is to pass their love and passion for breeding on to their children and to set them up for the future on the farm. ■



***Cotopierre Allen Florimie*, EX-95 3E 6*, Grand Champion in Rimouski, from 2005 to 2007.**

COTOPIERRE

Family	Julie St-Pierre and Jean-Marc Bourdeau, Yvon St-Pierre and Rachel Huard, Jérémie, Catherine and Marie Bourdeau
City	Rimouski
Cows in lactation	100
Classification	22 EX, 73 VG, 13 GP
Production	11 570 kg of milk, 4% F and 3.4% P



BREEDER PROFILE – MASTER BREEDER

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Ferme Denistier A passion for Holsteins



*D*enis Pelletier and Nada Rousseau established the Denistier farm in Rimouski just over 12 years ago. The farm was Denis' dream, and he brought his family on board with him. Today the dream lives on, but with the awarding of this Master Breeder title, one of their initial goals has already been achieved.

Without an agricultural background, Denis and Nada have had to work hard to get where they are now. Denis earned his stripes initially by working as a hoof trimmer and an animal transporter. At that time, the couple already owned a few head of cattle that they housed with breeders in the area. Denis acquired his passion for dairy farming from his clients, and they helped him start up his operation. The Denistier farm now has 82 animals, and the couple's son, Jérémie, has become a shareholder.

The Denistier farm owes most of the points for this Master Breeder shield to the family of *Cotopierre Lincoln Lisane*, VG-86 4*. Purchased on the Rimouski fairgrounds, right after winning the title of Reserve Grand Champion, Lisane has influenced the herd through her many daughters, among them 4 VG and 3 GP. The most prominent of that group is *Denistier Fred Lizoi*, VG 3*, a cow that gave birth to 2 EX and 1 VG. One of *Lizoi's* granddaughters, *Denistier MC Logan*, VG-88-3yr, is making her mark with excellent conformation, and now represents the family's 8th generation of VG or EX cows. Another of her granddaughters, *Denistier Goldwyn Lyly Rose*, EX 3E, has done particularly well, with a lifetime production of more than 60 000 kg of milk. *Lizoi's* descendants also include *Denistier Hill Lylyblack*, TB-2yr. Her daughter *Denistier Highoctan Lylywhite* toured the fairgrounds last summer, bringing home the rosette for Reserve Junior Champion in Rimouski.



The Pelletier family: Nada Rousseau, Denis Pelletier, and their son, Jérémie.

The remainder of the points for this shield come from cows that have proven their worth, such as *Alliance Income Marifée*, VG-86 1*, a daughter of *La Présentation Marilie*,

a cow the breeders bought at auction. *Marifée* left a number of promising descendants on the farm, among them a great-granddaughter, the heifer *Denistier Win My Heart*.

Whether on the farm or in the showring, the Denistier herd has been able to carve out a place for itself and gain recognition. Among other successes, the Pelletiers won the trophy for best average classification, 5 to 20 first-calf heifers, from 2012 to 2015. As for the show circuit, they captured the Junior Breeder Banner in Rimouski last August.

The Pelletier family is a model of perseverance and determination. "Always believe in your dreams, never set limits, and forge ahead." Such is the advice Nada gives to young farmers who aspire to become Master Breeders one day. Needless to say, there is no shortage of plans on the drawing-board at Ferme Denistier. Their next goal is to win All Canadian and Tout-Québec titles with an animal from their herd. ■



Denistier Goldwyn Lyly Rose, EX 3E, granddaughter to Denistier Fred Lizoi, VG 3*.

DENISTIER

Shareholders	Denis Pelletier, Nada Rousseau and Jérémie Pelletier
City	Rimouski
Cows in lactation	45
Classification	4 EX, 27 VG and 10 GP
Production	10 846 kg of milk, 4.1% F and 3.2% P



BREEDER PROFILE – MASTER BREEDER

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Ferme Geno Where passion leads to success



The Geno herd, in Saint-Marc-des-Carrières, in the Portneuf area, is owned by brothers Richard and Steve Naud, Richard's spouse, Murielle Langlois, and their nephew David Matte. Operated by a multi-generational family of avid farmers who form a solid, interdisciplinary team, the herd is destined for success.

In 2011, Ferme Geno suffered a major fire that destroyed the main barn. Fortunately, the herd was saved and is now housed in a new facility equipped for robotic milking. Built on deep pedigrees, the herd continues to shine. Although the animals were moved from a conventional barn to free-stall housing, the owners' breeding philosophy remained unchanged: develop well-balanced cows that excel in both production and conformation.

La Cantiniere Leola Star, VG-86 8*, is at the head of the herd's most influential cow family, one that contributed more than 25 per cent of the points toward this Master Breeder title. Richard bought *Leola* when he arrived on the farm, generating an interest in breeding that intensified with their involvement in classification and milk recording. It is thanks to one of *Leola*'s granddaughters, *Geno Goldwyn Lili*, EX-92 USA 5*, that the *Geno* herd has gained recognition on the international show circuit. Sold to an American buyer in 2008, *Lili* won, the same year, All-Canadian and All-American titles after placing first in the Senior Two-Year-Old class at the World Dairy Expo. With 26 stars among her descendants, *Geno Igniter Winne*, EX 8*, cannot go without mention. Her granddaughter *Geno Talent*



Three generations of the Naud family: standing, Richard Naud, David Matte and Steve Naud; seated, Gabriel Naud and Pauline Darveau.

Mandy, EX 91 2E, made her mark at regional shows and in the herd, with a Superior Lactation certificate and a lifetime production of 60 000 kg. As for the males, *Geno Maritime*, GP-82, embodies the strong production traits of this line and has transmitted good feet and legs to his progeny, enabling the *Geno* operation to carve out a place with insemination centres. Included as a proven sire in Semex's Immunity+ line up, his semen is available on the international market.

The family of *Danhel Eroyal Diana*, EX-92 8*, also plays an important role in the herd. Her granddaughter *Geno Goldwyn Miami*, EX 4E, exemplifies this line and the *Geno* breeding philosophy with an outstanding mammary system, high production and good longevity. Indeed, *Miami* is currently completing her sixth lactation in the herd.

The breeders also pin their hopes for the future on *Geno Manifold Bloody*, VG-87-2yr. A descendant of the well-known *Braedale*

Baler Twine, VG-86 33*, *Bloody* has two Superior Lactation certificates and already has 13 daughters in the herd, with 6 in lactation, and all classified GP or better. At the age of 4 years and 4 months, *Bloody* produced 15 327 kg of milk, with 4.2% fat and 3.2% protein. Backed by a deep pedigree and excellent production, this line will no doubt continue to gain recognition.

The farm exudes a family-like atmosphere, with children often coming to take care of the animals. The next generation will soon be ready to join the team, as Richard's son, Richard-Alex, is currently studying dairy production.

The owners of the *Geno* herd have made all their decisions with a view to becoming Master Breeders, and receiving this prestigious award represents the achievement of their ultimate goal. Mission accomplished! ■



Geno Goldwyn Lili, EX-92 USA 5*, made a name for the *Geno* herd internationally.

GENO

Owners	Richard Naud, Steve Naud, Murielle Langlois and David Matte
Address	Saint-Marc-des-Carrières
Cows in lactation	75
Classification	10 EX - 45 VG - 28 GP
Production	12 193 kg of milk, 4.1% F and 3.4% P



BREEDER PROFILE – MASTER BREEDER

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The Kakouna Herd Where dreams and passion come together



« A dream, a goal, the ultimate reward, recognition for our day-to-day efforts.” These are the words Sébastien Saindon uses to describe what this Master Breeders title represents. At the head of Ferme Saindon et fils inc., in Saint-Alexandre, this avid breeder continues to build on the work begun by his parents, Clément Saindon and Hélène Bélanger, 40 years ago.

After their barn was destroyed by fire in 1999, the Saindon family rebuilt a tie-stall facility the same year. That facility was further modernized in 2016, with the addition of two Tie-Stall AMS milking robots. Despite all the changes on the farm, milk production has not suffered. In fact, the walls in the entryway proudly display the many Superior Production certificates the herd has received over the years, including a dozen Longtime Production awards for lifetime production over 100 000 kg, five for 120 000 kg, and three Super 5 awards.

This Master Breeder title derives greatly from the points contributed by the family of *Kakouna Mason Cansy*, VG-86-3yr 4*, a daughter of *Rose Vega Conselor Candy*, VG-88. *Cansy* is the darling of the herd, with an unusual history. She is in fact the only heifer who escaped the flames in the 1999 fire. Suffering from the after-effects of that disaster, she produced little milk during her first lactation. Fortunately, the Saindons were willing to give her another chance, and she classified VG-86 in her second lactation. With a lifetime production of over 60 000 kg of milk, *Cansy* produced 12 daughters, including 1 EX, 6 VG and 4 GP.

This family also includes *Kakouna Gillespy Caspy*, VG-86-2yr, a cow the Saindons used a great deal when she was young. *Caspy* already has a son with Semex, *Kakouna Coaticcook*, and many of her heifers are now in their herd.



The Saindon family, from left to right: front, Jacob, Zoé and Zachary Saindon; behind, Clément Saindon, Hélène Bélanger, Karine Deschênes and Sébastien Saindon.

Kakouna Shottle Raina, EX-93 2E, is another cow descended from the family of *Conselor Candy*. *Raina*'s outstanding mammary system is classified EX- 95. She has produced over 45 000 kg of milk in four lactations and is dam to three heifers. Like the majority of the cows in this family, *Raina* demonstrates a good balance between production and conformation.

Kakouna Lheros Val2, EX-92 2E 7*, is at the head of another important line in the herd, with offspring that also combine good production and conformation. Her 3 EX, 3 VG and 3 GP daughters have earned nine Superior Lactation certificates, including one Super 5, in addition to two Superior Production certificates for lifetime production over 60 000 kg and one for over 80 000 kg.

The Saindons have been able to adapt to the changing realities of dairy production while

maintaining enviable conformation and outstanding production in their herd. Moreover, these dynamic third-generation producers have been able to achieve a work/family balance while remaining highly involved in their community and attaining professional success. ■



Kakouna Gillespy Caspy, VG-86-2yr, dam to *Kakouna Coaticcook*, at Semex.

KAKOUNA

Family	Sébastien Saindon, Hélène Bélanger and Clément Saindon
Town	Saint-Alexandre-de-Kamouraska
Cows in lactation	108
Classification	8 EX, 61 VG and 46 GP
Production	12 457 kg of milk, 4.3% F and 3.5% P



BREEDER PROFILE – MASTER BREEDER

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Ferme Maco Where there's a will, there's a way!



*W*here there's a will, there's a way! That's the Corriveau family's motto. For Mario, Francine and their children, this Master Breeder title is not only the ultimate confirmation that they are able to breed functional cows with good longevity, but most importantly, that their persistent efforts to overcome life's challenges have proven successful.

Saint-Vallier is home to the Corriveau family, members of the Lévis-Bellechasse Holstein Club. The Maco herd grew from very modest beginnings, with a quota of only 6 kg BF/day and facilities that required upgrading at the time the farm was purchased. The farm's infrastructure has been improved over the years, and a new cow barn was built in 2002. Mario began registering his animals in 1990. From that time on, his goal was to become a Master Breeder, and he aimed to breed exceptional cows with outstanding conformation.



The Corriveau family, from left to right: behind, Mario Corriveau, Sophie and Francine Therrien; in front, Patricia, Mélissa and Jocelyn.

Inspired by a passion for good quality animals, the Corriveau breeding philosophy is characterized by its focus on animal health and the quality of the herd's environment. The animals are fed mostly forage.

The leading lights of the herd

The purchase of *JWP Thor Symphony*, VG-88 5*, led to the development of a number of animals that contributed significantly to this first shield. *Symphony's* daughter *Maco Phenomene Mason*, VG-86-2yr 8*, is at the head of the most important line. In six lactations, she produced 81 152 kg of milk, with 4.5% fat and 3.6% protein. Her daughter *Maco Phelicia Boss*, EX-92 2E 4*, combines

good conformation with high milk yields. She also made her owners proud by winning first Junior Three-Year-Old at the B.B.Q. Bellechasse show, in 2005. Representing the family's 12th generation of VG or EX cows, *Maco Fedelina Buckeye*, EX-92 2E 2*, a granddaughter to *Phelicia*, recorded a lifetime production of over 60 000 kg of milk.

Another of *Phenomene's* daughters, *Maco Pirale Stoneham*, EX 2E 6*, gained recognition not only for her classification and a yield of 90 972 kg in six lactations, but also through the remarkable dairy strength and longevity of her daughters, two of which are classified EX 2E. *Pirale's* descendants now play an important role in the herd: *Maco Amande Socrate*, VG-87 3*, and two of her daughters, *Adele Sid*, EX, and *Amandine Shottle*, VG-87, are the current leading lights in the barn.

Mario has passed his love of animals on to his children Jocelyn and Mélissa, both of whom have studied agriculture at the post-

secondary level. Working with a high-quality herd is a genuine pleasure for them.

The Corriveau family also takes part in shows. Although well aware that their animals are competitive, they choose to limit their participation to regional shows, which they find particularly rewarding. They don't feel the need to compare themselves with others at the larger shows. For them, it is more important to learn from their experience and to take part as a family.

This Master Breeder title is a significant reward for Mario and his family, recognition for their hard work, day after day. While a number of factors contributed to this achievement, there is no doubt that their passion and their constant desire to improve were a significant influence. This accomplishment is indeed a tremendous source of pride for the entire family. ■



Maco Phenomene Mason, VG-86-2yr 8*, the brood cow that led the way to this Master Breeder title.

MACO

Family	Mario Corriveau, Francine Therrien and their children, Sophie, Patricia, Mélissa and Jocelyn
Address	322, rang d'Azur, Saint-Vallier
Cows in lactation	60
Classification	9 EX, 32 VG, 17 GP



BREEDER PROFILE – MASTER BREEDER

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Ferme Mystique
“We love them,
and they return
the favour.”



Stepping into the Mystique barn, one is quickly aware of the calm, loving and gentle atmosphere. Simplicity and respect are the principles that guide the day-to-day work on the farm. For François and Nadine, the concept is simple: “When we love our cows, they return the favour.”

There is no denying François and Nadine’s love for fine-looking cows with good longevity. Indeed, combined with a regard for work well done and close attention to detail, it is undoubtedly that passion that has led these owners to breed 76 EX cows, 9 of which recorded a lifetime production of over 100 000 kg of milk before the age of 10. Their expectations are high, but they insist you have to aim high if you want to make any progress in breeding. To be successful, François relies on his critical judgment. In his opinion, there is no such thing as a perfect cow. So it is important to have sharp observation skills and to always select sires that offset the weaknesses of the different dams.



François Paiement and Nadine Lalande have four children: left to right, Maxence, Jacob, Élie and Estelle.

Mystique Integrity Amelie, EX-94 10*, the farm’s highest classifying cow, is indisputably the template for the herd. Endowed with an endearing personality, *Amelie* was a one-of-a-kind cow on the Mystique farm, readily recognized and greeted by visitors to the barn. Her family contributed 31 per cent of the points toward this title, thanks to her descendants’ exceptional ability to transmit their traits. Her granddaughter *Mystique Goldwyn Arabi*, EX 8*, the ultimate combination of beauty and utility, is a classic example, with a yield of over 82 000 kg of milk in four lactations. *Arabi*’s indexes also contributed to developing a line of daughters

coveted by the artificial insemination sector. She produced seven daughters that classified VG at two years, including three that have earned Superior Lactation certificates. Among them is *Mystique Epic Ashley*, VG-88, representing the family’s 9th generation of VG or EX cows.

François maintains that bringing in new blood from families that have proven their worth has also been a contributing factor to the success of the Mystique herd. As an example, he points to *High Point Mary Lee*, EX 15*, at the head of a line of animals recognized for their productivity and longevity. *Mystique Windbrook Module*, classified VG at two years, may add a 7th generation of EX cows to this pedigree. Likewise, *Mystique Dempsey Cash*, VG-88, a daughter of the well-known *Regancrest S Celebrity*, EX-94 2E 23*, is of the 8th generation of VG or EX dams in this family of cows characterized by their dairy strength and their endearing disposition.

This second Master Breeder title reinforces the viability of the Mystique operation. With a herd of this quality, the breeders are able to develop their best animals, putting as much emphasis on classification and production as on longevity. It is that longevity that has enabled the owners to earn additional income from animal sales. And that income has made it possible to make improvements on the farm, which in turn increase its profitability.

Building a successful family operation is undoubtedly one of François and Nadine’s greatest accomplishments. Now they are especially proud to be able to count on their children to ensure the farm’s future. Earning two Master Breeder titles in 30 years of breeding is certainly an achievement. What was once thought impossible has now become a reality. ■



Mystique Integrity Amelie, EX-94 10*, is the highest classifying cow in the Mystique herd. Her family contributed 31 per cent of the points towards this title.

MYSTIQUE

Family	Nadine Lalande, François Paiement, Élie, Jacob, Estelle and Maxence
Address	6601 rang Saint-Vincent, Mirabel, QC
Cows in lactation	96
Classification	18 EX - 65 VG - 19 GP
Production	11 574 kg of milk, 4% F and 3.5% P



BREEDER PROFILE – MASTER BREEDER

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The Timber herd Surround yourself with a good team to achieve your goals



The key to the success of the Timber herd is no doubt a combination of intelligence, reflection and sound judgment applied to breeding. Talking with Pascal is like being in the presence of a sage who is far wiser than his age. Transposed to the farm, that wisdom has been a benefit, leading the family to acquire this first Master Breeder title.

For Pascal Martin, in Sainte-Cécile-de-Milton, working as a family is a significant advantage. His mother, Réjeanne, is a co-owner of the farm and is always ready to do her part, contributing greatly to the success of the operation. Pascal can also count on the help of his four children, who all put their shoulder to the wheel in their own way.

Pascal's passion for agricultural work and his involvement in various committees in the Holstein community have had a positive impact of the development of the Timber herd. The years he worked on milk recording and his involvement in the Shefford-Brome Holstein Club gave him the opportunity to rub shoulders with motivated and inspiring producers who were willing to share their experience and knowledge, and he was able to put that information to good use.

The family of *Tinber Brenda Lee*, VG-88 14*, contributed the majority of the points towards this first shield. *Brenda's* 4 EX, 9 VG and 2 GP daughters demonstrated remarkable longevity, with 75 per cent of them completing their fourth lactation. *Tinber Bratz Shottle*, EX-91 2E, is one of *Brenda's* granddaughters that left a mark on the herd. In four lactations, she produced 74 765 kg of milk, with 3.9% fat and 3.4% protein. Another of *Brenda's* descendants, *Tinber Bijou Goldwyn*, EX 4E, a daughter of



The team behind the Timber herd: seated, Réjeanne Martin and Isabelle Taillefer; standing, Clémence, Zachary, Anne-Frédérique, Pascal and Alice Martin.

Tinber Belinda Samuêlo, VG-89 2*, distinguished herself on the show circuit by placing third in the Senior Two-Year-Old class at the QIHS in 2009.

Over the years, Pascal has purchased a number of animals that have been influential in the herd. With a view to breeding functional cows with good longevity, he chooses animals from prominent families with good conformation. One of his most successful purchases, in co-ownership with Ferme Yves Croteau et fils inc., was *Stepido Blitz Maggy*, EX-91 8*, dam to 4 EX, 16 VG and 18 GP daughters, some of which contributed points towards this shield. A finalist in the 2016 My

Favourite Cow contest, *Maggy* produced 71 301 kg of milk in five lactations, with 4.4% fat and 3.3% protein.

Being able to sell good animals and see how well they do on other breeders' farms is always a source of pride for Pascal. One such example is *Tinber Angola FBI*, a daughter of *Tinber Antille Lheros*, VG-88 3*. Classified EX-91 4E 1*, *Angola* had a lifetime production of over 100 000 kg of milk.

For the Martin family, the priority for the future will be to continue to work with the herd's leading families while also jointly investing in high genomic animals. Pascal explains that buying animals in co-ownership not only reduces the risks, but also enables them to make full use of each animal.

For the owners of the Timber herd, this Master Breeder award is part of the logical flow. Developing profitable, long-lasting cows that classify well has always been at the heart of their agenda. This title certainly confirms they chose the right path. ■



Tinber Brenda Lee, VG-88 14*, contributed greatly to this Master Breeder title. Her family shows remarkable longevity, with 75 per cent of her daughters completing their fourth lactation.

TINBER

Family	Pascal, Réjeanne, Clémence, Zachary, Anne-Frédérique and Alice Martin and Isabelle Taillefer
Address	700 Haut Rivière Sud, Sainte-Cécile-de-Milton
Cows in lactation	40
Classification	5 EX - 20 VG - 20 GP
Production	12 284 kg, 4.2% F and 3.4% P



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Research and Development **The dairy industry is on board**

Research and development are words we hear more and more in the economic sphere. Some say research and development play not only an important part, but an essential part in maintaining the operations of a business concern or sector. Is the dairy industry up to it? Working hand in hand, Quebec producers and processors can answer yes.

In Quebec, most of the research and development is carried out by Novalait, a consortium formed in 1995, when producers and processors joined forces to invest in research. This organization brings together all dairy producers, members of Les Producteurs de lait du Québec (PLQ), which holds 50 per cent of the shares, and all processors, who own the remaining shares and who are represented by Agropur, on behalf of the dairy cooperatives, and by the Conseil des industriels laitiers du Québec (CILQ), for the private dairy processors. Novalait's board of directors is set up along the same lines, with two delegates from each group of shareholders sitting on the six-member board. Funding is also a shared responsibility, as \$0.0127 is levied for each hectolitre of milk. In 2015, this represented a \$700 000 budget.

Novalait does not conduct any research itself, but relies on a number of other industry stakeholders and institutions to carry out its

projects: universities; the Consortium de recherche et innovation en bioprocédés industriels au Québec (CRIBIQ) (Quebec consortium for industrial bioprocess research and innovation); Dairy Science and Technology Research Centre (STELA), a part of Laval University's Institute for Nutrition and Functional Foods; the Institut de recherche et de développement en agroenvironnement (IRDA); Valacta; and Agrinova. Those involved at the national level include the Canadian Dairy Commission, Agriculture and Agri-Food Canada, Dairy Farmers of Canada, the Canadian Dairy Research Council (CDRC), and the Natural Sciences and Engineering Research Council (NSERC). All of these organisations are either financial or research partners for Novalait, which defines as a 'research catalyst' on its Website: www.novalait.ca.

During the 2015-2016 financial year, Novalait invested \$553 436 in research. In accordance with its mandate, the organization strives to

increase that amount. Hence Novalait was able to invest a total of \$1 689 380 in Quebec over the last fiscal year, thanks to financial contributions from its major partners, namely the federal government with \$437 279, and the provincial government with \$481 317, in addition to \$217 348 in private funds.

Research focus

To fulfil its role, Novalait establishes priorities for research. The organization surveyed producers and processors in 2016, and the results were used to identify priority research topics. Accordingly, future projects will now be evaluated based on their capacity to address the following areas of focus:

- Dairy cattle feeding and nutrition
- Dairy cattle health and welfare
- Dairy cattle fertility and reproduction
- Technological properties of dairy matrices
- Indicators and control tools
- Eco-efficiency of processing methods
- Milk quality. ➔



A project evaluating tie-rail height to enhance cow comfort, an initiative of the NSERC-Novalait-DFC-Valacta Industrial Research Chair in Sustainable Life of Dairy Cattle, at McGill University.

Relevance and scientific value

But there is more to it than that. Since Novalait aims to support research projects with the greatest potential to deliver economic, environmental and social benefits to dairy farmers and processing plants, projects put forward are also evaluated based on their relevance and scientific value. First of all, the board of directors looks at the recommendations submitted by its research council, a body composed of four experts in production and processing as well as external consultants.

Likewise, a committee made up of members from the business community, producers and processors evaluates the relevance of the research projects in terms of the potential business opportunities they represent. The committee's decision is based on four well-defined criteria:

- Interest, scope and innovative nature of the project in response to a challenge facing the dairy industry (30 points);
- Importance of outcome for dairy producers and processors (40 points);
- Transfer and use of outcomes (25 points);
- Co-operation with industry stakeholders (5 points).

The scientific aspect of each project is also evaluated by various expert committees, based on the following criteria:

- Scientific quality of the project (35 points)
- Scientific quality of the team (20 points)
- Training of students and experts in the field (20 points)



Inside a dairy barn designed for data collection at Agriculture and Agri-Food Canada's research station in Lennoxville.

Photo : Agriculture et Agrialimentaire Canada

- Quality of the scientific dissemination and result transfer plan (15 points)
- Realistic completion timetable (5 points)
- Realistic budget and justification (5 points).

Once the projects are under way, the organization ensures proper follow-up with the help of experienced users. Novalait also handles the transfer of newly acquired knowledge to farms or processors, depending on the nature of the project, in co-operation with, among others, Valacta, the CRAAQ, the ITA or the Centre d'expertise fromagère du Québec (CEFQ).

Research chairs

Sometimes the expertise required to address certain clearly identified research needs is

not available. In that case, Novalait, in conjunction with its partners, attempts to establish a research chair aimed at developing a particular field of knowledge. First, Novalait contacts universities to inquire about their interest in doing research in that particular sector. After discussion, the chosen university appoints a qualified researcher to manage the chair. Among the many chairs that have been set up over the years, the most recent is the Industrial Research Chair in Sustainable Life of Dairy Cattle, funded by NSERC, Novalait, Dairy Farmers of Canada, and Valacta, created in May 2016, at McGill University. Under the supervision of Elsa Vasseur, this research chair will focus on dairy cow comfort in tie-stall barns. According to Novalait's CEO, Ms. Élise Gosselin, the research chair initiatives create professor positions and, most importantly, educate students who will be able to develop knowledge that can be shared with and used by one of the dairy industry sectors.

Researchers at work

Fifteen research projects are currently underway at Novalait's instigation, with nine focusing on milk processing and six on production at the farm level. With regard to processing, researchers are studying the microflora in different milks and cheeses, the environmental efficiency of milk processing for Greek yogurts, among others, and the application of a systems biology approach to cheddar cheese production. The partners in the NSERC-Novalait Industrial Research Chair are, for their part, evaluating the efficiency of milk processing methods. Work



Photo : Université Laval

Julien Chamberland, a doctoral student with the NSERC-Novalait Industrial Research Chair working on the efficiency of milk processing methods. His project focuses on the study of biofilms at the surface of filtration membranes.





Photo : Université Laval

Maxime Saffon, former doctoral student working on the experimental phase of his project in the pilot laboratory of the Dairy Science and Technology Research Centre (STELA) at Laval University. His studies focused on maximizing the value of buttermilk constituents.

is also underway to develop green biotechnology to exploit cheesemaking by-products.

On the farm front, in addition to the work by McGill University's Research Chair in Sustainable Life of Dairy Cattle, researchers are studying a number of other topics, including the pertinence of delaying insemination to 120 days for cows under metabolic stress, improving the history of genes related to health and fertility, improving grass forages in a context of climate change, and adjusting milking during the transition period to manage the negative energy balance. ■

Véronique Bouffard, M.Sc., carrying out her master's project: Improving cow comfort in tie-stall housing to improve longevity.



Photo : Université Laval

Presenting the major stakeholders in dairy research

CRIBIQ (www.cribiq.qc.ca)

The Consortium de recherche et d'innovation en bioprocédés industriels au Québec (Quebec consortium for industrial bioprocess research and innovation) is a non-profit organisation created in 2008 with financial support from the Quebec government.

"Its mission is to unite businesses and publicly funded research institutions in order to create wealth by promoting innovation and funding collaborative research projects in the fields of bioprocesses and bio-sourced products."

Dairy Research Cluster (www.dairyresearch.ca)

Agriculture and Agri-Food Canada launched the initiative for agroscientific research clusters. Dairy Farmers of Canada (DFC) is a partner in the Dairy Research Cluster. DFC, in collaboration with the Canadian Dairy Network (CDN) and Novalait, is calling for research proposals, inviting the Canadian scientific research community to conduct research relevant to the dairy industry.

Canadian Bovine Mastitis and Milk Quality Research Network (www.mastitisnetwork.org).

Mastitis is the most common disease affecting dairy cows and causes economic losses for both farmers and processors. In Canada, these losses are estimated at about \$400 000 per year. In an effort to improve this situation, Dairy Farmers of Canada (DFC) and its partners created the Canadian Bovine Mastitis and Milk

Quality Research Network (CBMRN). Research is carried out at many Canadian universities, in particular at the Faculté de médecine vétérinaire (Université de Montréal).

STELA (www.inaf.ulaval.ca)

Established over 30 years ago, the Centre de recherche en sciences et technologie du lait (Dairy Science and Technology Research Centre) strives to develop fundamental knowledge on milk and milk processing methods, in addition to providing training for researchers and qualified personnel who want to pursue a career in the dairy industry.

Agrinova (www.agrinova.qc.ca)

With the support of the agri-business community in Alma, the Centre de recherche et de développement en agriculture (CRDA) was created in 1996, by the Collège d'Alma. In 2006, the name Agrinova was adopted to better reflect the centre's activities. The centre now has more than 20 employees, including a dozen researchers who work out of the head office in Alma and at a service point in Quebec City. This team works on projects initiated by agri-food firms, such as Nutrinor, or by farms in the region.

Cintech agroalimentaire (www.cintech.ca)

Founded in 1994, Cintech agroalimentaire conducts research for all sectors of the agri-food industry, from the processor to the restaurant owner.