

Press Release For immediate release

2020 Holstein Québec Convention: like old times!

Saint-Hyacinthe, 14 February 2020 – Last Friday saw the close of the 85th annual Holstein Québec Convention, where over 450 people gathered to exchange views and get involved. The Saint-Maurice Maskinongé Holstein Club had set the stage at the Delta Trois-Rivières Conference Centre to welcome the whole of Quebec to the event held on February 5, 6 and 7.



The programme got underway on Wednesday, February 5, with a conference given by Pierrette Desrosiers and Dominic St-Laurent. The speakers addressed the new challenges facing the dairy industry as activist groups question the treatment of farm animals and intimidate the agricultural community. They provided some insight on how to fight misinformation and how to react in these situations. The conference was of interest to many and highlighted the importance of educating people about agriculture and the conditions in which animals are raised.

The 14th edition of the Embryo Sale also took place on this first day, with a total of 19 embryo lots finding buyers, with 18 in Quebec and 1 across the border. The 4 embryos from *Jolibois Absolute Fantasy* that made up Lot N° 17 sold for \$1200/embryo, the highest price at the auction. The average price at the sale was \$743/embryo.



The **Awards Gala** sponsored by **John Deere** paid tribute to dairy producers who have distinguished themselves in production competitions and shows. All results and photos are posted on the Holstein Québec Internet site. The **Jean-Touchette Award** was presented to Yvon Chabot for his outstanding work as a judge, his remarkable ability to

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popularize information, and his role as an ambassador of the Holstein breed, in which he excelled at provincial, national and international levels.

The gala event continued in the hospitality suite, where breeders had the opportunity to mingle and dance as they were entertained by storyteller Antoine Gélinas.

On Thursday morning, the more than 150 members who attended the **Annual General Meeting** were able to review the report for the past year as general director Valérie Tremblay and outgoing president Mariette Gagnon presented the highlights for 2018-2019. The Holstein clubs presented a total of 17 resolutions at the meeting, 13 of which were approved unanimously and 4 approved by the majority. Members also had an opportunity to take the floor to share their concerns. The Saint-Hyacinthe Holstein Club invited participants to attend the Holstein Québec Picnic to be held at Ferme Valrick on July 11. As well, the Sherbrooke Holstein Club mentioned that the organization of next year's Convention, scheduled to take place on February 3 to 5, 2021, is already underway.

As well, five young people were awarded **Raymond-Corriveau** Holstein Québec scholarships, underlining their motivation and their involvement in agriculture. Congratulations to Catherine Bourdeau, Mathieu Champagne, Marianne Desrochers, Philippe Gauthier and Jonathan Pelletier. The Sherbrooke, Papineau and Lévis-Bellechasse Holstein clubs also received financial support for an activity in the coming year, selected among all the Holstein club activities that were entered in a draw.



With the departure of both Mariette Gagnon, as director for District 4 Lévis-Bellechasse-Montmagny-L'Islet-Kamouraska, and Jocelyn Côté, for District 7 Centre du Québec-Richmond-Sherbrooke, two new directors, Rock Hébert and Hans Broenimann, were welcomed to the board. The board of directors also elected a new president, Benoit Lafond, who will be supported by Stéphane Alary and Pascal Martin, as first and second vice-presidents, respectively.



The Holstein Québec board of directors also took the opportunity to solicit input from producers on matters relating to breeding and genetics. A panel discussion was held after the AGM to give breeders a chance to share their views on different aspects of these issues. Members responded

to the call and all opinions were given due consideration. The board of directors came away with a better understanding of members' concerns.

Delegates also took part in a surprise activity organized in conjunction with Rovibec. Participants had the opportunity to attend a conference given by Nancy Samson from Chocolats Samson and taste some of their delicious chocolates.



Holstein members from all of Quebec cast their ballots and, at the **Ciaq Cocktail**, the title of **My Favourite Cow 2019** was bestowed upon *Duhibou Samuêlo Portefolio*, EX-95 4E 12*, owned by Ferme Duhibou inc. Among all those who voted in the contest, Louise Blanchet (CAMLOU), of Parisville, won an embryo from the winner's family, courtesy of Holstein Québec and Entreprises de transfert d'embryons E.T.E inc.

The **Master Breeders' Banquet**, sponsored by **Desjardins** and **ST Genetics**, honoured eight Quebec farms that were awarded the highest distinction in breeding. Congratulations to our most recent Master Breeders: Ferme A.M.Y. Martin inc. (AMIGO), Ferme Boisblanc Holstein inc. (BOISBLANC), Ferme Charpentier (CHARPENTIER), Ferme Famipage inc. (FAMIPAGE), B. Lehoux et fils inc. (LEHOUX), Georges Bertrand (LESBERTRAND), Ferme Lesperron (LESPERRON) and Ferme J.M. Cossette et fils inc. (MAURICIENNE). You can read the profiles of these Master Breeders in the March edition of *La Revue* or view their videos online on our website during the month of April.



On Friday and Saturday, seven farms in the Saint-Maurice Maskinongé region opened their doors to the hundreds of visitors who toured the area.

Finally, it is important to underline the contribution of our major sponsors, without whom this event would not have been of the same scale. Our thanks go to Ciaq, Desjardins Entreprises, ST Genetics and John Deere.

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Holstein Québec would also like to congratulate the Organizing Committee and the Saint-Maurice Maskinongé Holstein Club for hosting the event. Check out the photo album at <https://www.flickr.com/photos/holsteinquebec/albums/72157713097263737> or on Facebook at www.facebook.com/holsteinqc. Organized by the Sherbrooke Holstein Club, the next edition of the Holstein Québec Convention will take place from February 3 to 5, 2021, at the Villegia Chéribourg hotel in Orford.

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