

# La Revue

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# Holstein Québec

## Improve communication between generations!

Create winning conditions

## Ferme Beaudry et fils

Robotic and thriving

## Ferme Julio

Independent young farmers aiming for profitability



*Vicki Fletcher*



## Ferme Beaudry et fils inc. Monbriant, a robotic herd that embodies beauty, productivity and efficiency!

Innovation and genetic improvement have always been high on the list of priorities for the managers at Ferme Beaudry et fils, namely, Martin Beaudry and his sons, Dany and Jimmy. The trio enthusiastically accepted the challenge of organizing the upcoming **Holstein Quebec Picnic** on very short notice. You can look forward to a warm welcome on July 16<sup>th</sup>, and an opportunity to acquaint yourselves with their flourishing herd!

### Ferme Beaudry et fils inc.

**HERD SIZE:** 300 head, including 150 lactating cows

**PRODUCTION :** 12 700 kg of milk, with 4.1% fat and 3.4% protein

**BCA:** 279-310-299

**CLASSIFICATION:** 18 EX – 87 VG – 42 GP (average classification score: 85.4 points)

**QUOTA:** 212 kg BF/day

**CROPS:** 400 acres of corn, soybeans and hay

The current farm located on Rang 11 in Saint-Valérien-de-Milton, in the Montérégie area, was initially acquired in 1962 by Martin's parents, Marcel Beaudry and Monique Paquette. While their three sons, Alain, Martin and Hugo, all work in the agricultural sector, Martin was the one who joined his parents in 1987 to eventually take over the family farm. Since then, there has been no shortage of projects for the Beaudry family!

Very involved in the agricultural community, Marcel Beaudry, operated a herd of purebred Canadian cattle. He was able to pass on his passion for breeding and genetics to his son

and to his grandchildren. It wasn't until 1990, however, that the breeders began transitioning to the Holstein breed by making a few major purchases. The herd has progressed rapidly since then and now has a quota of 212 kg, with 150 lactating cows and a classification of 18 EX – 87 VG – 42 GP.

One of the first animals that Martin Beaudry purchased was *Esperanda Starbuck Danny*, VG-87 5\*. "Paul Thibaudeau, a classifier at the time, and a close family friend, always believed in the potential of that cow," Martin recalls. "And he was right, because *Esperanda* went on to have 10 daughters, 7 of which classified VG. Over her 15-year lifetime, she produced 115 592 kg of milk in 11 lactations."

In 1999, with the intention of improving the comfort of their now almost 100 per cent Holstein herd, the owners decided to build a new cow barn, with 70 tie stalls. Better adapted to the Holstein breed, the facility allowed them to produce more efficiently while providing the animals with better living conditions.

The operation has continued to expand by constantly buying quota, so much so that in 2011 they added a 20-stall extension and built a new free-stall section with scrapers to house the replacement animals.

The most recent construction project on the Beaudry farm was the free-stall barn built in the summer of 2018 and equipped with four Lely robotic milkers for efficient milking. March 2019 marked their official start-up in robotic milking. The dairy complex was designed with maximum cow comfort in mind, to allow the animals to mature gracefully while maintaining a high level of production. Cross ventilation, canvas deflectors to divert air to cow level, sand bedding in free stalls – choices all aimed at promoting optimal comfort, longevity, and healthy feet and legs, with no regrets.

### Influential cows

One of the brood cows of the current herd is *Siemers Robust Geneva*, EX-91 5E 8\*. Geneva's influence on the herd is evident in her 13 daughters, all bearing the Monbriant prefix, progeny that includes 1 EX and 7 TB. Not only was she able to transmit her attributes to her descendants, she also recorded two Superior Lactations and a lifetime production of over 100 000 kg.

Another source of pride for the Beaudry family is *Monbriant Goldwyn Penny*, EX-91 2E 3\*, a cow that gave birth to, among others, three daughters by *Applicable*. These full sisters from the same flush all have outstanding mammary systems. Classified VG,







**Mystique Lambda Anis, VG-87-2yr.** The Beaudrys own her full sister, **Mystique Crushabull Abri, VG-87-2yr**, a trump card for the herd's future. **Anis** is the dam of the popular bull **Mystique Avenger**.

VG-87 and VG-88, the trio promises a bright future for the herd.

Likewise, **Monbriant Day Bomba, VG-87 4\***, ranks among the favourites on this farm. In three lactations, **Bomba** earned a Super 3 award. Her seven daughters currently include 1 EX and 3 VG. One of them, **Monbriant Doorman Britney, EX-91**, features proudly on the cover page of this issue of *La Revue*. Following in her dam's footprints, **Britney** has already recorded two Superior Lactations.

## Managing a prolific operation

To maintain high milk production in the herd, two 2000-MT trench silos were built in 2019 to enable the producers to feed fermented silage year round. Alfalfa silage, soybean meal, soy hulls, grain corn, lactoserum, and a mineral supplement complete the TMR. The top-producing cows are fed a concentrate high in starch and Trituro at the robot. An economical 18% concentrate is used for lactation.

In 2018, Dany and Jimmy joined their father in the operation. Dany had a professional diploma in dairy production, and Jimmy, a diploma in business management. Both had experimented with other types of work. Dany had been working as a hoof trimming, which he continues to do today, and Jimmy, as a genetics representative for Trans-America Genetics (TAG), work that kindled his passion for genetics.

"Among all the new technologies that genetics offer, it's really the sexed semen that has been the most useful on the farm for herd development," Martin affirms. "We mostly

categorize according to the cows' pedigrees and past performances rather than genomics. Jimmy selects the sires carefully and looks for well-balanced bulls. The best animals are inseminated with sexed semen and the others with beef semen."

Teamwork and communication are essential to ensure the operation is managed efficiently while providing a certain quality of life. Martin is involved in all sectors of the operation, in addition to taking care of the bookkeeping and the administrative side of the business. Dany focuses more on maintaining the equipment and machinery, and managing the fieldwork, while Jimmy devotes his time to herd management, breeding, genetics and feeding. Martin was also active in the Shefford-Brome Holstein Club for over 14 years, with 3 as president. Now both Dany and Jimmy are actively involved on the Club's board of directors.

In 2018, the owners hired a foreign worker to expand their team. The extra help was welcome, so much so that they added a second foreign worker to the roster the following year. They are very appreciative of the brothers, Herman and José, who greatly reduce their workload.

The latest opportunity to come their way has been the dairy operation that Myriam, Martin's youngest daughter, launched on a farm in the neighbouring municipality in October 2021. Myriam manages the herd herself, filling a 46-kg milk quota. They now collaborate closely, for example by providing her with first-calf heifers and feed for her herd. Close to 370 head are fed daily on the two sites.

## Some excellent purchases

Over the years, a number of judicious purchases have enabled the farm to make a name for itself. Among them, **Bochatay Barlyne Silver, EX-94 2E**, crowned Grand Champion at the virtual edition of the Holstein Québec Show in the summer of 2020. Among the farm's most recent acquisitions are **Kingsway Chief Cleavage**, a daughter of **Kings-Ransom Canteloupes, VG-89**, and **Sweetview King Doc Hardy**, purchased a few months ago. The latter is a sister of **Sweetview Dempsey Hurryup**, All-Canadian Junior Two-Year-Old in 2019 and Reserve All-American Four-Year-Old in 2021.

**Mystique Crushabull Abri, VG-87-2yr**, a sister to **Mystique Lambda Anis, VG-87-2yr**, and dam to the popular bull **Mystique Avenger** at Blondin Sires, is now owned by Ferme Beaudry et fils. Finally, **Kingsway Lambda Jasmina**, a daughter of the renowned **Knonaudale Jasmine, EX-96 4E 10\***, was recently acquired in co-ownership with the Timber farm. These cow families are a constant source of motivation for the breeders, as they make plans to maximize their immense genetic potential.

Encouraged by those around them to open their doors to the extended Holstein family and the general public, the Beaudrys are



**Siemers Robust Geneva, EX-91 5E 8\***, is one of the current herd's brood cows.

happy to benefit from the exposure provided by the Holstein Québec Picnic, and showcase the herd of which they are so proud. "We hadn't held an open house since we build the new robotic barn, so why not take advantage of the opportunity to hold a major event like the Picnic?" exclaims the ambitious young duo, Dany and Jimmy Beaudry. ■

BY  
VALÉRIE GIARD

Advisor for  
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## Ferme Julio

### Independent young producers striving for profitability

Located a few minutes outside the city centre of Granby, the Delorme family farm is truly a delight to the eye. Both site and buildings at Ferme Julio are remarkably beautiful and in pristine condition. The silos gleam and the white buildings topped with orange tin roofing stand out against the white stone adorning the lanes. The farm's young producers, primarily Mathieu and Simon Delorme, lavish care on both their facilities and their herd.

#### Ferme Julio

**HERD SIZE:** 280 head, including 120 lactating cows

**PRODUCTION:** 10 800 kg of milk, with 4.4% fat and 3.4% protein

**BCA:** 245-287-264

**CLASSIFICATION:** 19 EX – 80 VG – 53 GP

**QUOTA:** 168 kg BF/day

**CROPS:** The farm grows 350 acres of hay and 70 acres of corn.

Since their arrival in 2015, the owners have had a goal in mind. Specifically, they intend to work with the breed's top bulls for conformation and production to maximize the profitability of their operation, while continuing the outstanding work done by the farm's former owner, Jules Desmarais, who was unrelated to them. "In 2015, we bought the herd, the quota, the land, and the house that was on the site. At the time, we had 80 kg of quota, but since then we've increased it to 168 kg BF/day, just with our replacement calves. We have practically the same number of cows as we had at the beginning. And we

decided to keep the same prefix as the previous owners, Julio," says Mathieu Delorme.

In the tie-stall barn, the tunnel ventilation installed by the Delorme family supplies the main milkroom with ample fresh air. Since taking over, the new owners have also improved the lighting in the barn and acquired an automatic Lely Juno feed pusher and a concentrate robot. As for the facilities, an extension with even wider alleys was added to the end of the main barn. Then, in 2019, the family built a cold barn for the calves aged 0 to 6 months, which also includes a calving pen. Animal comfort is optimal, and Simon and Mathieu also plan to change the cows' mattresses shortly. The farm is equipped with 18 milker units and a milk pipeline.

#### Room for everyone!

Right from the start, these young producers set out to establish a self-sufficient operation. "We don't want to depend on others, like the veterinarian, for example. That's why I did my inseminator training and I inseminate the cows in our herd myself," explains Mathieu Delorme, who, along with his partner, Amelie Klaassen, is also in charge of overall herd management in addition to clipping. "We also do the weekly blood sampling ourselves on the farm to monitor our pregnancies. Our cows wear heat detection collars," he adds.

Simon is responsible for feeding the herd and maintaining the machinery. "We don't use a TMR on the farm. We use as little mechanics as possible. I prepare the cows' rations myself, piling them up the traditional way: corn silage, hay and *Top Dress*. I also add supplements, soybean meal and canola oil," Simon explains. The heifers and dry cows are also fed haylage.

#### Productivity worthy of recognition

Although Ferme Julio decided not to take part in dairy shows, the farm's herd has classified very well, year after year. "I inseminate my

best cows with sexed semen and the others with Angus beef semen. We like to have a well-balanced herd, with a focus on productivity. We're aiming for good profitability with fine-looking cows. I'm more conservative, so I'm going to look at the results a bull has had elsewhere, on other farms, before buying, for example," Mathieu Delorme says.



**Julio Fever Kosette, EX-92 5E 2\*, is a valuable asset for the Delorme family.**



**Julio Allen Oasis, EX-94 7E 2\*, with Amelie Klaassen, Mathieu's Delorme's partner.**

Initially, the "K" family, say the brothers, was particularly instrumental for the herd. *Julio Roy Kouzine*, EX 3E 3\*, completed five publishable lactations, for a total yield of 64 126 kg of milk, with 4.1% fat and 3.1% protein. *Kouzine* also



**Julio Shottle Safarie, VG-88, now 9 years old, is still active in the Julio herd.**



produced three daughters, two of which are classified EX. One of them, *Julio Superstition Kilda*, is an excellent milker, with a yield of over 124 000 kg in 12 years. *Kilda* and three other cows, all classified EX and bearing the Julio prefix, are now in a pen for retired cows. Longevity is clearly an important facet of the Delorme family's breeding philosophy. "We have a great deal of respect for the animals; even when they're no longer fertile, they live the good life with us until the end," say the brothers.

Among the other cows that have marked the Julio herd is *Julio Shottle Safarie*, VG-88, the archetype of the long-lasting cow. With a lifetime production of 120 000 kg, Safarie will soon begin her ninth lactation at the age of 12. *Julio Fever Kosette*, EX-92 5E 2\*, a direct descendant of *Kouzine*, produced 103 232 kg of milk in seven publishable lactations, with 4.1% fat and 3.2% protein – another valuable asset in the barn! Lastly, another of *Kouzine*'s descendants, *Julio Impression Kimono*, VG-85, shows promise for the future and will undoubtedly influence the Julio herd.

## The future looks bright!

Always ready to take on a new project, and because their greatest wish is that the farm provide for their four families, the Delormes intend to begin construction of a cheese-making facility in 2023-2024, to process their milk themselves. To make themselves wider known and expand their network, Ferme Julio



## A beautiful big farm family!

Hailing from a fourth-generation family farm in Sainte-Brigide-d'Iberville, the Delormes decided to make the move to Granby when their uncle took over the family farm in 2015. Since then, the whole family has involved itself in Ferme Julio. In addition to Simon and Mathieu, their brother Francis, sister Jasmine, father Jean Delorme, and Mathieu's partner, Amelie Klaassen, all take part in operating the farm. The family is pictured here in front of Ferme Julio's brand new sign.

just recently hosted a festive and family-oriented open barn evening for the Shefford-Brome Holstein Club.

termination and the perseverance they have shown in developing their superb herd, we wish them great success. ■

Ferme Julio also recorded one of the top production averages in their Club this year. The future indeed looks bright for this farm that for over a year now has ranked among the top 10 in Category 6 towards a Master Breeder award. "We very much hope to receive a Master Breeder shield in 2022. We're really looking forward to that moment!" Mathieu Delorme concludes. Given the de-

BY  
VÉRONIQUE LEMONDE

Editor





By  
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Editor



## Intergenerational communication **A daily challenge!**

*I*t's certainly not news that communication is the key to success in all matters! And as true as that is in our personal relationships, it's especially true in our professional relationships. But how do we manage communication when the business is a family one, when it's an integral part of all spheres of our lives? Indeed, because agriculture is very often a family occupation, sharing the same vision of the business is all the more important. Given the current context, which includes a labour shortage, inflation, and younger generations integrating the job market, agriculture needs to make adjustments in the way the generations speak to one another.

"I think the greatest communicational challenges that the different generations on the farm are experiencing revolve around farm management, purchasing, managing the fleet of machinery, and the period around a farm transfer. All these challenges are interwoven with the family, present from dawn to dusk, and sometimes even after work. In traditional couples, for example, there can be a lack of understanding or a feeling of disengagement, because the husband works and the wife may expect him to be back for supper at a specific time," explains Isabelle Talbot, a rural support worker in the Abitibi-Témiscamingue region. Indeed, most of the requests for help she receives are related to communication issues.

"Even when the younger generation comes from a rural background and has grown up on a family farm, it's often a case of two opposing societies within the farm operation," says speaker and author Carol Allain. Many Holstein Québec members will remember him from the 2015 Picnic, where he gave a conference entitled *Le choc des générations* (generation gap). "The older generations "hear", while the younger "see". It's a major difference," he explains.

### Some practical tips

- Listen more attentively to others! Listen to the ideas of the younger generation and take note of the experience of older family members.
- Create a sense of pride to ensure everyone is moving in the same direction.
- "Share" rather than "negotiate".
- Use "I" statements (yes, we've all heard that one before!).
- Learn to manage stress.
- Accept outside help to be able to take a step back and look at the overall picture.
- Watch your tone when talking to others.
- Create occasions for sharing beyond work on the farm.



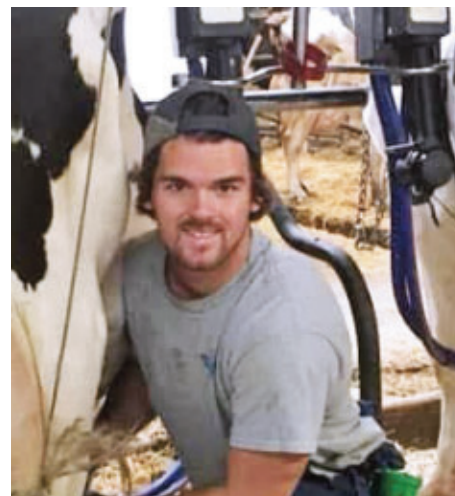




**Carol Allain, a well-known speaker, believes that good communication is crucial for agricultural producers.**



**Isabelle Talbot, a rural support worker, responds to many requests for help with communication issues.**



**Jimmy Aucoin, aged 29, is of the younger generation at Ferme Calixa inc., in Saint-Victoire-de-Sorel.**

"We're going from a generation that has worked hard, with 100-hour work weeks and very manual, to a younger generation. More and more often now, farms are transferred to grandchildren, and it's as if the generation in between has been eclipsed. The younger generation is impassioned, recognizes the importance of taking care of itself, shares in family responsibilities, and wants a healthy family life. They have access to high-tech machinery and are aiming for a balanced lifestyle, a balanced social and family life. So it's really important to listen!" stresses Ms. Talbot.

"In agriculture, as in any other field, it's important to feel good about one's work. It's a sentiment that the younger generations are seeking. They need to feel recognized by more experienced managers. We're living a relationship together that goes above and beyond work. At the

end of the day, we need to communicate in ways that signify we share a collective project, a passion with our successors, for instance. It's more important to cultivate interpersonal skills than know-how," Mr. Allain explains.

Because an agricultural operation is first and foremost a constantly developing and expanding project, with goals to achieve and profitability to increase. Finding opportunities to share valuable information between generations, taking time to listen to everyone's point of view, and clearly identifying each person's responsibilities are strategies that lead to a greater sense of belonging for all family members. There's a common goal and a passion shared by all generations! ■

## Two farms responded...

<b>Ferme Calixa inc.</b>
Prescott prefix
Saint-Victoire-de-Sorel
Herd size: 125 head, including 70 lactating cows
Quota: 100 kg BF/day
Crops: hay, silage corn, grains, soybeans, and wheat
4 owners and people involved in the farm, between the ages of 16 and 64.

<b>Ferme J.N. Beauchemin et fils</b>
Noelange prefix
Saint-Ours
Herd size: 300 head
Quota: 470 kg BF/day
Crops: corn, soybeans, hay, wheat, peas, and corn silage
7 owners, between the ages of 29 and 60.

**Results on next page →**



## La Revue: What responsibilities do each of you have in the operation?

**Ferme Calixa (Jimmy Aucoin)** : My uncle Daniel manages the field crops and the maple segment of the operation; my father, Michel, manages dairy production and accounting; I work in dairy production with him; and my cousin Lukas, 16 years old, is training in field crop management.

**Ferme J.N. Beauchemin (Renaud Beauchemin)** : All the shareholders are 100-per-cent present on the farm. Two members of the younger generation work mostly in the dairy segment of our operation, another in field work, an uncle in administration, one in transport and two others in field work.

## La Revue: What are the greatest challenges regarding communication between generations on your farm?

**Calixa**: For the younger generation, it's important to draw from the expertise of those who are more experienced, so it's important to respect the position of the owners even though they're family members. For the shareholders, it's important to make room for the new generation and let them express their ideas.

**Beauchemin**: Take time to stop and have meetings about responsibilities and mid- to long-term goals. It's hard to find the time with our busy schedules.

## La Revue: What are the most sensitive topics between the generations on your farm?

**Calixa**: Talking about the transfer! That's why we turned to specialists in that field, and it made the discussions easier.

**Beauchemin**: The time each person devotes to work, and diverging values.

## La Revue: What tips do you have for managing conflict between generations?

**Calixa**: Take a step back, think about things separately, and then when everyone has calmed down, come back as a team.

**Beauchemin**: Ask for help from a resource person.

## La Revue: How can each generation find its rightful place on the farm?

**Calixa**: I think time acts gradually, you start as an employee and as you move up, the more responsibilities you have, you take part in meetings, and eventually the people nearing retirement delegate responsibilities. It happens naturally.

**Beauchemin**: Each person needs to find a segment of the operation that they're interested in and then devote themselves to it.

## La Revue: What are your top tips for better communication?

**Calixa**: Respect one another first of all, and don't hesitate to ask for outside help to facilitate healthy discussion within the operation.

**Beauchemin**: Listen attentively to everyone's viewpoint, and then ask for outside help as well, if needed. ■



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