

La Revue

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Holstein Québec

Feature

Discover the legendary cows

Master Breeders

Celebrate 10 Master Breeders

2023 Holstein Québec Convention

A warm-hearted occasion in
Jonquière



PP4000S044

Photo Sheila Sundborg



By
ROXANNE MONTPLAISIR,
agr.

Advisor for
Central Quebec

Ferme Aquarel inc. An Aquarel masterpiece!



*W*ith a wealth of experience accumulated in his teens, Jean-François Labbé was motivated to return to the family farm after graduating in 2009. He is proud to have developed the cow families he already owned into the uniform, well-balanced and sustainable group of animals that make up the Aquarel herd today.

Ferme Aquarel inc.

OWNERS: Michel Labbé, Anita Mercier and Jean-François Labbé

TOWN: Saint-Lazare-de-Bellechasse

HERD: 105 head, including 60 lactating cows

PRODUCTION: 11 883 kg of milk, with 4.25% fat and 3.35% protein

CLASSIFICATION: 10 EX – 34 VG – 25 GP

As early as 2010, Jean-François Labbé's parents, Michel Labbé and Anita Mercier, had already entrusted him with the task of managing the herd and included him as a shareholder in the operation. He immediately initiated the project he had prepared in his final year of school, which was to build a free-stall barn for the next generation. Five years later, with the facilities no longer adequate to develop the full potential of the herd, the owners built a free-stall barn with a milking parlour, to maximize comfort and efficiency. The enhanced environment contributed significantly to improving the herd's performance, so much so that in 2017 the herd climbed to the top of the list for Total Performance Index (TPI) in free-stall housing in Canada, at Lactanet.

The family of *Aquarel Outside Obeline*, EX 2E 7*, a cow that contributed more than 50 per cent of the points towards this shield, has had a tremendous influence on the Aquarel herd. *Obeline* was the breeders' first cow to classify Very Good, and then Excellent, and they thus began embryo transfers from this line. The results have been impressive, as the family consistently transmits good longevity, with functional conformation, good health, and exceptional strength of character.

Among the animals from this family that have distinguished themselves, *Obeline's* daughter *Aquarel Champion Obelle*, VG-86 5*, is the one that has clearly realized the line's full potential with her seven daughters, five of which are classified VG. Also of the "O" family, *Aquarel Kingpin Obelnoche*, EX-91 3E, and *Aquarel Mogul Obelnuit*, VG-87, a dam-daughter duo, are among the breeders' favourite cows at the moment. These are well-balanced animals in terms of conformation and production; they calve yearly, while maintaining good health and the temperament typical of this family.

"For me, the ideal cow is one that goes unnoticed and stays in the herd for a long time," says Jean-François, when asked about his breeding philosophy. One such example is *Aquarel Epic Petoria* EX, a cow of average stature that demonstrates the strength of a modern cow, with excellent mobility and good teat placement. *Petoria* is also a good milker, with a projected yield of 14 276 kg of milk in her fifth lactation.

Another family that needs mentioning is that of *Aquarel Blitz laretta*, EX-91 3E 7*, the matriarch of the herd's most productive cows. Not only did *laretta* produce a Super 5 and 127



From left: Myriam Couillard, Michel Labbé, Anita Mercier and Jean-François Labbé

306 kg of milk in six lactations, she also transmitted her dairy traits to her progeny. Case in point is her granddaughter *Aquarel Ocean Lacertitude*, EX, now in her fourth lactation in the herd, with a total yield nearing 60 000 kg.

According to Jean-François, the key to success is in the day-to-day details, being patient and attentive to the animals, to be able to intervene quickly and provide the care they need. He also keeps his breeding objectives in mind when selecting sires, most of which are proven bulls. He puts his trust in animals that have demonstrated their worth, as much for the bulls as for the females he chooses to breed. Given the herd's track record, these breeders too have more than proven themselves: they are now Master Breeders!



Ferme Aquarel inc.



By
GENEVIÈVE DROLET,
agr.

Advisor

Ferme Lessard et fils inc. The difference is in the details!



When Louis Lessard decided to buy his first Holstein cow in 1999, he was already determined to become a Master Holstein Breeder. In fact, he had mentioned that plan to his life partner, Véronique Groleau, the first few times they met. Now, 24 years later, he can say “Mission accomplished”!

As the ninth generation on Ferme Lessard et fils inc., Louis can certainly say that he has a firm grounding in dairy production. Indeed, the herd, previously consisting of Ayrshire animals, was twice awarded a Master Breeder title for that breed. Supported by his parents, Nicole Gagné and Léon Lessard, and his partner, Louis built his herd with an expert hand, starting with a few animals that he enjoyed working with.

In the early 2000s, Louis acquired *Beauçoise Allen Rita*, VG-86 2*, using her for embryo transfers to quickly increase the number of black and white animals in the herd. A fortunate mating with *Shottle* resulted in daughter *Loudigi Shottle Ruby*, EX 2E, a profitable addition to the herd. *Ruby* not only produced 85 000 kg of milk, but also gave birth to *Loudigi Jeeves Rubyeve*, VG-86 3*. With a lifetime production of nearly 120 000 kg of milk, *Rubyeve* was certainly able to fulfill her owner’s wish for longtime milk producers! A prolific dam as well, *Rubyeve* produced twin heifers by *Liquid Gold*, with both going on to earn Long-time Production certificates, for 60 000 and 80 000 kg of milk.

Another of this breeder’s favourites was *Fradon Destry Jodie*, EX 7*, a red and white

heifer acquired as a youngster from Fradon Holsteins Ltd. Representing a 10th generation of VG or EX cows, with 56* in her pedigree, *Jodie* went on to produce three daughters that have recorded lifetime productions of close to 100 000 kg of milk. In fact, *Loudigi Epic Joly*, EX 4E, *Loudigi Colt P Jouvence*, EX 3E, and *Loudigi Windbrook Jana*, VG-87, all aged 10, are without question the pride and joy of the Loudigi herd now. Needless to say, this cow family has made a significant contribution to herd longevity, in addition to transmitting exceptional mammary systems capable of producing massive quantities of milk.

An autodidact, Louis loves to leaf through breeding magazines and sale catalogues. It was while perusing the catalogue for a Gen-I-Beq sale that he decided to put his money on *Gen-I-Beq Jordan Splash*, VG 2*. This granddaughter of the famous *Glen Drummond Splendor*, VG-88 39*, was a choice he has never had reason to regret. With three Superior Lactations to her credit and a lifetime production of 92 775 kg of milk, *Splasha* has endowed her descendants with excellent dairy capacity and sound conformation.

Ferme Lessard et fils inc.

OWNERS: Nicole Gagné, Léon and Louis Lessard

TOWN: Saint-Joseph-de-Beauce

HERD: 140 head, including 70 lactating cows

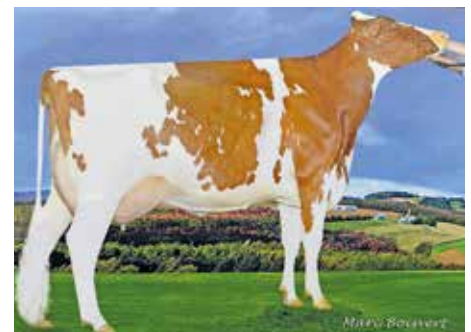
PRODUCTION: 11 458 kg of milk, with 4.38% fat and 3.4% protein

CLASSIFICATION : 5 EX – 47 VG – 23 GP

Since the time they began developing their herd, the Lessards have always been meticulous in their sire selection, reading through proof sheets and carefully analyzing the bulls available. That attention to detail has clearly been rewarded, with the prestigious title bestowed upon them this year. Moreover, underlying this award are countless hours of animal care, quality forage production, and conscientious effort. With such fine values passed down from generation to generation, it’s no surprise that Véronique and Louis’ children are actively involved in the work on the farm, demonstrating the same passion as all their predecessors. And the farm’s new robotic facility should keep them entertained for years to come!



The team at Ferme Lessard et fils inc. From left: Léon and Eléna Lessard, Nicole Gagné, Véronique Groleau, and Louis and Clauderick Lessard; in front, Philippe Lessard.



Fradon Destry Jodie, EX 7*, earned two Superior Lactations and produced three EX daughters, two VG, and one GP.



By
EMY LAMPRON
agr.

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for
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Ferme Arthur Lacroix Itée Knowing how to surround themselves with level-headed and inspiring people!



Located in the scenic Bellechasse region, Ferme Arthur Lacroix Itée is operated by Mélanie Boulet and Martin Lacroix. Since receiving their first Master Breeder title in 2008, the breeders have continued their work with characteristic thoroughness, an approach that has again led them to receive the Holstein breed's highest distinction.

Ferme Arthur Lacroix Itée

OWNERS: Arthur, Colette, Martin Lacroix and Mélanie Boulet

TOWN: Saint-Michel-de-Bellechasse

HERD: 90 lactating cows

PRODUCTION: 13 160 kg of milk, with 4.2% fat and 3.2% protein

CLASSIFICATION: 33 EX – 73 VG – 20 GP

“Always striving to do better” is the phrase that aptly defines the breeding philosophy at Ferme Arthur Lacroix Itée. It is the driving force that guides the decision making on the farm. Mélanie and Martin are meticulous when it comes to selecting sires. Ideally, each mating is intended to produce an EX cow a few years down the road. They are also open to bringing in new cow families to achieve their goals for herd improvement, as long as the animals conform to their vision of the herd.

For Martin and Melanie, the ideal cow is one that comes from a good family and that has never caused them any problems, regardless of the type of housing. That cow is also well-balanced, with a solid back, good feet and legs, and, above all, good fertility. The latter is a criterion the breeders pay particular attention to on the farm. Somatic cell counts and milk quality are also among their priorities. Indeed, in 2022, they won the title of Regional Milk Quality Champion and were inducted into Agropur's Club of Excellence.

Several prominent cows have contributed to making the Arcroix herd the remarkable entity that it is today. One of them is *McClean's Talent Dalia*, EX-95 4E 20* (MS: 96), a cow the breeders acquired after a show at the Témiscamingue agricultural fair. *Dalia* became one of Mélanie's absolute favourites. “She's



Allison and Marc-Antoine Lacroix, Mélanie Boulet, Martin and Jason Lacroix

the type of cow I love,” Mélanie says. *Dalia* successfully transmitted her traits to her progeny, including 15 EX daughters, with 4 classifying EX-91 and 4 EX-92.

Gen-I-Beq Brawler Lizzie, EX-95 %E 11* (MS: 97), is another of the cows that have marked the herd. Still active at the age of 12, *Lizzie* is an extremely well-balanced cow with very good feet and legs. She stands out for her exceptional mammary system with impeccable attachments, and a score of 97 points for that trait. Boasting a lifetime production of 132 000 kg of milk in seven lactations, *Lizzie* is an exceptional cow and has had a significant impact on the herd. She now has a total of 26 daughters classified GP or better, including 5 EX and 10 VG. Three of them, namely, *Arcroix Doorman Lize*, EX-92 2E, *Arcroix Doorman Lizza*, EX-92, and *Arcroix Dempsey Lizzon*, EX-92, are showing promise for the future. Endowed with exceptional conformation, all three are remarkable milk producers with at least one Superior Production award, and *Lize* has earned a Super 3.

It is with a tremendous sense of pride that the Lacroix family accepts this second Master Breeder title. For Mélanie, it is also a great source of motivation. “It encourages us to build on our success,” she says. She considers herself fortunate to be able to work with beautiful cows and cow families every day. In the coming years, Martin and Mélanie hope to include their son Jason in the operation, as he clearly shares his parents' passion for the farm!



McClean's Talent Dalia EX-95 4E 20*, was highly regarded by her breeders. Endowed with a 96-point mammary system, *Dalia* produced 16 EX cows that bear the Arcroix prefix.



By
ALYCIA CHABOT

Advisor for
Eastern Quebec

Ferme J.P. Poulin et fils inc.

Where breeding goes hand in hand with passion, pride perseverance!



“When you’re as passionate about cows as I am, when you love animals, becoming a Master Breeder one day is something you always have in the back of your mind,” says Simon Poulin.

“It’s a dream! We’ve been thinking about it for so long. We thought that with all our classifications, our good production results, that one day we’d get there, but to get there now, it’s a source of pride for us. It’s a plus that gives added value to our herd, and we’re really proud of it,” says Sarah Poulin. Clearly, after all the effort and perseverance they have put in, the Poulin family is tremendously proud to receive their first Master Breeder shield.

A bit of history...

In 1956, Jean-Paul Poulin and Lucille Labbé created the Jeanlu prefix, and in 1982, following the untimely death of Jean-Paul, Ferme J.P. Poulin et fils inc. was established. Only 19 years old at the time, Simon thus took the reins of the family farm, guided by his long-standing passion for animals. It didn’t take long to discover where his greatest interest lay and he began taking part in shows in 1986, looking to identify his animals’ strengths and weaknesses with a view to improving the herd. To develop the herd as quickly as possible, he began using embryo transfers in 1987. In 1999, his brother Daniel left the operation. That same year, Simon was joined on the farm by his wife, Jeannine Busque. Today, Simon works with his daughter Sarah, who shares his passion. Like her father before her, Sarah’s love of animals developed from a very young age and has grown continuously ever since. Her keen interest in animal sales led her to launch the Expo-Poc Sale while she attended the ITA, La Pocatière campus. Although she has accumulated a wealth of experience in various

areas, her involvement in the Expo-Poc Sale remains one of her proudest achievements.

Genetics enthusiasts from the outset!

The team has always depended on buying animals to accelerate their progress. The animals they purchased over the years contributed many points towards their Master Breeder title. Before buying an animal, they take care to evaluate the family, with their main criterion being good udders! Their primary selection criterion in terms of genetics is the mammary system, followed by feet and legs, rump, and milk production. When it comes to buying animals, each of the team members has their strong suit. Simon’s son Maxime analyzes the animals’ genomics, while Sarah looks for the cow with the best show potential, and Simon studies the animals’ families and the VG or EX cows in earlier generations. That’s the formula the trio uses to identify the best cow for their herd!

Before even thinking about their genetic strategy, however, the breeders focus an enormous amount of attention on the environment in which they raise their animals, from the heifers to the dry cows. Their breeding philosophy includes the dry cows, with these sovereigns now enjoying maximum comfort in a new barn built in 2019.

Among the animals that have marked the development of the Jeanlu prefix, one in particular stands out, namely *Jeanlu Brewmaster Glad*, EX-93 5E 2*, the archetype of the “G” family, that contributed significantly to this title. *Glad* is the descendant of an influential cow purchased at the Comestar sale in 2000, *Brigeen Rudolph Glinda*, VG-86 18*, who produced many descendants endowed with a favourable combination of production and conformation. *Glad* now has several daughters in milk that are distinguishing themselves in the herd.

The wind in their sails!

Simon and Sarah have the support of other family members on a daily basis. Firstly, Jeannine Busque, also a shareholder, takes care of the accounting with the help of Lucille, now 90 years old. Jeannine is also responsible for the farm’s three foreign

Ferme J.P. Poulin et fils inc.

OWNERS: Simon Poulin, Jeannine Busque, and Sarah Poulin

TOWN: Saint-Georges de Beauce

HERD: 325 head, including 120 lactating cows

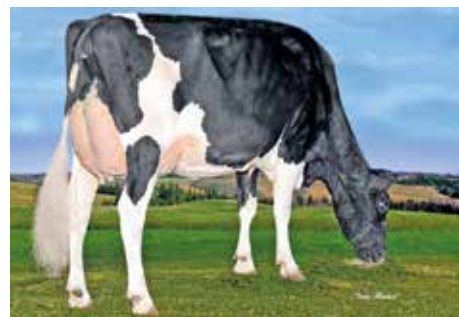
PRODUCTION: 11 473 kg of milk, with 4.3% fat and 3.47% protein

CLASSIFICATION: 33 EX – 90 VG – 18 GP

workers, in addition to taking care of the house and the children and maintaining the farm. Maxime is in charge of feeding and herd genomics and has obviously inherited his father’s passion, as he now works as a genetics consultant for Select Sires. For the past 10 years, the farm has employed foreign workers who take care of milking, animal husbandry and feeding. With this solid foundation in place, the Jeanlu team has the wind in its sails. Indeed, they plan to begin building a new robotic facility in 2024, a project that will enable them to house all their lactating cows on the same site, ensuring increased comfort and quality of life for all. It will also allow Super Simon to devote himself to what he likes best – enjoying time on the farm with his grandchildren!



In front, from left: Lucille Labbé, Jeannine Busque, Sarah Poulin, and Zachary Gosselin. Behind, from left: Élodie and Joe Gosselin, Maxime Poulin, Émy-Rose Gosselin and Simon Poulin.



Jeanlu Brewmaster Glad, EX-93 5E 2*.



By
VALÉRIE GIARD,
agr.

Advisor
for Southern
Quebec

Ferme Lauzonnière inc. Letting time do its job



Located in a town along the Saint-Lawrence River, Ferme Lauzonnière inc. has demonstrated both patience and perseverance in working towards the highest distinction in Holstein breeding. Clearly, time can be an ally, one that has benefited many aspects of this operation, where the Lauzon family's passion for animals is ever-present.

Ferme Lauzonnière inc.

OWNERS: Mario and Patrice Lauzon

TOWN: Saint-Pierre-les-Becquets

HERD: 85 head, including 38 lactating cows

PRODUCTION: 9600 kg of milk, with 4.3% fat and 3.4% protein

CLASSIFICATION: 17 EX – 22 VG – 8 GP

Relocating to move ahead

Originally from Mirabel, the Lauzons lived through the expropriation of the town of Mirabel in 1976. They resettled in Saint-Pierre-des-Becquets, on the farm purchased by Denis Lauzon, Mario's father. A few years later, in 1980, the first purebred Holstein cow, *Farisland Ned Polly Moon*, was introduced into the herd.

In keeping with the natural order of things, Mario Lauzon bought the farm from his father in 1986, with the intention of continuing to develop the Lauzonnière herd. Aiming for highly productive cow families, their breeding philosophy centres primarily on production, conformation and longevity.

The importance of setting goals

By selecting well-balanced sires with an established track record, their production goals are met. As for conformation, going to shows and comparing themselves with other breeders has been a motivational factor for the Lauzons. *Penlow Gipsy Storm*, EX-91 5E, was the cow that gave them their first taste of success in the show ring, winning the Five-Year-Old class in Bécancour, Trois-Rivières and Ormstown, in 2002. The following year, they captured the Grand Champion title in Bécancour and Trois-Rivières.

They also set themselves goals for classification, such that in 2004, *Lauzonnière Astre Poppy*, EX-91, 5E 6*, became the first of their cows bearing the Lauzonnière prefix to classify Excellent. That number has since grown to 32 EX today. The family of *Poppy*, a direct descendant of *Farisland Ned Polly Moon*, contributed substantially to this Master Breeder title, accumulating 40 per cent of the points. The photograph below captures representatives of five consecutive natural generations of this outstanding family, a unique shot that appeared on the cover of the *Holstein Journal* in 2001.

Longevity is another impressive characteristic of the Lauzonnière herd. There are currently 5 cows aged 10 and over on the farm, and all are still in fine form! Case in point is *Lauzonnière BamBam Miranda*, the herd's most senior member at the age of 16, currently in her 12th lactation, with a lifetime production of 115 000 kg of milk. These Master Breeders say that putting their herd out to pasture during the summer months contributes significantly to the health of their cows, which in turn improves longevity. Sending the animals outside is also a quality-of-life decision for these dairy operators, as it allows them to take part in different activities during the summer, knowing that the cows have everything they need.

Optimization strategies for the future

The future of the farm is firmly in the hands of Patrice, Mario's son, who joined his father as a shareholder of the operation in 2013. Mario's daughter Catherine manages another dairy site located close to the family farm. A transfer between Mario and Catherine is planned for the near future to allow Catherine to join her brother on the farm. As well, the Lauzon family is embarking on a construction project this spring, aimed at bringing the animals from three different sites together under



From left: Catherine Lauzon, Mario Lauzon, Patrice Lauzon, France St-Cyr, and Maxime Lauzon

one roof. That change will allow them to work more efficiently, with automation as an added benefit.

With their work of the past few decades now rewarded, the notion of time will undoubtedly continue to be an ally for the Lauzonnière farm. And with all the motivating projects awaiting these breeding enthusiasts, there is no doubt that the Lauzonnière prefix will continue to shine for a long time in the beautiful Central Quebec region!



Five consecutive natural generations of the family of *Lauzonnière Astre Poppy*, EX-91 5E 6*, as they appeared on the cover of the *Holstein Journal* in 2001.



By
VALÉRIE GIARD,
agr.

Advisor
for Southern
Quebec

Ferme M.G. Lévesque **MAGAMI,** a family affair...



At Ferme M.G. Lévesque, family values guide the decision-making process on a day-to-day basis, an approach that has led them today to this prestigious Master Breeder title. This Montérégie operation is owned by five equal shareholders, Marcel Lévesque, Gisèle Schinck, and their three children, Michel, Pascal and Chantal. Together they form a solid and efficient team!



The five shareholders of Ferme M.G. Lévesque: Michel Lévesque, Chantal Lévesque, Gisèle Schinck, Marcel Lévesque, and Pascal Lévesque.

The beginning of a beautiful story

With a number of farmers in his family, Marcel Lévesque bought the farm next door to his father's dairy farm on Saint-Georges Road, in Ange-Gardien, in 1973. That non-family transfer provided him with about 10 cows and 15 sows. His wife, Gisèle Schinck, later joined the operation, hence the name Ferme M.G. Lévesque. In 2001, sons Michel and Pascal also became shareholders. Chantal, the youngest member of the family, joined the team in 2013.

Today, Ferme M.G. Lévesque operates not only a herd of 90 lactating cows, but also a herd of 13 000 swine, including 5000 nursery and 8000 finisher pigs. They also farm 650 acres and do some contract work.

It is with a deep sense of humility that the breeders accept this honour, their first Master Breeder shield. In fact, it was only in 2010 that they enrolled on milk recording, prompted by neighbouring farmers and their own service providers. A mere 13 years later, their efforts have been justly rewarded.

Cows that stand out on many levels

Among the cows that have influenced the Magami herd is *Magami Sozy Spirte*, VG-87 5*, a proud representative of the Rouville Holstein Club in the Holstein Québec Favourite Cow contest in 2020. In addition to transmitting her dairy traits to her progeny, Sozy also passed the 120 000 kg mark for lifetime production. Moreover, her granddaughter *Magami Flash Dempsey*, EX-92 2E, won the title of Reserve Grand Champion in the Rouville Breeders' Cup in 2022.

Another of the Lévesque family's favourite cows is unquestionably *Magami Hobby Galore*, VG-89-3yr, a cow with impressive conformation that gave her the maximum classification score of VG-89 in her second lactation. This admirable animal is shown in the photo below. *Hobby* now has two daughters, by *Lambda* and *Alligator*, that are showing great promise for the future, with LPIs of 3468 and 3398.

Backed by a remarkable line, it's no surprise that *Magami Hobby Galore* has been such a highly productive cow. Her granddam, *Magami Bozy Dempsey*, EX-92 3E 6*, was clearly a contributing influence, as her six stars attest. In eight lactations, she recorded a lifetime production of 92 485 kg of milk, with 5.2% fat and 3.5% protein.

A well-defined breeding philosophy

What sets these passionate breeders apart is their focus on milk quality. "It's a criterion that is extremely important for us in choosing our sires and the cows we keep in the herd," Pascal Lévesque says. It was that philosophy that earned them the title of Regional Milk Quality Champion and induction into Agropur's Club of Excellence in 2022.

Ferme M.G. Lévesque

OWNERS: Marcel Lévesque, Gisèle Schinck, and Michel, Pascal and Chantal Lévesque

TOWN: Ange-Gardien

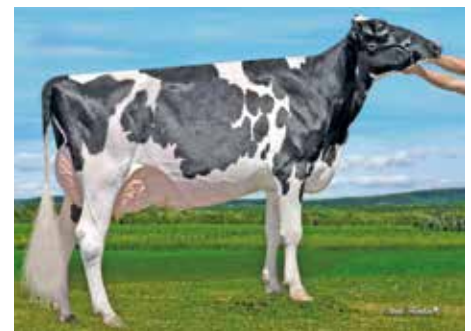
HERD: 175 head, including 90 lactating cows

PRODUCTION: 11 940 kg of milk, with 4% fat and 3.3% protein

CLASSIFICATION: 17 EX – 54 VG – 34 GP

The strength of Ferme M.G. Lévesque lies in the fact that although they are a large team, every member has developed a great deal of versatility in the different segments of the operation. "Whether in the barn, the fields or the hog houses, we all lend a hand to get the work done," Chantal Lévesque explains.

Marcel and Gisèle can take pride in what they have accomplished with their children. The farm's third generation now includes 10 children who are already involved in the operation. Clearly this is not the last chapter in this family's story...



Magami Hobby Galore VG-89-3yr, an exceptional cow with remarkable dairy capacity and an outstanding mammary system.



By
KETSIA CROTEAU

Advisor
for Western
Quebec

Holstein Mirabel Longevity: A major asset in breeding



The dairy operation was founded in 1962, by Christian Castonguay's parents, Réal and Micheline Castonguay.

Holstein Mirabel

OWNERS: Christian Castonguay and Martine Grenier

TOWN: Mirabel

HERD (at time of sale in 2019): 116 head, including 40 lactating cows

PRODUCTION: 112 157 kg of milk, with 4.05% fat and 3.4% protein

CLASSIFICATION: 15 EX – 30 VG – 3 GP

The first purebred Holstein was born on the farm in 1977, and by 1985 the entire herd was purebred. A year later, Christian Castonguay, who was then studying law, was forced to leave school for lack of money and returned to the family farm. In the end, he was destined to become a breeder. Early in 1986, the young farmer took on the responsibility of managing the herd and made his first choice of sire for a mating with *Stoneyridge Starlite Lisa*. Nine months later, *Mirabel He Man Lise* was born, a heifer that has since made her mark on the herd. Now VG-85, her achievements include the All-American and Reserve All-Canadian titles she won as a one-year-old. One of her five daughters is *Mirabel Jet Set Limet*, EX 2E, the herd's first cow to classify EX and the one that is now on the farm's logo! Lise's family contributed significantly towards the first Master Breeder shield awarded to the prefix in 2007.

Christian continued to pursue that path of accomplishment. Fifteen years and 25 Excellent cows later, a second Master Breeder title has now been bestowed on Christian and Martine! This time it is the "R" family, descendants of *Mirabel Starbuck Ruti*, VG-86 3*, that had the greatest impact, contributing 30 per cent of the points towards the shield.

The Mirabel herd includes two cows that accumulated the maximum possible point

total for lifetime production, conformation, and longevity. Of the "R" family, they are *Mirabel Jasper Revlon*, EX 3E 8*, with a lifetime production of 133 925 kg of milk, and *Mirabel Jordan Ramdam*, EX-92 4E 4*, with a lifetime production of 131 025 kg. *Revlon* produced 12 daughters, including 2 EX and 8 VG, while *Ramdam* had 6 daughters, including 2 EX-92 and 2 VG. One of the latter, *Mirabel Shottle Ravioli*, EX-92 6E 2*, has a lifetime production of 108 457 kg of milk and accumulated 13 of 14 possible points towards this Master Breeder title.

Although Christian bred several cows recognized as top daughters of genomic sires, his pride and joy is *Mirabel Brawler Reba*, EX-91 3E, named highest classified daughter of the bull *Gen-I-Beq Brawler* when she was classified VG-87-2yr in 2012. *Reba* continued to distinguish herself for her conformation, with 89 points at 3 years and 91 points at 4 years. But she also stood out for production, with her first two lactations Superior Productions and a lifetime yield of 86 226 kg of milk, with an average of 4.6% fat and 3.5% protein. When the herd was sold in 2019, 60 per cent of the animals were descendants of the "R" family. The "B" family that played a major role in obtaining the first Master Breeder title also contributed 14 per cent of the points towards this second shield. The "B" family includes, among others, *Mirabel Goldwyn Beth*, EX 2E 1* a cow with a lifetime production of 106 991 kg!

Finally, the "T" family is well represented by *Mirabel Bambam Tambour*, EX-93 3E, a cow that recorded a lifetime production of 93 159 kg of milk and contributed 14 per cent of the points towards this second title!

Cows with many tens of thousands of kilograms of milk produced – the prefix has many to its credit! The secret to their success? Comfort! Christian has always been avant-garde, with his cold barn built for the yearling heifers in 1987, his six-foot stalls, and his



Martine Grenier and Christian Castonguay, Mirabel prefix

calving pen in the barn built in 1998. Christian also relies on his "O" system, his well-honed observation skills that not only enable him to quickly detect and prevent problems, but also lead to outstanding herd management.

This enthusiastic breeder always gave his all to the farm, and that was the case right up until the sale of the herd in 2019. Well worthy of pride, the herd then included 15 EX, 30 VG and 3 GP, 10 of which classified VG at 2 years. Moreover, the herd was producing an average of 12 157 kg of milk, with a BCA of 258-272-268 and an average SCC of 98 000. Underlining the work that led to 33 Excellent cows and consistently good production, this second Master Breeder title is a fitting finale in recognition of the impressive work done by Christian and Martine!



Mirabel Jordan Ramdam EX-92 4E 4*



By
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Ferme Parkhurst inc. Responsive to new realities



“I’ve always believed in genetics!” affirms Jacques Chabot, one of the five shareholders in Ferme Parkhurst inc. No matter what the goal of this dairy operation in Saint-Patrice-de-Beaurivage, Jacques Chabot and his wife, France Roussin, and his two daughters, Méranie and Claudia, and his son-in-law Olivier Leclerc are able to turn their decisions around genetics to good account for their farm, where family spirit is key.

When Jacques decided to convert his Ayrshire herd in 1995, his first move was to acquire good cows like *Belfast Raider Colleen*, EX 4E, also his first experience with embryo transfers. Motivated by a keen interest in marketing, he joined Groupe Gen-I-Beq, a landmark decision in the development of the Parkhurst herd as we know it today. Rubbing shoulders with elite breeders and buying animals in partnership has contributed to the rapid improvement of the quality of the herd and its performance. In fact, 78 per cent of the points towards this Master Breeder shield are attributable to lines that were initially acquired in partnership.

KHW-1 Baxter Aika is the cow that has had the greatest influence in the herd, notably through her two daughters, *Gen-I-Beq Snowman Akila*, EX-92 5E 5*, and *Gen-I-Beq Windhammer Malika*, EX-95 4E 8*. Having just calved for the 7th time, *Malika* is one of the herd favourites and is soon expected to reach the 100 000 kg mark. She also won the Reserve Champion title in Lotbinière twice, in 2017 and 2018. *Malika*’s descendants stand out more for their conformation, while *Akila*’s branch shines more for dairy strength from the successful mating with *Snowman*. In both these lines, the family traits for good fat production and excellent mammary systems are apparent.

As of 2014, some major improvements were made to the farm’s facilities and herd management practices, in addition to bringing in new shareholders. These changes have enabled them to gradually increase production to close to 1.7 kg fat/cow. In keeping with market trends, their breeding philosophy now focuses more on productivity, with functional conformation, VG and better, and high milk production, as they work towards a goal of 2 kg fat/cow/day.

A wonderful example of that vision is the family of *Farnear Brocade P Buffy*, VG-88 12*, crowned Canadian Champion for Fat and Total Performance in 2019. Her daughter *Maryclerc Aikman Bamboa*, EX 5E 1*, is following in her footsteps with six consecutive Superior Lactations and a total yield of over 115 000 kg in seven lactations. Among the families that embody their idea of productivity, the descendants of *Gen-I-Beq Lavaman Plume*, VG-87 4*, are always a sure bet in production, easily producing large quantities of milk in addition to having good reproduction traits.



*Gen-I-Beq Windhammer Malika EX-95 4E 8**

Ferme Parkhurst inc.

OWNERS: Jacques, Méranie and Claudia Chabot, France Roussin, and Olivier Leclerc

TOWN: Saint-Patrice-de-Beaurivage

HERD: 210 head, including 105 lactating cows

PRODUCTION: 12 618 kg of milk, with 4.7% fat and 3.3% protein

CLASSIFICATION: 19 EX – 50 VG – 31 GP

This modern outlook for their operation also ensures the Chabot family enjoys good quality of life, with time for their children. The farm’s founder, Jacques Chabot, is not only an enthusiastic breeder who has earned this ultimate reward, a Master Breeder shield, for a second time, but he is also proud to have passed his passion for agriculture on to his three daughters! Congratulations to the Chabot family for this tremendous achievement!



The Chabot family. Standing: William Leclerc, Olivier Leclerc, Jacques Chabot, and Nicolas Vallée. **Seated:** Magalie Leclerc, Coralie Leclerc, Méranie Chabot, France Roussin, Claudia Chabot, and Xavier Vallée. **In front:** Mégan Vallée et Chloé Vallée.



By
KETSIA CROTEAU

Advisor
for
Western Quebec

Ferme Rubis Passion, patience, and perseverance



Ferme Rubis was launched in the 1950s by Charles's father, Omer Ménard. The prefix—the French name for the precious gem that is the birthstone for the month of July—was chosen by Omer in honour of the three women in his life, his wife and his two daughters, all born in July.

Ferme Rubis

OWNERS: Charles Ménard and Manon Prud'homme

TOWN: Lochaber

HERD (at time of sale in 2018): 36 lactating cows

PRODUCTION: 12 000 kg of milk, with 4.2% fat and 3.3% protein

CLASSIFICATION: 16 EX – 24 VG – 3 GP

Charles Ménard took over his father's farm in 1982, with his wife, Manon Prud'homme. At the time, he dreamed of having a purebred Holstein operation and hoped to become a Master Breeder one day. Charles always said that passion, patience, and perseverance are what it takes to make all your dreams come true. And he was the perfect example of the truth of that statement. Not only did he realize his dream, but he did it three times, in a single generation! He was awarded his first Master Breeder shield after 14 years, his second after 15, and now, 14 years later, Ferme Rubis has just received its third title. *Passion, patience, and perseverance* has become the farm's motto!

Passion

Charles's passion could be seen in everything he did. Charles and Manon always pampered their cows; that care made the difference for so many cows and inspired Judith, their second daughter, to become a veterinarian. Andrée, the eldest daughter, became interested in sire selection while working with Charles in the last years on the farm, and she is now a regional manager for the Ciq. Andrée witnessed the immense pleasure her father had in choosing the right bull, watching the heifer develop and hopefully become everything he had imagined when he decided on the mating a few years prior.

Patience and perseverance

With only a 30-kg quota prior to 2014, selling livestock and embryos was an important part of how they earned a living. But Charles and Manon were going to need much patience and perseverance! Their first embryo transfer, in 1984, was a surgical implantation that resulted in 18 embryos and 18 pregnancies. Proud of that success, Charles bought a bottle of champagne to celebrate their first heifer, but they never got to open it... as 18 males were born. Undeterred, they rose to the challenge and persevered. A hundred or so embryo transfers later, Manon is proud to say that 37 per cent of the points accumulated for this third Master Breeder shield came from embryos and cows bearing the Rubis prefix that were sold.

Embryo transfers also led to the breeders acquiring the two brood cows whose descendants contributed 50 per cent of the points towards this shield. Indeed, *Comestar Igniter Lolita*, EX-93 2E 19*, and *Delaberge Oman Oman Reine* were both born from embryos they purchased.

Comestar Igniter Lolita, EX-93 2E 19*, produced 7 EX daughters and 9 VG. Not only was she a finalist for Holstein Québec's Favourite Cow in 2008, but she also gave birth to the daughter that contributed the most towards this title, namely *Rubis Encino Louve*, EX-91 3E 7*. *Louve* produced 6 EX daughters, was a Favourite Cow finalist in 2016, and produced an average of more than 2 kg BF per day. *Louve* had four consecutive Superior Lactations for a total yield of 95 841 kg in five lactations, the last of which was induced. There are 124 stars in *Louve's* family, including the 7 accumulated by *Louve* herself. Her descendants are known for their excellent mammary systems and fat production. Among them is the star *Rubus Goldsun Lexie*, EX-91 USA, sold for \$38,000 at the age of 2 years and 11 months, at the start of her second lactation!

Delaberge Oman Oman Reine, EX-93 2E 1*, contributed 10 per cent of the points towards



The Ménard family, winner of three Master Breeder shields.

this third title. In 2017, she too was a Favourite Cow candidate.

The sale

The decision to sell the herd was made in 2018. Andrée wanted to offer her parents the retirement they deserved after having worked so hard all their lives. Forty years of breeding endowed the Rubis prefix with 69 Excellent cows and one Excellent bull. Moreover, they were able to pride themselves with selling a herd in which every animal was in good health.

This third shield, a bittersweet reward, brings the Rubis prefix full cycle. The Rubis herd is the result of a great love of cows, a blazing flame that will burn forever. Charles, the most impassioned breeder who left us too soon, has passed on a proud legacy for his family, his friends and Quebec. More passion, more love, and more beautiful cows!



Rubis Encino Louve EX-91 3E 7*



By
EMY LAMPRON
agr.

Interim
Advisor for
Eastern Quebec

Ferme Pellerat inc. Built for the future!



Nestled along the river in Saint-Roch-des-Aulnaies, Ferme Pellerat is operated by two generations of the Pelletier family: Jean-Guy and Gervais, and Daniel, Francis and Lysanne. It is with great pride that they accept this year their first Master Breeder title. With the solid and uniform herd they have built up over the past years, these breeders are well prepared to face the challenges the future holds for them.

Unquestionably, Ferme Pellerat has gone through some dramatic changes over the past years. From the early 2000s, Ferme Pellerat was already considered a more modern operation, equipped as it was with a double-12 parlour and a good part of the herd in open housing. Little did the breeders know that their lives were on the point of being turned upside down. Indeed, on September 24, 2007, a major fire broke out on the farm, destroying all the buildings and almost their entire herd. “The fire changed everything; it robbed us of the genetics we had developed. We had to take a step back, to be able to start again on the right foot,” Gervais Pelletier explains.

After making a few visits to Ontario and the United States, and on the strength of their prior experience, Gervais and Jean-Guy were able to draw up a plan that would meet their needs. In 2008, they began construction on a new building, equipped with a 32-stall milking carousel. At that time, the barn could house about 250 lactating cows. The main building later underwent a number of renovations aimed at maximizing animal comfort and well-being. Today, the barns on Ferme Pellerat house a total of 450 lactating cows. In only seven years, their various renovation and expansion projects have enabled them to add about 200 cows to the herd.

After the fire, Gervais and Jean-Guy worked with three very promising young cows that had luckily survived the disaster. Embryo transfers were their tool of choice to quickly rebuild a herd that would measure up to their expectations. *La Presentation Goldwyn Dahlia*, VG-86-2yr 27*, was an important cow for Ferme Pellerat, and her influence on the herd is still felt today. She was able to transmit her many qualities, among them her remarkable mammary system, to her progeny. Unsurprisingly, *Dahlia* contributed 27 per cent of the points towards this Master Breeder title.

Her daughters include *Pellerat Baxter Sarie*, EX-91 7E 14*, their best bred and owned since the fire. An extremely well-balanced cow, *Sarie* distinguished herself by producing over 129 000 kg of milk in nine lactations, with 4.2% fat and 3.2% protein. In 2018, she was a finalist in the Favourite Cow contest.

For the past 16 years, the Pelletiers have worked to build a uniform herd composed of functional, productive, and healthy cows. “We’re not looking for extremes,” Lysanne says. “Working with *Dahlia* and her descendants has helped us achieve that goal.”

For the Pelletiers, this Master Breeder title is the ultimate recognition of the work they have accomplished over the past years. “It confirms that the decisions made in the past were the right ones and that our many investments have paid off,” Lysanne explains. The breeders are very proud to have managed to earn this award despite all that has happened and now, to be a part of this elite group that has been such an inspiration to them.

Ferme Pellerat inc.

OWNERS: Gervais, Jean-Guy, Francis, Daniel, and Lysanne Pelletier

TOWN: Saint-Roch-des-Aulnaies

HERD: 900 head, including 450 lactating cows

PRODUCTION: 11 793 kg of milk, with 4.2% fat and 3.3% protein

CLASSIFICATION: 20 ME – 12 EX – 190 VG – 270 GP



Pellerat Baxter Sarie EX-91 7E 14*, was an exceptional cow for Ferme Pellerat. Best bred and owned since the fire, this well-balanced cow made her mark with her high milk yield.



Front: Lucie Poirier, Jenny Frappier, Lysanne Pelletier, and Sophie Nicole
Behind: Jean-Guy, Francis, and Daniel Pelletier, Carl Dubois, and Gervais Pelletier



By
VERONIQUE LEMONDE

Editor in
Chief

Do you know these legendary cows?

With the countless awards, prizes and trophies they've collected over their lifetimes, these influential cows are a tremendous source of pride for their breeders and owners. They change a herd for the better, producing descendants that are often of equal quality and giving the herd extraordinary visibility. They are legends in the landscape of the dairy industry, but how much do we really know about them? For their owners, they are clearly more than just a cow, often almost regarded as family members. Let's take a closer look at some of these cows that have marked the imagination of the Quebec Holstein community.

The pages that follow include lists and tables that highlight, by category, cows that many of you are acquainted with. All were bred and/or are owned by Quebecers. Some of the top performers feature in more than one category, although all the cows listed and many more on your farms are special to you, have won more local and regional championships than we can count, and have become prominent cows in their herds.

Picture an all-star game with the players that would be representing us on the ice!

The discrete cow

Arnolait Métro Chalu EX 7E

Bred and owned by Emma and Bernhard Arnold (Arnolait prefix), in Wotton, *Arnolait Métro Chalu* was perhaps not as well-known as other cows, but she achieved the remarkable feat of producing 203 769 kg of milk in 15 lactations. The runner-up for lifetime production among Quebec cows is *Swisskess Rudolph May*, VG, from Swisskess inc. in Clarenceville, with 196 512 kg of milk in 16 lactations.

"*Chalu* didn't leave much of a mark on our herd. She produced a lot of males, and the females were never as good as their mother. But to become Quebec's all-time top producer, *Chalu* did have some outstanding qualities and exceptional conformation, including a strong and healthy mammary system and exceptional feet and legs. She was of average stature but wide and deep, with a fighting spirit beyond compare," explains her breeder, Mr. Arnold. Wouldn't everyone like to have this quiet strength on their team!

"When we put the herd out to pasture, she was always the first one there, even when she was 17! We were really lucky to have her in our herd. Now she's resting in peace near

the bulk tank that she filled many times over. Do we ever miss her!"

She transmits ALL her attributes!

*Royolait Marijo Lauthority TB-88 2**

Here is a cow that everyone would like to own and breed! With a lifetime production of 167 253 kg, *Marijo* is unmatched. Indeed, she won the title of Canadian Champion in 2019 and again in 2021, this time in not one, but four categories: milk, protein, fat and total BCA.

"*Marijo* is a descendant of the Royolait herd's brood family. Certainly, her greatest asset is her superior milk-producing capacity. She definitely transmitted that trait to one of her daughters, *Royolait Marjorie Denver*, EX, now well on her way to a third Superior Production. *Marijo* is of average stature, but with immense dairy capacity, excellent depth and extra wide in the chest. There's no doubt that these traits contribute to her milk production. She's a calm cow, but very dominant, as is the whole family," explains Yves Roy, of Ferme Royolait, in Ange-Gardien.

When *Marijo* is dried off, adds Yves, "she's put in a big pen by herself to reduce the risk of injury. She's more protected than the others and we think it makes a big difference for an exceptional cow."

An international presence!

*Val-Bisson Goldwyn Maya TB-88 41**

This superb cow of Ferme Val-Bisson inc., in Saint-Polycarpe, has certainly done her prefix proud. Named both Holstein Québec Favorite Cow and Holstein Canada Cow of the Year in 2015, Maya now has 41 stars to her name.

"With 85 per cent of our animals descendants of *Maya*, she continues to influence the herd, mostly through her daughter



*Val-Bisson Goldwyn Maya TB-88 41**, contributed greatly, through her descendants, to the international renown of Ferme Val-Bisson inc.

Windbrook Icecream, EX 2E 17*. *Maya* brought us recognition on the national level, while her daughter *Shottle Imelda*, EX-91 10*, and her grandson *Doorman* have introduced Val-Bisson to the world," explains Élyse Gendron. "Thanks to *Maya*, Val-Bisson cows have been exhibited in international shows: her daughter *Contrast Illarante* in Madison, exhibited by Milksource LLC, and her granddaughter *Meridian Doriane*, third Winter Yearling in Milk at the RAWF in 2014."

On an intense flush program following her incredible genomic test results, this *Goldwyn* daughter distinguished herself from her sisters with markedly superior indexes. With *Goldwyn's* dam being *Braedale Baler Twine*, another legendary cow (Holstein Canada Cow of the Year 2007, 34*, Global Cow 2008), owned by Syndicat Gen-I-Beq, it seems *Maya's* genetic legacy was destined for success!

"By the time she was 8 years old, *Maya* had more than 60 daughters, including a number of heifers, but she was no longer producing embryos. Our friend Serge Blanchette, who himself bred the cow with the second-highest star count in Canada (*La Presentation Daurel*, 64*), suggested a partnership to use IVF to

flush *Maya* for embryos. Those flushes produced 13 new daughters, two of which are still in our herd today," Ms. Gendron concludes.

The superstars!

What would a star-studded team be without the breed's most popular cows, the ones that have made a name for themselves beyond their farm of origin. They're the forwards that rule the ring!

One of them is the well-known *Erbacres Snapple Shakira*, EX-97 2E and Grand Champion at the WDE in 2021. With more titles we can name here – among them, All-Canadian many a time, Tout-Québec, All-American, Grand Champion at the Supreme Dairy Show and the National Championship in 2021, in addition to the WDE, first Junior 2-Year-Old at the RAWF in 2017 - it is easy to see why several media outlets declared *Shakira* the world's most popular cow in 2021! In the hands of Quebec owners since 2017, *Shakira* has won almost all the show titles to be had!

The final star in the lineup is *Blondin Goldwyn Subliminale*, EX-97 4E USA, bred by Ferme Blondin and owned by Budjon Farms and Peter and Lyn Vail, of Lomira, Wisconsin. In addition to winning first Mature Cow at the RAWF in 2016 and capturing a number of All-Canadian and All-American titles, *Subliminale* was named Global Cow 2022 by *Holstein International* and Star Brood Cow 2021 by Holstein USA. As her breeder explains: "*Subliminale* is the cow that every breeder dreams of breeding. She has a deep pedigree, is show-worthy at all levels, and, most importantly, she has made it clear that she can produce milk! At Blondin, she makes us truly proud!"

Putting together this list of fan favourites, it would be impossible not to mention *Idee Windbrook Lynzi*, EX-95 4E 2*, owned by Richard W. and Shannon Allyn, Frank A. and Diane Borba, JM Valley Holstein, and Stéphanie Gendreau. Crowned Grand Champion at the RAWF in 2019, *Lynzi* was also named Holstein Québec Favorite Cow and Holstein Canada Cow of the Year in 2020. A celebrity in the showring, *Lynzi* has won all the titles, be it at the National Holstein Show, the Quebec Spring Show, the Rimouski and Montmagny shows, or the Atlantic Spring Show, depending on the years she took part.

Also among the undisputed stars are *Thru-lane James Rose* (RAWF 2006-2008-2009), owned by Pierre Boulet, *Depointes James*

Sydney (RAWF 2003), bred and owned by Master Breeder Gaétan Brunelle, and the surprising *RF Goldwyn Hailey* (WDE 2012 and 2014, RWF 2012 and 2014), owned by Gen-Com Holstein Itée. The titles these leading ladies have collected over the years would fill many a column!



Blondin Goldwyn Subliminale EX-97 4E an extraordinary cow sure to become a legend.



RF Goldwyn Hailey EX-97 5E 8*, has recorded an impressive number of achievements over the years.

The role model

Comestar Laurie Sheik TB-88 23*

Finally, no list of legendary cows would be complete without the icon of the Holstein breed, *Comestar Laurie Sheik*, VG-88 23*. Named Holstein Canada Cow of the Year in 1995, *Laurie* is one of the world's most popular bull dams. Indeed, her sons *Lheros* (first bull to classify 97 in Canada!), *Lee*, *Leader*, and *Outside* have been millionaires of their kind. Moreover, she is the only cow in the world to count 14 EXTRA bulls, including 4 millionaires, among her progeny, and she is still dam to sires in insemination centres today.

Marc Comtois, of Comestar Holstein, outlines the important genealogical heritage of this cow: "*Comestar Laurie Sheik* continues to influence the Comestar herd today since nearly 50 per cent of our animals come from that family. We're now on our 12th generation of *Laurie Sheik* descendants on the farm, and the 13th is expected soon. What

characterizes *Comestar Laurie Sheik* is that she really represents the model cow across the generations. Born on December 1, 1986, *Laurie* and her descendants have maintained her conformation (show type) and high production over the years. They have also distinguished themselves through their indexes and then their genomics. *Laurie's* dam, *Elysa Anthony Lee*, was ranked second in Canada when indexes were first published. Embryo transfers and IVF have contributed greatly to the proliferation of her genetics worldwide."



Marc Comtois with the famous *Comestar Laurie Sheik*, VG-88 23*, a cow that lived to the age of 17 years and 4 months and whose influence is still felt today.



Erbacres Snapple Shakira, EX-97 2E, WDE Grand Champion in 2021

Legendary Bred and Owned Cows, All Quebec Bred or Owned

HOLSTEIN CANADA COW OF THE YEAR

1995	<i>COMESTAR LAURIE SHEIK-ET</i>	Comestar Holstein
1997	<i>LOUBEL JUBILANT SILIVA-ET</i>	Loubel Holsteins inc.
2004	<i>FORTALE STELLA LINDY</i>	Ferme Fortale
2006	<i>DREANE ASTRE INKSOU</i>	Breeder : André Picard. Owner : Crackholm Holsteins
2007	<i>BRAEDALE BALER TWINE</i>	Syndicat Gen-I-Beq
2008	<i>DESPOINTES JAMES SYDNEY</i>	Gaétan Brunelle
2009	<i>BLONDIN SKYCHIEF SUPRA</i>	Ferme Blondin and Pierre Boulet
2010	<i>LINDENOORD RUDOLPH LILAC</i>	Ferme Rolandale
2014	<i>BELFAST M GOLDWYN SHELLY</i>	Bred by Belfast Holstein and Ferme Maryclerc inc.
2015	<i>VAL-BISSON GOLDWYN MAYA</i>	Ferme Val-Bisson inc.,
2017	<i>JACOBS GOLDWYN BRITANY</i>	Ferme Jacobs inc.
2018	<i>BOULET GOLDWYN CHALOU</i>	Ferme Boulet inc. and Ferme Vilmer inc.
2019	<i>LOYALYN GOLDWYN JUNE</i>	Pierre Boulet
2020	<i>IDEE WINDBROOK LYNZI</i>	Richard W. & Shannon Allyn, Frank A. & Diane Borba, JM Valley Holstein, Stéphane Gendreau
2021	<i>PAQUET KOLYA GOLDWYN</i>	Pâquet et Frères

INTERNATIONAL COWS ACCORDING TO HOLSTEIN INTERNATIONAL

2008	<i>BRAEDALE BALER TWINE</i> Syndicat Gen-I-Beq
2017	<i>VAL-BISSON SHOTTLE IMELDA</i> Bred by Ferme Val-Bisson inc.
2022	<i>BLONDIN GOLDWYN SUBLIMINALE</i> Bred by Ferme Blondin

COWS CLASSIFIED EX-97

<i>BRUYNLAND STORM KENDRA</i>	Pierre Boulet
<i>THRULANE JAMES ROSE</i>	Pierre Boulet
<i>FLECHEDOR STORMATIC ZITA</i>	Annie Lecours and Luc Boisvert
<i>RF GOLDWYN HAILEY</i>	Gen-Com Holstein Itée
<i>LOYALYN GOLDWYN JUNE</i>	Pierre Boulet
<i>JACOBS LAUTHORITY LOANA</i>	Ferme Jacobs inc. and Pat Conroy
<i>ERBACRES SNAPPLE SHAKIRA</i>	Ferme Antélimarck inc., Ferme Jacobs inc. Ty-D Holsteins, Kilian Theraulaz et Attaboy Holstein



Loyalyn Goldwyn June is one of the three cows owned by Pierre Boulet classified 97.

COWS CLASSIFIED EX-97 USA

<i>BLONDIN REDMAN SEISME</i>	Bred by Ferme Blondin and Pierre Boulet
<i>BLONDIN GOLDWYN SUBLIMINALE</i>	Bred by Ferme Blondin
<i>ANTIA ABSOLUTE JOLINE</i>	Bred by Ferme Gilles Lapointe et fils SENC

COWS WITH THE MOST STARS: 30* AND OVER

<i>LA PRESENTATION DAUREL</i>	64*
Ferme Richard Blanchette et fils inc.	
<i>STÉPIDO SUPER MEGA</i>	54*
Ferme Stépido	
<i>VIEUXSAULE ALLEN DRAGONFLY</i>	45*
Ferme du Vieux Saule	
<i>COMESTAR GOLDWYN LILAC</i>	44*
Bred by Comestar Holstein, Cormdale Genetics inc., Mark Falshaw, Todd J. Whitier, Generations inc.	
<i>R-Z BAXTER CARAMEL-ET</i>	42*
Ferme L. Campbell et fils inc. and Charles Campbell	
<i>TRAMILDA-N BAXTER EMILY-ET</i>	42*
Michel and Alcide Boisvert	
<i>VAL-BISSON GOLDWYN MAYA</i>	41*
Ferme Val-Bisson inc.	
<i>GLEN DRUMMOND SPLENDOR</i>	39*
Syndicat Gen-I-Beq	
<i>REGANCREST S CELEBRITY-ET</i>	39*
Ferme Blondin and Ferme Mystique SENC	
<i>OCONNORS TVF RUDOLPH LILLY</i>	36*
Comestar Holstein	
<i>BLONDIN SKYCHIEF SUPRA</i>	35*
Ferme Blondin and Pierre Boulet	
<i>BRAEDALE BALER TWINE</i>	34*
Syndicat Gen-I-Beq	
<i>COMESTAR LAUTAMIE TITANIC</i>	33*
Comestar Holstein, The Ahedo Family, Granja Ponderosa	
<i>LA PRESENTATION DIGNE</i>	32*
Ferme Richard Blanchette et fils inc.	
<i>PARILE KITE ALICIA</i>	32*
Deslacs Holstein	
<i>SUNNYLODGE SKYCHIEF ALEXIS</i>	32*
Ferme Cloutier et frères SENC	
<i>LEHOUX B GOLDWYN RUBY</i>	30*
B. Lehoux et fils inc.	
<i>VIDIA TAMPO OUTSIDE</i>	30*
Marco Rodrigue and Marie-Claude Marcoux	



RAWF GRAND CHAMPIONS

1934-1935-1936	<i>MONTVIC RAG APPLE BONHEUR</i> Mont Victoria Farms
1989	<i>RUTI VALIANT PRUDE</i> Antonio Tourigny et fils
1996	<i>LAUDUC BROKER MANDY</i> Bred by Germain Leduc
2003	<i>DESPOINTES JAMES SYDNEY</i> Gaétan Brunelle
2006-2008-2009	<i>THRULANE JAMES ROSE</i> Pierre Boulet
2007	<i>PARILE KITE ALICIA (R&W)</i> Bred by Ferme Parile inc. , Owner : Deslacs Holstein
2009	<i>ELMBRIDGE FM LOVEABLE RED (R&W)</i> Lookout Holsteins, Peter Tuytel Jr
2010-2011-2012	<i>BLONDIN REDMAN SEISME (R&W)</i> Bred by Ferme Blondin and Pierre Boulet
2012-2014	<i>RF GOLDWYN HAILEY</i> Gen-Com Holstein Itée
2013	<i>ELMBRIDGE LOOKOUT LADY IN RED (R&W)</i> Lookout Holsteins, Frank A. & Diane Borba
2014	<i>BLONDIN DESTROY SALLY (R&W)</i> Ferme Blondin
2016	<i>JACOBS GOLD LIANN</i> Bred by Ferme Jacobs inc.
2018	<i>JACOBS WINDBROOK AIMO</i> Ferme Jacobs inc.
2018	<i>ANTIA ABSOLUTE JOLINE (R&W)</i> Bred by Ferme Gilles Lapointe et fils SENC
2019	<i>IDEE WINDBROOK LYNZI</i> Richard W. & Shannon Allyn, Frank A. & Diane Borba, JM Valley Holstein, Stéphane Gendreau
2021	<i>ERBACRES SNAPPLE SHAKIRA</i> Ferme Antélimarck inc., Ferme Jacobs inc. Ty-D Holsteins, Kilian Theraulaz and Attaboy Holstein
2022	<i>BLONDIN RD UNSTOPABULL MAPLE (B&W ET R&W)</i> Bred by Ferme Blondin, Ferme Villyvon, Riverdown Holsteins

WORLD DAIRY EXPO GRAND CHAMPIONS

2008	<i>THRULANE JAMES ROSE</i> Pierre Boulet
2010-2012	<i>BLONDIN REDMAN SEISME (R&W)</i> Bred by Ferme Blondin and Pierre Boulet
2012-2014	<i>RF GOLDWYN HAILEY</i> Gen-Com Holstein Itée
2013	<i>BONACCUEIL MAYA GOLDWYN</i> Ty-D Holsteins, Drolet & fils, Ferme Jacobs inc., A. & R. Boulet inc.
2017	<i>ROSIERS BLEXY GOLDWYN</i> Bred by Ferme Des-Rosiers
2018	<i>JACOBS LAUTHORITY LOANA</i> Ferme Jacobs inc. and Pat Conroy
2021	<i>ANTIA ABSOLUTE JOLINE (R&W)</i> Bred by Ferme Gilles Lapointe et fils SENC
2021	<i>ERBACRES SNAPPLE SHAKIRA</i> Ferme Antélimarck inc., Ferme Jacobs inc., TY-D Holsteins, Kilian Theraulaz and Attaboy Holstein

CANADIAN PRODUCTION CHAMPIONS IN THE LAST 10 YEARS

2015	<i>AGRIMATIC LAVAMAN STARLETTE</i> Ferme Agrimatic inc.
2017	<i>PETITCLERC ATWOOD MIST</i> Ferme Jean-Paul Petitclerc et fils inc.
2017	<i>A-B FARM MCCUTCHEN CADILLAC</i> Guillaume and Étienne Lessard, Ferme Maryclerc inc.
2018-2020	<i>BERGITTE BOLIVIA COQUINE</i> Bertrand Boutin et fils inc.
2019	<i>ROYOLAIT MARIJO LAUTHORITY</i> Ferme Royolait inc.
2019	<i>KNONDALE ATWOOD KNOT</i> Ferme des Trèfles inc.
2019	<i>FARNEAR BROCADE P BUFFY-ET</i> Ferme Parkhurst inc.
2019	<i>BERGITTE BIG KAHUNA HOTMAIL</i> Bertrand Boutin et fils inc.
2021	<i>BERGITTE FACEBOOK HALENA</i> Bertrand Boutin et fils inc.
2021	<i>ROYOLAIT MARIJO LAUTHORITY</i> Ferme Royolait inc.
2022	<i>BERGITTE GOLDWYN HOBBY</i> Ferme Bergitte
2022	<i>JMJ BREWMASTER FLEUR</i> Ferme J.M.J. inc.

LIFETIME PRODUCTION: 170 000 KG AND OVER

• <i>ARNOLAIT METRO CHALU</i>	203 769 kg	Emma and Berhard Arnold
• <i>SWISSKISS RUDOLPH MAYA</i>	196 512 kg	Swisskiss inc.
• <i>JOHNNIE CLAUDE GRENADIER</i>	195 960 kg	Ferme A.J.L. Lemaire inc.
• <i>GUERINIERE BROKER WILDA</i>	191 122 kg	Bred by La Guérinière Holsteins , Owner : Naully Holstein
• <i>PICHEL RUDOLPH SEXY</i>	187 200 kg	Bred by Ferme Pichel et fils. , Owner : H. & R. & D. Duchesne
• <i>LEGAULT GOLDWYN GUYLAINE</i>	185 006 kg	Bred by Ferme Legaudière inc. , Owner : Ferme Guyette et fils SENC
• <i>ROCKTALE MASTER C TOP</i>	184 438 kg	Bred by Rock St-Onge , Owner : Alain Roberge Holstein
• <i>LARELEVE REDESIGN SEVEN</i>	180 394 kg	Nieuwenhof et associé inc.
• <i>JOUBERT LEE MILLY</i>	178 051 kg	Ferme de la Carrière
• <i>VAL DES PLOURDE BRETTE</i>	177 956 kg	Bred by Ferme Val Des Plourdes inc. , Owner : Ferme Les Arpents Verts inc.
• <i>MERCURY FLAVIE PRESCOT</i>	176 718 kg	Ferme Mercury inc.
• <i>DEL RIO DEESSE BLITZ</i>	176 273 kg	Ferme Del Rio
• <i>BEAVER RAY ALLEN VENUS</i>	176 049 kg	Conrad Riendeau
• <i>VAUDAL STORM JAMIE</i>	175 974 kg	Ferme Vaudal inc.
• <i>PAQUET KOLYA GOLDWYN</i>	175 376 kg	Pâquet et frères
• <i>PETITCLERC MILAN PETITE</i>	174 341 kg	Ferme Jean-Paul Petitclerc et fils inc.
• <i>GERMEC AGILITEE SPIRTE</i>	173 963 kg	Ferme Germec inc.
• <i>LESTATES RAMONA</i>	173 104 kg	Bred by Louise Stahli , Owner : Christian Fankhauser
• <i>DROLIE ROY DEBORA</i>	172 364 kg	Bred by Drolet et fils , Owner : Daméstar Holstein
• <i>RAINVY TALENT JANETTE</i>	171 933 kg	Bred by Ferme C.M.R. inc. , Owner : Ferme Marlou inc.
• <i>GRANDPOINTE BEST MASON</i>	171 559 kg	Ferme G. Brouillard et fils
• <i>GENO PRELUDE JINNA</i>	170 900 kg	Ferme Géo inc.



By
VÉRONIQUE LEMONDE

Editor in
Chief

A warm-hearted Convention in Jonquière and a new president for the Association!

The 2023 Holstein Québec Provincial Convention took place last February 15 to 17, at the Delta Saguenay, in Jonquière, in collaboration with the Saguenay-Lac-St-Jean-Charlevoix Holstein Club. More than 550 members attended the event, enjoying the festivities and celebrating their achievements under the theme *Nos trésors du fleuve jusqu'au Lac*. What's more, the Association now has a new president, following the 88th Annual General Meeting held on February 16.

The Holstein Québec Convention kicked off on Wednesday, February 15, with the traditional Embryo Sale, which began at 5 pm. Following the sale, Denis Tremblay, Convention Chair, officially opened the annual event, lighting a symbolic lantern to highlight the culmination of 15 months of intense preparation.

In keeping with custom, the Awards Gala that followed honoured the recipients of the Tout-Québec awards and production trophies. The evening was also the occasion to bestow the Jean-Touchette award on an outstanding judge namely Pierre Boulet, who accepted the prestigious honour with visible emotion, in the company of his spouse and two of his daughters.

Strength in unity

The next day, February 16, began with the delicious breakfast buffet that was followed by the Association's AGM. The Association's maxim this year is "strength in unity", and that joint force will be employed to advantage as much in the strategic planning undertaken



On Thursday, February 16, Benoît Lafond led the AGM for the last time as President of the Association.

by Holstein Québec—in which members will be invited to take part—as in the strengths of each of our members on the ground and in the Holstein Québec office, working to develop the Association's resources.

President Benoît Lafond was joined by Patricia Normandin, General Manager, Stéphane Alary, first Vice-President, Pascal Martin, second Vice-President, and Manon Belleville, Executive Assistant, in addressing the 150 people who attended the AGM. Board members and management presented a detailed account of the major events and activities that took place over the past year and the outlook for the current year. The 2021-2022 financial statements were presented to members by Stéphane Alary, who underlined an income deficit of the order of \$75,000, due in large part to the end of the emergency wage subsidy program in addition to a decrease in revenue from registrations and sponsorships.

The 2023-2024 board of directors is virtually identical to that of the past year, apart from one major change on the executive: Holstein Québec now has a new president, Pascal Martin (TINBER). Benoît Lafond (ALLFOND) remains on the board as the director for District #11, and Stéphane Alary (STEPIDO) retains the position of vice-president while



Follow-up to the resolutions generated pertinent feedback from members at the AGM.



Louis St-Aubin (FIESTAL) assumes the position of second vice-president. "I am very proud to become Holstein Québec's 65th president. I have learned a great deal from working with the current board and I'm prepared for the challenges ahead, among them our strategic planning," affirmed Pascal Martin at the Master Breeders' Banquet, on Thursday evening.

For his part, outgoing president Benoît Lafond confirmed his commitment: "I have been representing the Abitibi-Témiscamingue

region for 10 years now, and I am pleased to continue doing so. As well, I have been the delegate to the Ciq since April 2022. I am looking to the future with confidence and an open mind."

The AGM was also the occasion to announce the winners of the 2022 Club Activities Contest. The three winning clubs will each receive \$500: Portneuf, for its open-house event at Ferme Drolet et fils; Dorchester, for its Breeders' Cup in June; and HOB for the evening of curling organized for members.



Door prizes offered by Holstein Québec and Holstein Canada were drawn after the AGM, with the Sika, Buckland and Roquet prefixes named winners. Lysanne Pelletier (Pellerat prefix) was the winner of the draw for the next generation. **Congratulations to you all!**

Following the AGM, Roxanne Montplaisir led a discussion workshop on data use in view of the new standards for publishable lactations. Then came a short surprise activity, where participants had the opportunity to visit a series of tasting booths offering regional



The 2023-2024 Holstein Québec Board of Directors. Behind: Patricia Normandin, General Manager, Benoît Lafond, Hans-Rudolf Broenimann, Alphonse Pittet, Roberto Dufour, Jocelyn Nault, Virginie Bilodeau, Benoît Turmel, from Holstein Canada, and Julie Duchesne. Front: Stéphane Alary, Vice-President, Pascal Martin, incoming President, and Louis St-Aubin, second Vice-President.



products, from hot smoked salmon to farm butter to cider—a much appreciated break for Convention delegates.

Emotion among Master Breeders

For the second year in a row, a total of 10 Master Breeders were celebrated with all the honours at the Banquet, on Thursday evening. Just prior to that event, Équipements MBL – A.P.L. du Saguenay – GEA presented the finalists of Holstein Québec's Favourite Cow contest and announced the winner for 2022, namely *Loyalyn Goldwyn June*, EX-97 6E 5*, an extraordinary 16-and-a-half-year-old cow owned by Pierre Boulet. Congratulations to this incredible cow that elicited a show of emotion from her owner as he received a magnificent milk can painted with a portrait of *June*.

Marked by humour and emotion, the Master Breeder awards ceremony was a lively event, complete with high-quality videos and inspiring stories that introduced these engaging, charming, and influential families

to all those present. In a décor reminiscent of treasure hunts and the world of pirates, the families of the Aquarel, Arcroix, Jeanlu, Lauzonnière, Loudigi, Magami, Mirabel, Parkhurst, Pellerat, and Rubis prefixes posed for photographs with their shields. The emotion was palpable as the Ménard family (Rubis prefix) took the stage on behalf of breeder Charles Ménard, who died only a few months ago. The tribute was equal to the passionate Holstein enthusiast that he was.

To conclude the Convention, on Friday, February 17, delegates were invited to visit five of the region's farms and meet their accomplished owners: Ferme Léothé inc., Robel, Benoît et Diane Gilbert, Martin Bouchard SENC, and Thierry Holstein. The tour also included a visit to the Microlaiterie Riverin du Lac, an extension of the Thierry Holstein farm, where delegates were treated to gelatos, farm butter, and flavoured milk. The 2023 Holstein Québec Convention could not have finished on a better note!



The organizing committee of the 2023 Holstein Québec Congress, under the chairmanship of Denis Tremblay, was able to combine a warm welcome, flawless organization and serious. All of this put smiles on our faces!