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Fall 2025 Special Features

WestGen's
Western
Pioneers
Pages 8-9

Holstein
Canada's
Celebrating
Longevity
Page 13

WestGen
Canadian
Classic
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& 58

Near Rimbey, Alberta

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COMING UP

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BC DAIRY

SEPTEMBER

30-Oct. 3 **World Dairy Expo** Tuesday-Friday, Alliant Energy Center, Madison, WI.

OCTOBER

21-29 **DairySmart Complete Herdsman Training Program**
See Greenbelt Veterinary Services ad on page 51 for registration details.

21 - Nov 7 **BC Fall Producer Meetings** Visit www.bcmilk.com for dates and locations.

24-25 **Westerner Dairy Showcase** Friday-Saturday, Westerner Park's Agricentre, Red Deer, AB.

25 **MYMP Harvest Party** Saturday 7pm, 6748 Swanson Road, Abbotsford, BC. Tickets \$10 at the door. See MYMP's social media for more info.

NOVEMBER

7 **WCDN Christmas Issue Booking Deadline**

8 **2025 Canadian Agricultural Hall of Fame Induction Ceremony** Victoria, BC.

7-16 **Royal Agricultural Winter Fair** Friday-Sunday, Exhibition Place, Toronto, ON.

10-11 **TD Canadian 4-H Dairy Classic** Monday-Tuesday.

13 **National Red & White Holstein Show** Thursday 7:30am.

13-14 **National Holstein Show** Thursday-Friday.

15 **RAWF National Jersey Show** Saturday 7am.

18 **BC Holstein Branch AGM** WestGen, Abbotsford, BC.

18-19 **SK Holstein Branch AGM** (in conjunction with SaskMilk Dairy Conference) Saskatoon Inn, Saskatoon, SK.

26 **2025 All-Canadian Contest Entry deadline**
See www.holstein.ca for all the details.

26-27 **BC Dairy Industry Conference** Wednesday-Thursday, Fairmont Hotel Vancouver, BC.

Coming Up ONLINE – www.wcdairynews.com

While the event dates were confirmed and current as of date printed, changes do happen!
Please confirm event listings on the website and check for changes or updates.

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Harvest Time - Celebrating a Season of Gratitude



MORE INSIDE:

- Twin Peaks Creamery
- Ukraine Dairy Challenge
- 50th Vancouver Island Show
- Historic Mount Victoria Farms
- Summer Show Reports: Provincial & Youth
- Meet BC New Entrants
- Holstein Branch News
- Pursuit of Progress

Millet, Alberta



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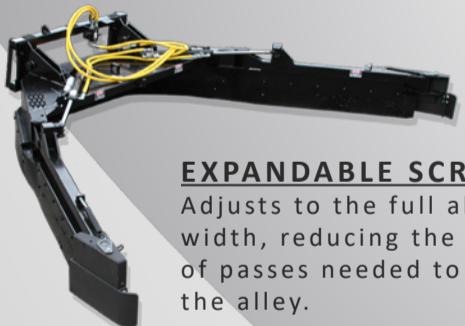
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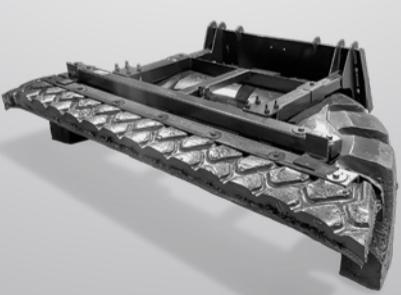
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COMING UP

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BC DAIRY

DECEMBER

3-5	Manitoba Dairy Conference Winnipeg, MB.
4	Manitoba Holsteins AGM Winnipeg, MB.
9	MYMP Winter Gala Tuesday. Save the date! More info coming.
22	2025 All-Canadian Contest Nominations Watch Holstein Canada's social media.
2026	

JANUARY

9	Mainland Milk Producers AGM Abbotsford, BC.
17	Holstein Canada Master Breeder Reveal
22-24	Pacific Ag Show Thursday-Saturday, Tradex, Abbotsford, BC.

MARCH

17	WestGen Antares Alliance AGM Abbotsford, BC.
APRIL	

14-18	WestGen 'Best in the West' Dairy Showcase Abbotsford, BC.
15-19	National Holstein Convention 'Spirit of the West' Wednesday-Sunday, Burnaby & Chilliwack. See page 12 & 14 for more details.

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Tars Cheema

WCC – Cultivating Competence and Confidence

Back in 1985, when a group of very keen western dairy folks gathered to discuss an elite new youth program, they couldn't have envisioned just how successful the 'Western Canadian Classic' would become. So sought after were the 100 participant spots, that it required selection committees to choose the 'best' youth from each province. While total numbers have dropped to around 90, the calibre and commitment of these young people remains impressive.

Volunteers, leaders, coaches and organizers have worked tirelessly over four decades to ensure the program's vibrancy. But, moving 100 kids, tack and calves around the

four provinces annually doesn't come cheap. We can never thank the long line of sponsors enough for investing in dairy youth every year – and no one has invested heavier than WestGen.

Supreme Sponsor for nearly 30 years, WestGen stepped up with an offer too good to ignore. The WCC committee and WestGen came to what's been called a 'landmark' agreement whereby WestGen is investing \$500,000 over 10 years to underpin the essential financial foundation of the program. It is fitting that, going forward, WCC will be known as WestGen Canadian Classic. While a few may flinch at the name change, the overwhelming reactions I heard at the 39th event in Rimbey were positive. Importantly, the WCC committee retains autonomy and will now have substantial funding certainty along with

staff support of a farmer-directed western Canadian organization. I don't see any downsides for our youth in this new scenario.

My last word on this is simply – I'm deeply proud of the hundreds of youth who have worked hard over the years to grow with the challenge of WCC competitions and mature into confident, capable professionals across our industry and in their communities.

Gratitude for all the good people/companies associated with WCC.

Rimbey, Alberta, was the host of the 39th WCC.

Weather as Friend and Foe

I've never seen south/central Alberta **so green**, as Kash and I drove towards Rimbey in late August to attend WCC. Lush crops and so few harvested fields! Multiple people at WCC shared how the rains have fueled corn, grass and grain crops, providing much needed and appreciated feed for the winter. But as many of you know, storms are unpredictable and uncaring. Bart Bikker from Barrhead shared a picture from his friend down in Brooks, whose spectacular corn crop was brutally stripped down to woody stalks by an angry storm that left a 200 km scar just a couple days earlier.

It was devastating, but not unfamiliar to farmers across the prairies.

I guess farming has always been caught in the weather trap – sometimes it's your friend, sometimes – your foe. I'm not sure that consumers always appreciate the challenges that farmers face when producing the food that they expect to be perfect, affordable and abundant at all times.

I hope everyone finishes their fall harvest safely and with lots of good feed to show for your efforts. After several years of tough variables, a good harvest is certainly a welcome change.



The weather can turn from friend to foe quickly, as it did on August 21 in the Brooks, AB, area.



Wow, so many acres of beautiful green crops from Calgary to Leduc!

Thanksgiving Gratitude

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Happy Crowd Despite the Clouds

WestGen's Abbotsford office location proved to be a perfect venue for the BC Holstein Branch summer family picnic on June 27. Despite the periodic dark clouds overhead, there would be no rain, nor sunburns on this comfortable summer day.

An enthusiastic crowd of around 80 represented a heartening cross-section of our dairy community. It brought together young families, happy to let the littles play safely, to seniors – appreciative of the opportunity to visit with friends they may not see otherwise.

MNP provided the highly-valued morning coffee and donuts, while J&D Farmers Dairy Service were sponsors of the mouth-watering BBQ chicken at lunch and Blondin Sires provided the hot dogs for the kids.

To wrap up the day, BC Dairy's ice cream and sundae station filled any gastronomic gaps remaining. It was another perfect opportunity for friends to enjoy games, visiting, food and fun.

**Photos courtesy of Krista Christiuk,
WestGen**



Branch President
Thomas Cuthbert and
Director Heidi Schurmann
demonstrated BBQing
brilliance as they expertly
prepared the delicious
chicken for the picnic.

The Chilliwack 4-H Dairy Club attended with keen members fundraising through their 50/50 ticket sales. Lucky winner of the draw was Megan Kielstra.



The WestGen sponsored bouncy castle was a definite hit with the kids giving it a good work-out all day.



Carl and Joanne Barclay handled much of the food while keeping close tabs on the kids (including theirs).

Grateful for a good FALL HARVEST!

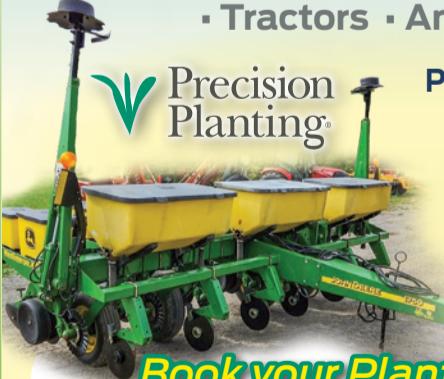
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NOTICE OF ANNUAL GENERAL MEETING



BC Branch AGM

**NOVEMBER 18
10:30AM**

LOCATION:
 WestGen - 1625
 Angus Campbell Rd,
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*Join us for morning
refreshments and lunch.*

**ALL members
invited to attend!**

***COW OF
THE YEAR
will be
announced!**

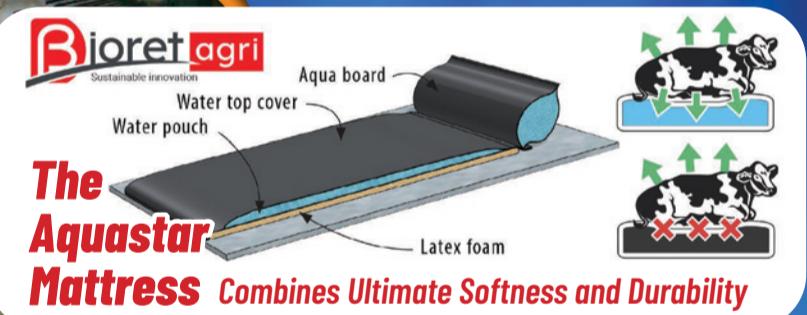
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Amanda Poelman

A 'family-first' attitude and plenty of enthusiasm has played a key role in the development of Mason Farms, located in Oak Point, Manitoba, one hour northwest of Winnipeg. Home of the Mason family and the MAYPOINT Holsteins herd, the farm is steeped in dairy tradition from its humble beginnings and a handful of cows, through a variety of changes that included modernization and growth, to the thriving business it is today. Through it all, one thing has remained at the forefront: the importance of family – essential for getting over life's hurdles and enjoying shared success.

A Move to Greener Pastures

In 1934, Nelson and Anna Mason moved from their home in southeastern Saskatchewan and headed for greener pastures in Oak Point. "They hadn't grown anything in three years due to a massive drought," recalls Ken, who along with his four sisters, were born in Manitoba. "Their friends had already moved and reported that there was 'lots of grass and WAY less grasshoppers!'" Nelson and Anna purchased 73 acres at \$5/acre in 1945, and Mason Farms was born. The acreage was not an active dairy at the time, with an old barn and a house, surrounded by wild hay land.

"It was my mom's idea to get cows," says Ken, "we got four or five in 1948, all Milking Shorthorns, and my sisters and I had to help with milking and chores." By the early 1950's, the herd had increased to 10-12 cows and Nelson had added the first three Holsteins. During the early days, Anna pushed the milk cans out of the milkhouse in a wheelbarrow and got them to the road where they were picked up by a transport truck and taken to Silverwoods Dairy in Winnipeg. Ken says, "They told us if we put in a can chiller we could start shipping right away!" Silverwoods was a large outfit with business across Canada, but smaller processors like Modern Dairy and Crescent Creamery also received milk.

After WWII the number of fluid milk shippers had increased drastically to keep up with the demand for milk. In 1952, beef prices in Manitoba had crashed due to foot and mouth disease and dairies were able to use surplus grain – a commodity which had also slumped. "Suddenly we could buy feed in a bag," laughs Ken, which helped to improve production and supplement the wild forages growing around the farm.

First aerial photo of Mason Farms – taken by Ken's sister from the plane window in 1956.



A Year Away

In 1956, Ken left the farm and chilly Manitoba for the Arctic Circle to work on the Distant Early Warning (DEW) line. The DEW line was the northernmost of three lines at the time, with 42 stations stretching from Alaska to Greenland, across the Northwest Territories and through Baffin Island. A significant achievement for Cold War initiatives, the DEW line was set up to detect bombers from the Soviet Union as well as providing early warning of any sea-and-land invasions.

"We earned \$1.65 per hour," says Ken, "and there were no unions, so we worked seven days a week, sometimes up to 15 hours per day." Overtime earned time and half, upping the earnings to \$1.90/hour (between \$20-\$25 today). "That year away paid for a lot of improvements on the farm," Ken shares, who also spent a summer working on fishing boats at Lake Winnipeg, before returning to the farm fulltime at age 21.

Moving Forward with Modernization
In 1958, with the help of Ken's DEW line funds, the Masons purchased their first bucket milkers. They also built onto the barn, bought a tractor, and expanded the land base. Due to the rural electrification programs that had sprouted up in the 1950s, more and more dairy farmers began to cool their milk at home in water-filled troughs. By the early 1960s, the Masons had

switched over their whole herd to Holsteins for increased production, and by 1963 the first bulk tank was moved into the barn. The milk was picked up by M&M Transport, and still is today, mainly shipping to Winnipeg, but also serving processors in surrounding areas where needed.



Laila won 1st Intermediate & HM Champion Showman at the MB Heifer show in 2023 with MAYPOINT FUEL MISTY (now VG-85).

Ken married Sylvia in 1967 and bought the farm from Ken's parents that year. They were blessed with two children, Darcy and Debbie, and as their family grew, so did the barn. A new 40-cow tiestall facility was built in 1973, complete with a pipeline and a barn cleaner, and the first purebred Holsteins were purchased.

While smaller improvements steadily continued over the years, the construction of a robotic milking facility in 2013 marked a significant new chapter for the Mason family. It also signified the transition of the farm from Ken and Sylvia to Darcy and Lanna, who were married in 2004.

The original Land Contract for Mason Farms – May 1st, 1945. Nelson bought the first 73 acres for \$5/acre.



Nelson & Anna Mason moved to Oak Point, MB, in 1934.

The Next Generation

Today Mason Farms is run by Darcy, Lanna, and their two children, Andrew (22) – who is working at home fulltime, and Laila (18) – who started Lakeland College this fall. "I never had any intentions to do anything else but take over the farm," says Darcy, who is now beginning the same succession process with Andrew as he did with Ken. Lanna also has farming in her blood, coming from a mixed herd that included milk cows and cream quota, as well as a beef herd.

Without any outside help, other than some custom work in the fields, the Masons – including Ken (now 87), who is still involved daily, manage all the chores in and out of the barn. "We all have areas we prefer," says Lanna, "but we all work together until the job is done."





Maypoint Holsteins

With the help and encouragement of Holstein Canada Field Rep Albert Van Welleghem, Darcy and Ken registered the whole herd in 1990 using the National Identification (NIP) program, under their new prefix MAYPOINT. Today the Masons milk 58 cows on one Lely robot and run 65 head of Black Angus cattle. The herd consists of 4 ME, 3 EX, 34 VG and 27 GP, with average BCAs of 290-301-283. They also farm 2400 acres of land, growing alfalfa, wheat, oats, barley, and silage corn.

Throughout the 90s, Darcy had a balanced breeding philosophy that included both type and production. While he and Andrew still follow that today, they require double digits for type and a positive deviation for milk. "Teat placement and milking speed have become more important since we added the robot," says Darcy. With well-known bulls like RUDOLPH, GOLDWYN and WICKHAM building the foundation, bulls such as ANAHITA, PENTATONIX, LEYSER PP, LAMBORGINI and KICKSTART are currently filling the tank. "We use mainly Semex bulls," says Darcy, "but we'll use a bull from any stud that checks all of our boxes." In 2010, the Masons sourced a really good herd bull for cleanup – RAINYRIDGE BRYANT – a SHAQUILLE son out of RAINYRIDGE TALENT BARBARA EX-95, a full brother to HYLITE BARBWIRE who was actively marketed by STGenetics. Bryant, who scored VG-88, left 17 daughters at Maypoint, including 3 EX and 2 VG.

Cow Family Success

The Masons are incredibly proud of the herd they've developed in a relatively short time. "We have bred 20 EX cows in eight years," says Darcy, who's ultimate goal is to earn a Master Breeder Shield and achieve 2kg of fat per cow per day. Despite the untimely loss of their first EX cow, MAYPOINT ALTABAXTER NEL, there have been many other highlights. MAYPOINT RUDOLPH

DORA VG-88 3* was the first cow to make 100,000kgs of milk, which she produced in 10 lactations. Her daughter, MAYPOINT GOLDWYN LAILA EX-90 3E 3*, became the first in three consecutive generations of homebred excellent cows that followed her. In 2024, MAYPOINT JACKPOT RED ETERNAL EX-91 became the first excellent R&W cow, another milestone for the herd.

Lanna's favourite cow is MAYPOINT ETHEL WICKHAM EX-92 4E, who is the first cow to achieve a Super 4, with four consecutive Superior Lactations. Ethel has made over 112,000kgs of milk, calving again last December with a heifer calf by DIAMOND, a herd bull purchased from Wendon Holsteins. Ethel has 1EX and 2 VG daughters so far and is a regular celebrity on the Mason's very active farm Facebook page, which Lanna manages.

Incorporating both milk recording and classification in the 1990s, Lanna says, "Classifying really helped our decision making. It's good to have a fresh set of eyes on the ones you like best!" Classification day quickly became a highlight for the family, as the kids were allowed to stay home from school for the occasion. "They help with washing, clipping and brushing off cows," says Lanna, "and we always have a friendly competition about what the scores will be." She fondly recalls a very proud three-year-old Andrew who brushed Rudolph Dora daily and was thrilled when Tom Byers made her VG-88, certain that his brushing skills made all the difference!

In the past three years they have also added genomic testing on their heifers to their toolbox. "The testing has certainly helped our selling decisions and also gives us a more accurate idea of how the mating will turn out," says Darcy, noting they've used a lot of good bulls over the past two or three years and have seen some great results as those daughters join the milking herd.

Both Andrew and Laila joined 4-H in 2014, which led them to participate in WCC for Team Manitoba – a program they have both enjoyed tremendously. Last year, Laila exhibited the 1st place Winter Calf, WENDON ALPHA FIRING RED, a heifer she borrowed from Tri Lea Farm. This year, in his final year of WCC eligibility, Andrew exhibited MAYPOINT MAJOR MENTOS, a heifer who completes seven generations of Maypoint breeding, and finished third in the Winter Yearling class. Andrew and Laila participate regularly in the Manitoba Heifer Show as well.

Andrew completed his Animal Science Technology diploma at Lakeland College in 2023 and has returned to the farm fulltime. "Between college and WCC I can pretty much go anywhere in Western Canada and have a place to stay," he says, thankful for all the connections he's made in the dairy industry. Laila is also taking the Animal Science program at Lakeland, and hopes to add Ag Business as well, certain that she would like to stay in dairy in some capacity.

Good Job, Well Done

Good friend and neighbour, Dave "Timer" Chartrand, visits Mason Farms a few days a week to "get the barn smell in his nose," and can often be heard saying, "Good Job, Well Done," at the end of a long day in the field.

It's a mantra that the Masons have adopted. Lanna shares that one of the most rewarding parts of farming is working together. "I like seeing the farm continue and be successful. To see the next generation watching the previous generations is very satisfying, and to know that when things get bad – and they do – you all hang in there together to get through it."

Darcy adds, "You're never too old to keep learning, there's always a better way to do things." A sentiment that Andrew, who's glad his dad is willing to embrace new technology and try new things, is grateful for as well.

What's the biggest key to successful family farming for four generations? "Keep having one son at a time," laughs Ken, who is then quick to add, "it's so important to get along. Things will fall apart quickly if you don't. Passing the farm on and watching it thrive has been very satisfying for me."

It began with Anna and Nelson's decision to get a few cows, and developed into a passion for cattle and farming as a family that spans four generations and counting. No matter how the story continues to unfold, the Mason family can be proud – it's a "Good Job, Well Done."



A special day! MAYPOINT WICKHAM ETHEL EX-92 4E and MAYPOINT WICKHAM EMBER EX-94 4E on August 15, 2020 – they day they both scored EX for the first time! (L-R) Lanna, Laila, Darcy and Andrew.



MAYPOINT MAJOR MENTOS cruises to 3rd place Winter Yearling, as Andrew celebrates with good friend Ryan Donohoe – WCC 2025.





WestGen Canadian Classic 39th Event

Keen Competitors + Generous Sponsors = a Winning Formoola!



Tars Cheema

Cheerful fans and families looked on as the 2025 WestGen Canadian Classic Formoola 1 dairy youth program raced from August 19-23 in Rimbey, Alberta.

The Cooperators Agrim Centre was a bright, spacious and beautiful venue for this 39 year-running youth development program. The refreshed branding with a new logo and signage marked the recently announced name change to 'WestGen' Canadian Classic, in recognition of not only their long-standing financial support as Supreme Sponsor, but also the new 10 year agreement. The entire event felt a little elevated with polish and professionalism, a testament to the efforts of the WCC Interprovincial Committee and countless volunteers.

Chair of the AB WCC Committee, Casey Morey was grateful for WestGen's commitment to an unprecedented investment of \$500,000 over the next 10 years, ensuring long term sustainability for the multi-faceted youth program.

Over the course of four days, some 90 participants were put to the test in clipping, judging, dairy science quiz, showmanship, conformation and stall

displays. Interspersed throughout the week were various social activities to balance the competition with camaraderie. The endearing tradition of seniors mentoring juniors and everyone building friendships across all provinces continued as enthusiastically as ever. Provincial stall displays were impressively creative and impeccably maintained!

In addition to being a Gold sponsor, Holstein Canada creates and administers the Dairy Science Quiz for Juniors, Intermediates and Seniors. Shannon Cartwright (Extension Specialist) from head office and Toby Kleinsasser (Western Services Rep) were on hand to facilitate the quizzes and assist at ringside.

Every year, a special person is honoured with a dedication for their long association with and contributions to WCC. This year's show was dedicated to one of the original founding committee members - Don Chalack, Wendon Holsteins. Interprovincial Committee member Andrew Wildeboer delivered the heartfelt recognition during Saturday's Conformation show. You can read more about this on page 58.

WestGen's Marketing Manager, Krista

Christiuk was excited to be the MC for the conformation show on the final day. "It was inspiring to see so many juniors engaged and competing, and we are excited to watch participation continue to grow as these young leaders advance through the program. Events like this embody the future of our industry, and WestGen is committed to supporting their success," she shared.

Later in the afternoon, as the conformation classes were near completion, Toby Kleinsasser announced the final member of Team Canada's roster destined to attend the upcoming European Young Breeders School in Battice, Belgium. Nicole Verhoef was chosen with her High Point designation from the 2024 event. Team Canada is sponsored by Semex and Holstein Canada, with exceptional dairy youth chosen from four regions. You can read a bit more about the competition on page 30.

As the event wrapped up, all four provincial teams returned to the ring for a final competition - the **Formoola 1** race! With a brave helmet-wearing driver in the amusingly decorated wheelbarrows of each province, it was a crazy time as all participants raced their team 'cars' around

the ring, sometimes amid clouds of baby powder, all without injury.

The 2025 WCC event concluded with a grand evening banquet - a time of recognition, fun and confirming friendships.

"We extend our congratulations to the WCC Interprovincial Committee and Committee Chair, Casey Morey, for an outstanding job executing this year's event," Krista expressed.

From clipping and judging to quizzing and calves, Team Alberta was a force, ending with being crowned the Premier Province! **Congratulations!**

When you assemble keen youth, dedicated leaders, enthusiastic volunteers and generous sponsors, you have a **winning Formoola!** And a big shout-out to Supreme Sponsor WestGen and all sponsors who step forward with crucial funding to ensure the continuation of this unique and rewarding youth development institution.

2026 Sponsorship is OPEN!

Be part of the 40th anniversary show in Brandon, MB, August 18th-22nd, 2026!

manitobawcc@gmail.com
Vicki Wiens, Chair

See more WCC Coverage on page 58.

WestGen Canadian Classic 2025 Results

SHOWMANSHIP JUDGE:

Claire Swale, ON

CONFORMATION JUDGE:

Devin O'Hara, ON

ASSOCIATE JUDGE:

Kenton Lindenbach, SK

CLIPPING JUDGES:

Lars Iversen, AB and
Jonas Haeni, AB

Junior Clipping

Sponsored by Chinook Farm Innovations

1. Keaton Wildeboer & Janaye Rietveld, AB
2. Georgia de Lange & Adair Hehl, AB
3. Deanna Kampman & Everleigh Boerchers, MB

Intermediate Clipping

Sponsored by Kickstart Nutrition

1. Levi Congdon, AB
2. Eleanor Slingerland, AB
3. Sabrina de Vos, BC

Senior Clipping

Sponsored by KY-Vision Blade and Clipper Repair

1. Ethan Nienhuis, SK
2. Hannah VanderLinde, AB
3. Ashlee McAvoy, BC

Junior Dairy Science Quiz

Sponsored by Holstein Canada

1. Georgia de Lange, AB
2. Everleigh Boerchers, MB
3. Edwin Slingerland, AB

Intermediate Dairy Science Quiz

Sponsored by Holstein Canada

1. McKenzie Gyorkos, BC
2. Sabrina de Vos, BC
3. Jens Verkuijen, MB

Senior Dairy Science Quiz

Sponsored by Holstein Canada

1. Ashlee McAvoy, BC
2. Adyson Wildeboer, AB
3. Nicole Verhoeff, AB

Junior Overall Judge

Sponsored by Lakeland College

1. Keaton Wildeboer, AB
2. Georgia de Lange, AB
3. Eli Kampman, BC

Intermediate Overall Judge

Sponsored by Central Alberta Holstein Club

1. Wyatt Baas, AB
2. Silas de Lange, AB
3. Levi Congdon, AB

Senior Overall Judge - Jamie Donohoe Memorial Award

Sponsored by Donfield Farms

1. Adyson Wildeboer, AB
2. Nicole Verhoeff, AB
3. Ethan Nienhuis, SK

High Point Participant

Sponsored by Validity Genetic Testing

1. Georgia de Lange, AB
2. Ashlee McAvoy, BC
3. Adyson Wildeboer, AB

SHOWMANSHIP Junior

1. Kayla Schurmann, BC
2. Everleigh Boerchers, MB
3. Georgia de Lange, AB

Intermediate

1. Corban Friesen, SK
2. Silas de Lange, AB
3. Eleanor Slingerland, AB

Senior

1. Natalie Boonstoppel, MB
2. Hannah VanderLinde, AB
3. Ashlee McAvoy, BC

Grand Champion Showman

Sponsored by Eagle Builders

Natalie Boonstoppel, MB

Reserve Grand Showman

Sponsored by Rippleview Hoof Care

Hannah VanderLinde, AB

Honourable Mention Showman

Corban Friesen, SK

CONFORMATION

Spring Heifer (7)

Sponsored by Kozak Holsteins

1. CRAILA CRUSH ON POPE LEO
Bethany Friesen, SK
2. RF MERCEDES REVIEW
Hayden Anderson, SK
3. RF MERCEDES DAWN
Jaylan Vandenbrink, SK

Winter Heifer (30)

Sponsored by Perfection Pumping Corp.

1. WENDON LEGEND DAINTY
Nicole Verhoeff, AB
2. SUNTASIA REFUEL SAPPHIRE
Addison Dunne, BC
3. MOSNANG SALUTE DOUBLE TAKE
Adair Hehl, AB

Fall Heifer (22)

Sponsored by Select Sires Canada

1. LUCKY CHUBANNA SPARKLE
Graison Wildeboer, AB
2. HAMMING BULLSEYE SISSEY
McKenzie Gyorkos, BC
3. KENBERT LEMONADE
Faith Friesen, SK

Summer Yearling (19)

Sponsored by GEM Silage Products

1. BRAMVILLE BRIGHT KRISPIE
Gabrielle Knouse, SK
2. GROUNDZERO BRIGHT KITE
Natalie Boonstoppel, MB
3. CHUBANNA MASTER SANGRIA
Wyatt Baas, AB

Spring Yearling (4)

Sponsored by Wendon Holsteins

1. RF SIDEKICK CHARLIE
Bart Verkuijen, MB
2. MAZYLAKE IMPACT ALEXA
Grayson Congdon, AB
3. KENBERT MAJOR ATHENA
Chloe Knorr, SK

Winter Yearling (5)

Sponsored by Westerner Dairy Showcase Committee

1. WHEATHEART MASTER 441
Jens Verkuijen, MB
2. SWEETRIDGE LAMBDA BRIGET
Ryan Donohoe, MB
3. MAYPOINT MAJOR MENTOS
Andrew Mason, MB

Grand Champion Calf

Sponsored by Alberta Holstein Association

BRAMVILLE BRIGHT KRISPIE
Gabrielle Knouse, SK

Reserve Champion Calf

Sponsored by Blondin Sires

WENDON LEGEND DAINTY

Nicole Verhoeff, AB

Honorable Mention

LUCKY CHUBANNA SPARKLE

Graison Wildeboer, AB

Group of 3

Sponsored by WestGen

1. Alberta
2. Saskatchewan
3. Manitoba

Logan Chalack Heart & Hustle Memorial Award

Adyson Wildeboer, AB

European Young Breeders 2026 Trip Winner

Awarded to High Point Participant Senior

Ashlee McAvoy, BC

Premier Province

Sponsored by WestGen

1. Alberta (81.5 Points)
2. Saskatchewan (66.5 Points)
3. British Columbia (43 Points)

Herdsman Award

Sponsored by Jefo Nutrition Inc.

1. Manitoba (1177 Points)
2. Alberta (1170 Points)
3. Saskatchewan (1163 Points)

Thank You to our Generous Sponsors

Thank you Rimley Alberta for hosting the 39th WCC event this year!
We extend a sincere thank you to supporters across the West
for making this event possible.



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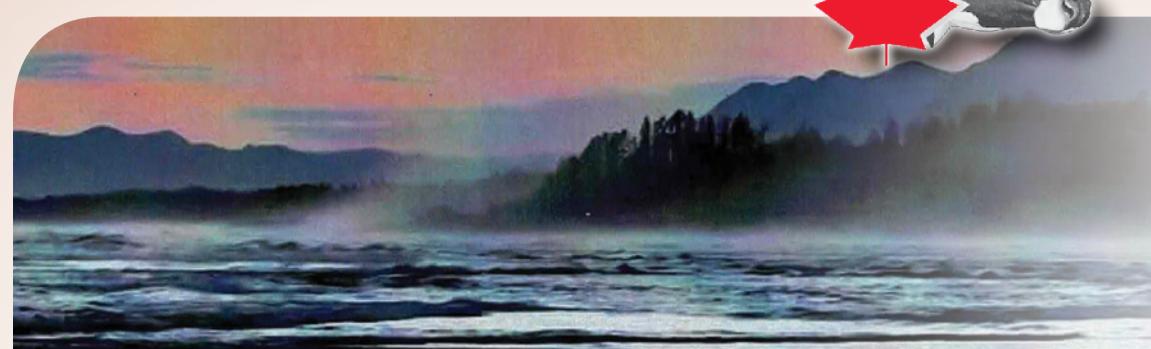
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Spirit of the West

April 15-19, 2026



APRIL 15 – Welcome Reception/National Convention Sale
APRIL 16 – Farm Tours/Grouse Mountain Past President Reception
APRIL 17 – National Show/Alternate Tour/Pacific Celebration Dinner
APRIL 18 – Holstein Canada AGM/Master Breeder Gala

See more details about
the Pre & Post Conference
Tours on page 14.



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For sponsorship packages and other inquiries - bcholsteinconvention@gmail.com

celebrating Longevity

Holstein Canada - promoting Longevity, Profitability & Efficiency!



Beyonce On Stage at New Mars

Tars Cheema

New Mars Dairy in Millet, AB, is the first herd to present a second Longevity superstar. In early 2024, we profiled Denison Earnmart VG-88, who produced over 175,000kg in 11 lactations. Welcome to the stage...NEW MARS FEVER BEYONCE-EX-907E, with the same deep, open angular dairy frame as Earnmart, continues to add to her 172,761kgM, 6062kgF lifetime totals near the end of her very long 10th lactation.

Longevity is No Accident

A 2021 Master Breeder herd, New Mars milks 450 cows 3x, registers, classifies, milk records and has been genomically testing all heifers for the past 1.5 years. Heifers are bred heavily with sexed semen, while cows are bred 50% sexed/50% beef. Their beautiful seven year old barn is bright and open with generous stalls, sand bedding and no overcrowding – all very important factors supporting longevity. Big fans keep air fresh and moving, which besides cooling the cows, reduces fly irritation to near zero.

The Schrijvers are strong proponents of cow comfort and intensely focused on a **flawless** post-calving transition period. Henk, Lizette, Ruben, Niek and Justin together with seven dedicated staff are committed to early detection of any health issues – aided by the GEA Scout data which tracks rumination, mobility and much more. Wide sand-bedded stalls, rubber alley floors and a 3x/wk foot bath program further reduce stressors in the barn. Currently, the herd has 14 cows over 100,000kg lifetime (6-10 lactations)! "Last year, we sold 130 fresh 2 yr olds for dairy," Henk confirms (only possible because of exceptional herd longevity).

Was it Destiny?

Beyonce isn't the attention-grabbing diva her name might suggest – she's easy going and wouldn't even be noticeable if she wasn't typically first in line to the parlour. She has lived her entire life with the rest of the herd, but at 14 years old, she now stays with the transition cows for added visibility and less competition. Her 10 lactation average of 293-277-280 BCAs puts her just above herd average for milk. Her biggest lactation was 17,791 kg in 385 days as a 4 yr old (327-284-311 BCAs). "She is persistent with really long, flat lactation curves," explains Henk.

She has had no twins but seven were male calves – and even those didn't set her back. Without transition issues of RPs or metritis, she has sung her way through every lactation – with under 100,000 SCC lifetime average! But now late in her 10th, Henk says she has spiked high a couple tests. She's also had no feet problems over the years. "She is definitely a healthy cow," Henk states.

Fertility's Role

Beyonce has impressive calving intervals starting at 1-11 and calving regularly – averaging 58 days dry/lactation over her life with the longest dry period being 111 days. It took 1.7 breedings/preg on average, but three times, she needed three services. Now at 14 years old, and over 500 DIM, she is still milking 30 litres, but **open**. "We've tried a lot of things to get her to cycle," admits Henk. Fortunately, Beyonce is in no danger of being pulled from the stage, being problem-free and the family favourite.

Looking for Longevity Genes

Henk recognized, "There's not a lot behind this cow." Her dam was a 4 lactation 83 pt Dolman, and the next four dams all scored 'good' with 1-4 lactations. But tracing out the sires for a few generations revealed satisfying answers for genetic longevity. Starting with Crackholm Fever – Goldwyn x Emory – his proof ranked high for Herdlife, Daughter Fertility, Daughter Calving Ability and Mastitis Resistance. A few generations back in the Emory's pedigree is Rudolph crossed on a branch of his maternal line back to Jim-Mar-D Astronaut Gail!

Rudolph's calving ease, high fertility and persistence makes him a longevity star. Emory (with his Blackstar heritage) also appears in many longevity stories. Goldwyn himself left persistency, mastitis resistance and not many holes. On the maternal side of Beyonce, Emory appears again; behind the granddam is Rudolph again, and further back we see sires like Lee, Blackstar and Aerostar – all contributing to clean bone, dairyness, good fertility and excellent udder texture.

Beyonce Performs in Good Company

Beyonce enjoyed her one public appearance at the 2022 NAHC show in Millet. She placed second in the

Production Class – this 8 yr old with 140,000kg...beat by a cow with half her milk.

Seemingly becoming ever-clearer... these exceptionally productive, long-living cows are the result of high-quality management, a cow-friendly, low-stress environment and good genes (even if the pedigree doesn't seem so impressive). The last piece may be the cow's own correct conformation as Henk points out, "Holstein Canada is on the right

track for longevity scoring."

The 14 cows over 100,000 lifetime at New Mars **average 88 points**. Lowest is 85 and six cows are 90 or higher! Correct in all the right places with body width/depth, legs that are correct in bone/foot/set and clean/soft udder texture.

If the Schrijvers can get Beyonce settled one more time, I have no doubt there's another Grammy in her future! 



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BC Branch News



PRESIDENT'S REPORT

We are rolling into fall after another busy and successful summer.

The annual BC Branch picnic was held at the end of June at WestGen. Despite some cloudy skies, the event was well attended and was a great day for all ages.

Congratulations to this year's winners of the gold watches presented by the Branch at Maple Ridge Fair. Champion Calf was MEADOW GREEN AIRCRAFT FLYER, exhibited by Julia Vedo (Cowichan Holstein), and Reserve went to DRESLER MIKASA MAJOR, exhibited by Dominic Hill (Sumas Holstein).

The Vancouver Island Holstein Club had a very successful show in July as they celebrated their 50th Anniversary Show, which was followed up with a very successful sale in August. The North Okanagan Club had a very competitive show at IPE and a profitable sale in September. Both clubs also hosted Breeders Cup contests with

record numbers of entries.

Team BC headed to Rimbev, Alberta, to compete at the 39th WCC, which was highlighted by Kayla Schurmann winning Junior Showmanship, and Ashlee McAvoy capturing Senior High Point Participant, earning the coveted EYBS trip to Belgium next year!

The BC Branch Annual General Meeting will be held November 18th at WestGen in Abbotsford. I hope that many of you will be able to attend. A reminder that the Education Award deadline is October 31st and will be presented at the AGM as well.

Thank you to our Convention co-chairs Joan, Suzanne, and Morgan, who have been working tirelessly to plan next year's National Convention in BC. If you would like to get involved, please reach out to them.

I hope everyone has a safe and prosperous harvest; I will see you at the AGM!



Thomas Cuthbert
President



NATIONAL DIRECTOR'S REPORT

Fall has arrived and we are midway through chopping corn here in the Okanagan. It has been a little cooler for us this year, with a little more moisture, producing a very nice crop! I hope that everyone has a safe and plentiful harvest.

Holstein Canada sourced a company to help with the search for a new CEO. They are currently in the second interview phase with the executive committee of the Board of Directors. At the beginning of October, following the joint meeting with the Provincial Branch Presidents and Vice Presidents, there will be a meeting of the Board of Holstein Canada where

we will learn more about the final candidates for the CEO position. I expect this will be a productive week, which I look forward to.

Planning is in full swing for the National Holstein Convention, which BC will host next year. I'm pleased to be the co-chair of the National Convention Sale, along with Martin Rypma, and we will begin selecting for the sale across Western Canada this winter. Stay tuned for more details!

Safe travels to everyone heading to the fall shows - Madison, Red Deer & the Royal, I hope to see you there.



Brian Hamming
National Director

**BC is Excited to Host the
National Holstein Convention
April 15-19, 2026**

APRIL 15 - Welcome Reception/Convention Sale
APRIL 16 - Farm Tours/Grouse Mountain
APRIL 17 - National Holstein Show
APRIL 18 - Holstein Canada AGM/Master Breeder Gala

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APRIL 19-21



Contact us today for more details: bcholsteinconvention@gmail.com



BC Dairy Association Bulletin Board

Get Ready for the 2025 BC Dairy Industry Conference – A Unique Opportunity You Won't Want to Miss



The highly anticipated **BC Dairy Industry Conference** returns to in-person this year at the **Fairmont Hotel Vancouver**, November 26–27, 2025. Featuring a full slate of industry updates and networking opportunities, it's set to energize the dairy sector across the province.

Wednesday kicks off with BC Dairy's industry meeting where producers can engage with senior staff and ask the questions they want to hear regarding advocacy, marketing, community engagement, nutrition education, animal welfare, and more. For the first time in four years, we welcome back an in-person Annual General Meeting for

BC Milk Marketing Board, DIDC and BC Dairy. The BC Milk Marketing Board will also host an industry meeting, focused on the regulatory side of the industry. Add a lively welcome reception, showcasing local cheeses, and Wednesday offers both insight and connection.

Thursday transitions into high-impact programming on the future of dairy operations. National and provincial industry leaders deliver focused insight on farm profitability, animal health, and nutrition. A strong lineup of invited speakers includes updates from key industry leaders such as David Weins (DFC), Dan Wong (Western Dairy Council), and Gilles Froment (IDF), as

well as sessions from Daniel Scithorn, Mark Taylor (Lactalis), Dr. Joe Schwarcz, and Shari Van De Pol.

This conference isn't just about presentations – it's about connection. Extensive networking opportunities, including sponsor exhibitions, happy hours, and the gala dinner featuring awards and entertainment, provide a chance to celebrate together and build lasting links across regions and generations.

Why You Should Attend:

- Step into your role as an industry leader at this year's in-person AGM

- Equip yourself with actionable insights on profitability, nutrition, and market shifts

- Connect face-to-face with peers, processors, regulators, and advocates across Western Canada
- Build confidence with junior or returning producers.

Don't miss out – register today!

Visit bcdairy.ca/dairy-farmer-conference to secure your spot and view the full agenda.

This is your opportunity to be part of a stronger, connected, and forward-thinking BC dairy community.

Showcasing Dairy at Summer Fairs



Dairy education was proudly showcased at major fairs and exhibitions across BC and AB this summer, giving thousands of visitors the chance to learn more about the dairy industry. These events provided valuable opportunities to connect with fairgoers, answer questions, and share the story of milk from farm to table through educational displays, interactive games, and dairy product giveaways.

In British Columbia, BC Dairy connected with fairgoers at the Cloverdale Rodeo, Maple Ridge Pitt Meadows Country Fest, Chilliwack Fair, Interior Provincial Exhibition (IPE), Salmon Arm Fair, Cowichan Exhibition, and Vancouver Island Exhibition (VIEx).

At the PNE, BC Dairy's Journey of Milk booth in Farm Country showcased the story of milk from farm to table through games, interactive activities, and engaging educational displays. At the Kidz Discovery Farm, children completed their own "journey of milk" and received a dairy product prize, thanks to the support of local processors. Together, these activities created memorable experiences for

families while reinforcing the value of dairy in everyday life.

Through the BC + Alberta Partnership, Alberta Milk engaged with communities at Aggie Days Calgary, Aggie Days Mountainview, Medicine Hat Stampede, Whoop Up Days, and the Calgary Stampede.

At the Calgary Stampede, Alberta Milk's Explore Milk booth, delivered in collaboration with the Stampede Dairy Committee, created a dynamic and educational experience for families. The popular Milk & Cookies Shack was another highlight - fairgoers purchased a \$3 milk-and-cookies combo, with all proceeds donated to the Calgary Food Bank, resulting in an outstanding \$20,000 contribution.

Across BC and Alberta, families enjoyed fresh dairy products, hands-on activities, and the chance to connect with local farmers. These fairs remain a highlight every year, offering the opportunity to build understanding and trust between our farms and the public through fun, engaging education and delicious dairy. We extend our sincere thanks to all the processors who partnered with us.

Why “the Basics” make sense

Chad Stewart, AgSafe chad@agsafebc.ca

“The basics” can help keep workers safe.

I encourage every employer that I work with, to sign up for the WorkSafeBC magazine subscription and email alerts for recent work-related incidents.

It does not provide information or your location so no, a WorkSafeBC officer is not monitoring your subscription to determine where their next surprise visit is going to be... Receiving this type of information provides you with an excellent perspective and enhanced understanding about what comes across the desk of WorkSafeBC on any given day.

After reading through the information provided in these resources it becomes increasingly obvious why an officer is asking for the documentation that they do.

Tell Me - did you tell them how to do it?

Show Me - did you show them how to do it?

Watch Me - did you watch them do it and make sure it was right?

Diving into the latest round of recent work-related incidents reported to WorkSafeBC we can see how workers are getting injured:

- Falling over items left on the ground
- Falling from ladders or elevated workplaces
- Struck by unsecured items lifted by a tractor
- Using tools for tasks they were not designed for
- Struck by mobile equipment
- Limbs caught in equipment that started moving
- Injured in collapsed excavations
- Injured due to the activities of another worker from a different company

When we look at the WorkSafeBC magazine and flip to the back, we see why companies are receiving fines:

- Workers at height with no fall arrest
- Faulty ladders
- No guarding on machinery and equipment
- Equipment and supplies not being used as per the manufacturer's instructions
- Improper excavations
- Building material left strewn across the job site
- Prime contractor not coordinating a work site

This is not an exhaustive list; this was pulled from a quick search from the past few months' worth of WorkSafeBC resources, but it does highlight a trend and provides insight into what will be found looking back over years' worth of data. Regardless of the “snapshot in time” or the specific date frame you look at, the pattern is extremely consistent. The same things and actions that are causing workplace injuries are the same things and actions that WorkSafeBC is fining companies for. WorkSafeBC isn't cryptic and the orders issued at workplaces are rarely surprising. They issue orders and fines for circumstances where they see workers getting injured or worse – month after month.

How do you ensure you don't end up on the monthly email alert or on the back of the WorkSafeBC magazine?

You implement the basics consistently; and you are not, and never have been, in this alone, AgSafe will work with you to make the basics relevant, realistic and ‘doable’ for your farm. It is imperative that, regardless of the time of year, this is not put off or on the proverbial ‘back burner’ for ‘after the harvest’ or ‘when we have more time’.

What do the basics mean?

Orientations – make sure a worker is familiar with your site (the iffy areas to hay, embankments, first aid, where PPE is kept, etc.) Our checklist approach makes your job easier!



Training – you must make sure workers are deemed competent to use any piece of equipment they will operate, work with or around. Using the Tell Me, Show Me, Watch Me method will help you ensure they are able to safely, appropriately and efficiently perform the task required of them. This extends to the machinery, tools or livestock (every piece of equipment is different), they must work with.

Monthly meetings – great opportunity to discuss what happened during the month and what's coming up in the next month (you're usually already doing this daily – you don't have to talk about fire extinguishers and hard hats for it to be safety relevant).

Pre shift inspections and site inspections – very beneficial. How many engine rebuilds have you done because a worker ran a piece of equipment out of oil?

Working alone or in isolation – a means to check in and check upon. This is low hanging fruit for a WorkSafeBC officer. Someone needs to know when and where a worker(s) is going to be on their own (or in isolation) and there needs to be documentation to support this.

While not comprehensive, this is a representative set of the basics that, when implemented, gives your business a developing health and safety platform to work from.

Chad Stewart is AgSafe's **Superintendent of Field Operations**. The role of AgSafe field representatives is to provide workplace safety consultation, education and advice that will help producers achieve long-term safety goals.

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Back to School means back to foot bath basics!



Kinder Ground
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Jennifer Walker, DVM, Ph. D., Co-founder, Chief Animal Welfare Officer Kinder Ground

Fall is officially here and that means a few things: I still don't get the pumpkin spiced latte hype, parents everywhere are still doing happy dances all the way back from the bus stop, and, dairy farmers need to make sure to get ahead or catch up on managing digital dermatitis (DD), aka 'heel warts'.

For this Kinder Ground connection, I consulted with Dr. Gerard Cramer and Jamie Sullivan of Rippleview Hoof Care, our go-to-hoof-health gurus and partners in compassion. As Dr. Cramer says, "DD is a disease where you get to pick the amount you have, so if you have more than you like, really the only control point you have is a footbath." **So, let's talk about footbaths.**

First things first, if you need the basics on footbath design, location or retrofits, checkout the UW Madison's Dairyland Initiative website. **The ideal footbath is the one that works for you on your farm.** In a perfect world, if we're doing all the right things during the rest of the year, skipping a few footbath days due to severe weather shouldn't make the wheels fall off the DD bus. What are some of the "right things" that are often overlooked?

Who is looking for DD? I mean really checking. Not just writing down the obvious DD lesions. The old saying, "When it is everyone's job, it is nobody's job," is 100% true. If you are relying on your hoof trimmer to find them, you are too late.

Is your footbath even working? Are you checking lactating cows to make sure DD is in check? Stuff happens, people forget, supplies run low. Footbaths don't run on autopilot, even the automatic ones need calibration and chemical/pH checks. We need to make sure the system is working and has the effect we want. Start by checking the footbath depth and pH. Make sure that when in use, it is deep enough to cover the entire foot (4 inches deep) and is being changed frequently enough to stay effective. The pH should be 3.5-5.5. How frequently - depends on how clean your cows' feet are. Next, check an entire pen during milking once a week and work your way through each pen to make sure there are no gaps in prevention.

Have you checked your heifers for DD? Now is a great time! If you find DD in your heifers, you need to figure out a way to footbath the pen before you see active lesions.

Are you seeing DD in fresh cows? If you are seeing active DD lesions in fresh cows, you need to figure out a way to footbath dry cows.

Is your hoof trimmer recording and reporting DD, and are you using that information? Monitoring DD cows that



Every producer knows that DD becomes harder to manage, the more cases go longer without proper attention. Effective footbaths are crucial to keeping DD under control.

your trimmer sees and treats will help you understand how effective your program is and where you may have cracks in your program.

Is management part of the problem? Stocking density and manure management all contribute to DD. Should you scrape more? Less? Take a walk in your cows' shoes and look carefully at the environment. We wrote about the hidden taxes of overstocking in our last article. DD control failure is a big tax. Some farmers think about stocking density like I think about ice cream, "There is always room for more!" More cows mean more manure and more hidden taxes. Regardless of stocking density, you may find you need to scrape more or less, depending on how you can manage scraping and cow flow, the primary goal being to minimize the number of times your cows' feet meet the tidal wave of poop that comes with scraping and flushing.

Have you protected and inspected the product? Even if your footbath location is protected from severe cold, your bath may fail if the product is stored incorrectly. Formalin becomes inactive at 8°C, so make sure to store it where it will be kept warm enough to remain effective. If protected storage is an issue and you have done a good job keeping DD in check, winter may be a good time to switch to a copper sulfate solution. Whichever product you use, make sure it is supported by solid research and follow label directions.

We appreciate that heifer and dry cow groups are not typically easy to accommodate footbaths. If these groups are off-site or not easily moved through the regular footbath in between milkings, mobile baths or spraying may be a necessary option. Don't let these pens become incubators for spreading DD into the milking groups.

How often and which product should you be using? The answers to both questions is farm dependent. Work with your herd health team, including your veterinarian and trimmer to figure out the right approach for your farm. The key, and our challenge to you - for the back-to-school season - is to get back to focusing on footbaths! Take a barn-walk with your veterinarian to honestly evaluate if you're achieving results that benefit your cows and your goals.

Winter-proof your footbath program - don't wait for the wheels to come off the bus.



Manage manure/hoof/floor cleanliness and use effective footbaths to keep DD in-check from the earliest stages.

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Snitch Crushes Competition in Rimbey

Alberta Dairy Congress 2025

Photos courtesy of Jenna Jongenetter



Showmanship Champions: (L-R) Hannah VanderLinde (Ringman), Judge Max Ten-Have, Troy Rietveld - Honourable Mention; Adyson Wildeboer - Reserve; Silas De Lange - Champion; Madison Smith (Lakeland College, sponsor).



Conformation Champions: (L-R) Hannah VanderLinde (Ringman), Madison Smith (sponsor), Renelle Lovich with LOVHILL JOHNBOY HARLO - Honourable Mention; Raelyn Lovich with CHARLYN VIP EVOLUTION - Reserve; Adyson Wildeboer with CHUBANNA JERRY LEWIS VIVIAN - Champion; Judge Max Ten-Have.



B&W Junior Champions: (L-R) Dale Bienert, Katelyn Crest with NEW MARS SKYCREST DURAN GOBBLE - Honourable Mention; Hannah VanderLinde with LUCKY MASTER FROSTY - Reserve; Megan Baars with HAMMING BULLSEYE SISSY - Champion; Judge William Wikkerink.



B&W Intermediate Champions: (L-R) Dale Bienert, Katelyn Crest with SKYCREST BREAKSHOT SIZZLE - Reserve; Max Ten-Have with LUCKY ASHBY DRAMA QUEEN - Champion; Judge William Wikkerink, Joanne & Willem VanderLinde.



B&W Grand Champions: (L-R) Joanne & Willem VanderLinde, Dale Bienert, Max Ten-Have with LUCKY ASHBY DRAMA QUEEN - Reserve; Katelyn Crest with SKYCREST CRUSH SNITCH - Champion, Judge William Wikkerink, Erin Rey (WestGen), Madison Smith and Chad Crest.



R&W Junior Champions: (L-R) Dale Bienert, Kaylin Beckett with KOZAK MAXUM NICOLA RED - Honourable Mention; Adyson Wildeboer with LUCKY CHUBANNA SPARKLE - Reserve; Brooklyn Ziebarth with KOZAK WARRIOR RED BLUSH - Champion; Katelyn Kozak and Judge William Wikkerink.



R&W Intermediate Champions: (L-R) Dale Bienert, Lee Simanton with CRESTOMERE WARRIOR APPLESEED - Reserve; Martin Rypma with HAMMING UNSTOPABULL RED ALOHA - Champion; Judge William Wikkerink and Brian Hamming.



R&W Grand Champions: (L-R) Judge William Wikkerink, Brian Hamming, Martin Rypma with HAMMING UNSTOPABULL RED ALOHA - Reserve; Katelyn Kozak with KOZAK AUSSIE RED RIBBON P - Champion; Dale Bienert, Brenda Kozak, Liz Sullivan, Brooklyn Ziebarth and Kaylin Beckett.



It was a **SUPREME** day for Skycrest Holsteins as SKYCREST CRUSH SNITCH takes top honours! Pictured with Katelyn Crest, Chad Crest and Madison Smith.

Amanda Poelman

This year's Alberta Dairy Congress was held June 4-6 at the Co-Operators Agrim Centre in Rimbey, AB. Ten young PeeWee showman were on hand to kick off the Youth Show, followed by nearly 30 Junior competitors. Judge Max Ten-Have (AB), selected his Champion Show people from his Senior showmanship class with Silas De Lange (AB) taking Grand, followed by Adyson Wildeboer (AB), for Reserve. Troy Rietveld (AB), the winning Intermediate showman, claimed Honourable Mention.

For conformation, Ten-Have chose the winning Summer Yearling, CHUBANNA JERRY LEWIS VIVIAN, exhibited by Adyson Wildeboer (AB) as Junior Champion. She was followed by the winning Fall Heifer, CHARLYN VIP EVOLUTION, exhibited by Raelyn Lovich (SK) for Reserve. Honourable Mention was LOVHILL JOHNBOY HARLO, exhibited by Renelle Lovich (SK), who won the Winter Calf class.

Following last year's successful format, the heifers and cows competed on

separate days and alternated classes between B&W, R&W and Jersey entries. William Wikkerink of Cobble Hill, BC, was welcomed by Dairy Congress as this year's judge.

Wikkerink saw 111 heifers between the three breeds and selected his winning Fall Heifer, CHARLYN VIP EVOLUTION (Reata, Raelyn & Renelle Lovich, SK) in the Jersey division. She was followed by MOSNANG TIKTOK VIDEO (Markus Hehli, Rimbey, AB), the winning Summer Yearling, for Reserve.

The last heifer class of the day in the R&W division yielded this year's Junior Champion, KOZAK WARRIOR RED BLUSH (Kozak Holsteins, Fred Fornwald & Sons and Ryan Donohoe, AB), the winning Senior Yearling. Wikkerink selected his 1st Fall Heifer, LUCKY CHUBANNA SPARKLE (Chubanna Holsteins, Lucky Hill & Meihaven Holsteins, AB), as his Reserve.

The B&W Fall Heifer class was the largest of the day in this year's heifer show, *Continued on next page*

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B&W HOLSTEIN SHOW (97 HEAD)**Junior Champion**

HAMMING BULLSEYE SISSY
(1st Fall Heifer)
Hamming Holsteins, Vernon, BC

Reserve Junior Champion

LUCKY MASTER FROSTY
(2nd Fall Heifer)
Chubanna Holsteins & Lucky Hill Dairy,
Lacombe, AB

Honourable Mention

NEW MARS SKYCREST DURAN GOBBLE
(1st Summer Yearling)
New Mars Dairy & Skycrest Holsteins,
Millet, AB

Junior Breeder's Herd

Hamming Holsteins, Vernon, BC

Intermediate Champion

LUCKY ASHBY DRAMA QUEEN
(1st Senior 3 Year Old)
Lucky Hill Dairy, Lacombe, BC

Reserve Intermediate Champion

SKYCREST BREAKSHOT SIZZLE
(1st Fall 2 Year Old)
Skycrest Holsteins, Athabasca, AB

Grand Champion

SKYCREST CRUSH SNITCH
(1st 4 Year Old)
Skycrest Holsteins, Athabasca, AB

Reserve Grand Champion

LUCKY ASHBY DRAMA QUEEN
(1st Senior 3 Year Old)
Lucky Hill Dairy, Lacombe, BC

Honourable Mention Grand Champion

HAMMING 1ST GRADE SMARTY PANTS
(1st Longtime Production)
Hamming Holsteins, Vernon, BC

Senior Breeder's Herd

Mosnang Holsteins, Rimbey, AB

◀ Continued from previous page
and Wikkerink selected his first and second place animals as his champions. HAMMING BULLSEYE SISSY (Hamming Holsteins, Vernon, BC) rose to the top of the class and would later be named Supreme Champion. She was followed by LUCKY MASTER FROSTY (Chubanna Holsteins & Lucky Hill Dairy, Lacombe, AB) for Reserve.

On Friday, 77 cows paraded through the ring, and despite the numbers being slightly down from 2024, the quality was equally as deep. For the second year in a row, UNIQUE WEEKEND HALIFAX (Unique Stock Farm, AB), was tapped for Grand Champion, again beating last year's rival BRAMVILLE VIVALDI MAJESTIC (Markus Hehli, Rimbey, AB), who claimed Reserve.

In the R&W show, Wikkerink selected perennial show favourite KOZAK AUSSIE RED RIBBON P (Kozak Holsteins, New Sarepta, AB), the 1st place Longtime Production winner for Grand. She was followed by HAMMING UNSTOPABULL RED ALOHA (Hamming Holsteins, Vernon, BC), 1st place Senior 3 Year Old, who had been named Intermediate Champion earlier in the day, for Reserve.

Wikkerink found his Grand Champion, SKYCREST CRUSH SNITCH (Skycrest Holsteins, Athabasca, AB), in the 4 Year Old class. Describing her has "a cow with lots of dairy strength, while still having clean bone, and the best udder in the show," Wikkerink also named Snitch the Supreme Champion overall. Intermediate Champion, LUCKY ASHBY DRAMA QUEEN (Lucky Hill Dairy, Lacombe, AB), the 1st Senior 3 Year Old, claimed Reserve honours, while Longtime Production winner, HAMMING 1ST GRADE SMARTY PANTS (Hamming Holsteins, Vernon, BC), was Honourable Mention.

Junior Premier Breeder

Mosnang Holsteins, Rimbey, AB

Junior Premier Exhibitor

Hamming Holsteins, Vernon, BC

Premier Breeder & Exhibitor

Crestomere Holsteins, Ponoka, AB

R&W HOLSTEIN SHOW (62 HEAD)**Junior Champion**

KOZAK WARRIOR RED BLUSH
(1st Fall Yearling)

Fred Fornwald & Sons, Kozak Holsteins & Ryan Donohoe, Brandon, MB

Reserve Junior Champion

LUCKY CUBANNA SPARKLE
(1st Fall Heifer)

Chubanna Holsteins, Lucky Hill Dairy & Meihaven Holsteins, Lacombe, AB

Honourable Mention

KOZAK MAXUM NICOLA RED
(2nd Fall Heifer)

Kozak Holsteins, New Sarepta, AB

Junior Breeders Herd

Henry & Brenda Kozak, New Sarepta, AB

Intermediate Champion

HAMMING UNSTOPABULL RED ALOHA
(1st Senior 3 Year Old)

Hamming Holsteins, Vernon, BC

Reserve Intermediate Champion

CRESTOMERE WARRIOR APPLESEED

(1st Fall 2 Year Old)

Crestomere Holsteins & Rivercrest Dairy,
Ponoka, AB

Grand Champion

KOZAK AUSSIE RED RIBBON P

(1st Longtime Production)

Kozak Holsteins, New Sarepta, AB

Reserve Grand Champion

HAMMING UNSTOPABULL RED ALOHA

(1st Senior 3 Year Old)

Hamming Holsteins, Vernon, BC

Honourable Mention

KNONAUDALE OHMYLANTA

(1st 4 Year Old)

Hamming Holsteins, Vernon, BC

Senior Breeder's Herd

Brenda & Henry Kozak, New Sarepta, AB

Junior Premier Breeder

Kozak Holsteins, New Sarepta, AB

Junior Premier Exhibitor

Crestomere Holsteins, Ponoka, AB

Premier Breeder

Lucky Hill Dairy Ltd., Lacombe, AB

Premier Exhibitor

Mosnang Holsteins, Rimbey, AB

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Westcoast Captures 50th Island Show Crown

Amanda Poelman

The Vancouver Island Holstein club celebrated 50 years of their annual club show on July 9th and 10th in Duncan, BC. The show, which began in 1973, has only missed two years - 2020 and 2021, due to Covid-19, thus making this year the golden anniversary of "Black & White" day.

The celebration kicked off on July 9 with a dinner and social evening, made possible by the club sponsors, and welcomed more than 200 guests. The successful evening was punctuated by three of the club's Honourary Lifetime members cutting the anniversary cake.

The next day, Adam Hodgins (Kincardine, ON) was tasked with judging this year's 78 top quality entries. Hodgins, visiting Vancouver Island for the first time, brought along his wife Jess and three children, and was impressed by the quality on display, saying,

"I've always looked up to many of the breeders and exhibitors out here and admired their ambition to show and breed great cows. It's been a real privilege to be here today."

There was a strong contingent of 4-H competitors at this year's show, 18 of which made the trip from the Fraser Valley, and Hodgins selected WEDGWOOD MASTER DELANEY for Annabelle Faustino (Cowichan Holstein) as his Champion 4-H heifer. Delaney would go on to be tapped as Junior Champion of the open show as well for Stanhope-Wedgewood, followed by WILLSWIKK RENEGADE RYLINE (J. William Wikkerink Farms) for Reserve.

For Intermediate Champion, Hodgins selected first Senior 3 Year Old, WILLSWIKK FUEL DARCIA (J. William Wikkerink Farms), who came out of one of the largest cow classes of the day. She was followed

by KENTVILLE DOC ROSIE (Westcoast Holsteins), 1st Junior 3 Year Old, for Reserve.

For a third consecutive year, it was Westcoast Holsteins standing in the centre of the ring with Grand Champion, this year with WESTCOAST TATOO LA LICORICE, the winning Mature Cow. WILLSWIKK FUEL DARCIA claimed Reserve honours, additionally adding 'Best Island Bred Cow' to her list of winnings. First place 4 Year Old, WEDGWOOD CHIEF PAZZ (Stanhope-Wedgewood), just two weeks fresh, captured Honourable Mention.

After a strong showing in the heifer division, J. William Wikkerink Farms captured both Junior Premier Breeder and Exhibitor banners, while Wedgewood Holsteins won overall Premier Breeder and Stanhope-Wedgewood claimed Premier Exhibitor.



Sumas Sweeps 4-H Showmanship! (L-R) Jordan Taylor (VIHC President), Kylie Luymes - Honourable Mention; Emily Hammersmark - Reserve; Kaycee Meier - Champion; Judge Adam Hodgins, Michael Holst (Lloydshaven Holsteins - sponsor).



4-H Conformation: (L-R) Steve Saccamano (MNP, sponsor), Julia Vedo (Cowichan) with MEADOW GREEN AIRCRAFT FLYER - Honourable Mention; Kylie Luymes (Sumas) with KENMARANK LIQUIDCOURAGE ERIN - Reserve; Annabelle Faustino (Cowichan) with WEDGWOOD MASTER DELANEY - Champion; Luke VanHuizen (Island Milk Producers Org., sponsor), Judge Adam Hodgins.



Junior Champions: (L-R) Jordan Taylor (VIHC President), Ridley Wikkerink with WEDGWOOD BLAKELY REBEL - Honourable Mention; Adyson Wildeboer with WILLSWIKK RENEGADE RYLINE - Reserve; Annabelle Faustino with WEDGWOOD MASTER DELANEY - Champion; Judge Adam Hodgins, Dr. Jackie Wrigglesworth (Agwest Veterinary, sponsor).



Intermediate Champions: (L-R) Cindy Wikkerink, Jordan Taylor (VIHC President), Judge Adam Hodgins, Carl Barclay with WILLSWIKK FUEL DARCIA - Champion; Kevin Kooyman with KENTVILLE DOC ROSIE - Reserve; Ridley Wikkerink with WEDGWOOD UNIX LAURA - Honourable Mention; Kevin Naughton (WestGen, sponsor).



Grand Champions: (L-R) Maggie Mycroft, Matt & Bronwynn Lee (Island Dairy Services, sponsor), Judge Adam Hodgins, Kevin Kooyman with WESTCOAST TATOO LA LICORICE - Champion; Carl Barclay with WILLSWIKK FUEL DARCIA - Reserve; Ridley Wikkerink with WEDGWOOD CHIEF PAZZ - Honourable Mention; Joe Taylor, Bill Wikkerink and Thomas Cuthbert (past and current presidents of the BC Holstein Branch, sponsor).



Jordan Taylor, along with grandpa Joe Taylor (Viewfield Farms, sponsor) present J. William Wikkerink Farms with the Senior Breeders Herd award.



Joe Taylor and Bill Wikkerink re-enact their Breeder & Exhibitor Banner handshake from 50 years ago as the VI Holstein Club celebrates its golden Anniversary Show!

VIHC Honourary Lifetime members
Nel Poelman,
Karen Rendle and
Bill Wikkerink cut
the Anniversary cake!



4-H Show Results

Junior Showmanship

1. Julia Vedo, Cowichan Holstein
2. Mylee Hudson, Cowichan Holstein

Intermediate Showmanship

1. Kylie Luymes, Sumas Holstein
2. Mia Bouwman, Sumas Holstein

Senior Showmanship

1. Kaycee Meier, Sumas Holstein
2. Emily Hammersmark, Sumas Holstein

Grand Champion Showman

Kaycee Meier, Sumas Holstein

Reserve Champion Showman

Emily Hammersmark, Sumas Holstein

HM Champion Showman

Kylie Luymes, Sumas Holstein

Grand Champion Calf

WEDGWOOD MASTER DELANEY

Annabelle Faustino, Cowichan Holstein

Reserve Champion Calf

KENMARANK LIQUIDCOURAGE ERIN

Kylie Luymes, Sumas Holstein

HM Champion Calf

MEADOW GREEN AIRCRAFT FLYER

Julia Vedo, Cowichan Holstein

Holstein Show Results

(78 ENTRIES)

Spring Heifer (3)

1. MEADOW GREEN AIRCRAFT FLYER

Meadow Green Farms, Duncan
2. WILLSWIKK PATHWAY DIXIE
J. William Wikkerink Farms, Cobble Hill

Winter Heifer (9)

1. WILLSWIKK RENEGADE RYLINE

J. William Wikkerink Farms, Cobble Hill
2. WIKKSHAVEN GOLDWYN DIAMOND
Wikkshaven Holsteins, Cobble Hill

Fall Heifer (12)

1. WEDGWOOD MASTER DELANEY

Stanhope-Wedgwood, Cobble Hill
2. WEDGWOOD SALUTE TRINITY
Stanhope-Wedgwood, Cobble Hill

Summer Yearling (7)

1. KENMARANK LIQUIDCOURAGE ERIN

Kenmarank Farms, Abbotsford
2. NICOLA HULU FIREFLY
Nicki Meier, Abbotsford

Spring Yearling (4)

1. WIKKSHAVEN MAJOR DONNA

Wikkshaven Holsteins, Cobble Hill
2. CEDARWAL TARMAC GYPSY GIRL
Cedarwal Farms, Abbotsford

Winter Yearling (3)

1. WEDGWOOD BLAKELY REBEL

Wedgwood Holsteins, Cobble Hill
2. WIKKSHAVEN MASTER DIAMOND
Wikkshaven Holsteins, Cobble Hill

Fall Yearling (2)

1. WILLSWIKK EYE CANDY MAISIE

J. William Wikkerink Farms, Cobble Hill
2. FORTUNA ELLA STEVE
Fortuna Farm, Chemainus

Junior Champion

WEDGWOOD MASTER DELANEY

Stanhope-Wedgwood, Cobble Hill

Reserve Junior Champion

WILLSWIKK RENEGADE RYLINE

J. William Wikkerink Farms, Cobble Hill

Honourable Mention Junior Champion

WEDGWOOD BLAKELY REBEL

Wedgwood Holsteins, Cobble Hill

Junior Breeder's Herd (6)

1. Stanhope-Wedgwood, Cobble Hill

2. Meadow Green Farms, Duncan

Junior Premier Breeder

1. J. William Wikkerink Farms, Cobble Hill

2. Wedgwood Holsteins, Cobble Hill

Junior Premier Exhibitor

1. J. William Wikkerink Farms, Cobble Hill

2. Wikkshaven Holsteins, Cobble Hill

Fall Yearling in Milk (1)

1. WESTCOAST MAX SHADOW

Westcoast Holsteins, Chilliwack

Summer 2 Year Old (6)

1. WIKKSHAVEN BULLSEYE DYNIA

Wikkshaven Holsteins, Cobble Hill

2. POELMAN GOLDWYN ANDORA

Sunny Vale Farm, Cowichan Bay

Spring 2 Year Old (5)

1. WEDGWOOD DYNASTY PANIA

Stanhope-Wedgwood, Cobble Hill

2. WIKKSHAVEN LAMBDA DILLY

Wikkshaven Holsteins, Cobble Hill

Winter 2 Year Old (4)

1. WIKKSHAVEN PERENNIAL DOMINIC

Wikkshaven Holsteins, Cobble Hill

2. WEDGWOOD LIMITEDP TULSA

Stanhope-Wedgwood, Cobble Hill

Fall 2 Year Old (1)

1. WIKKSHAVEN KINGDOC DEBBIE

Wikkshaven Holsteins, Cobble Hill

Junior 3 Year Old (4)

1. KENTVILLE DOC ROSIE

Westcoast Holsteins, Chilliwack

2. WEDGWOOD UNIX LAURA

Stanhope-Wedgwood, Cobble Hill

Senior 3 Year Old (6)

1. WILLSWIKK FUEL DARCIA

J. William Wikkerink Farms, Cobble Hill

2. WESTCOAST CRUSH PRAISE

Westcoast Holsteins, Chilliwack

Intermediate Champion

WILLSWIKK FUEL DARCIA

J. William Wikkerink Farms, Cobble Hill

Reserve Intermediate Champion

KENTVILLE DOC ROSIE

Westcoast Holsteins, Chilliwack

HM Intermediate Champion

WEDGWOOD UNIX LAURA

Stanhope-Wedgwood, Cobble Hill

4 Year Old (3)

1. WEDGWOOD CHIEF PAZZ

Stanhope-Wedgwood, Cobble Hill

2. WEDGWOOD MIRAND BLITZ

Stanhope-Wedgwood, Cobble Hill

5 Year Old (3)

1. WEDGWOOD SIDEKICK ARIANA

Stanhope-Wedgwood, Cobble Hill

2. WILLSIKK UNIX LULU

J. William Wikkerink Farms, Cobble Hill

Mature Cow (3)

1. WESTCOAST TATOO LA LICORICE

Westcoast Holsteins, Chilliwack

2. POELMAN AVALANCHE KIZZY

Wedgwood Holsteins, Cobble Hill

Longtime Production (2)

1. SUMMERSHADE ELLIE MONEY

J. William Wikkerink Farms, Cobble Hill

2. WILLSWIKK CHIEF APACHE

J. William Wikkerink Farms, Cobble Hill

Senior Breeder's Herd (3)

1. J. William Wikkerink Farms, Cobble Hill

2. Stanhope-Wedgwood, Cobble Hill

Grand Champion & Best Udder

WESTCOAST TATOO LA LICORICE

Westcoast Holsteins, Chilliwack

Reserve Grand Champion

WILLSWIKK FUEL DARCIA

J. William Wikkerink Farms, Cobble Hill

HM Grand Champion

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Sometimes he was critically evaluated, but:

Mara-Thon BW Marshall: His Name Shines in Nearly Every Modern Pedigree



Mara-Thon BW Marshall: Bellwood x Bell Elton x Melvin x Wagnerscrest x Elevation.

During the last decade of the 20th century, Holstein breeding had a magnificent milk transmitter that was used all over the world: Maizefield Bellwood. A son of Arlinda Melwood out of a Bell daughter. He received more than 67,000 daughters world-wide. Of course, he was also used extensively as a sire of sons, and with the dawning of the 21st century in the year 2000, his sons Ricecrest Brett, Ricecrest Marshall, and Mara-Thon BW Marshall were among the world's most popular sires of sons. With the inauguration of fitness traits (and the deep Bellwood udders) the Bellwood impact experienced a significant setback. However, one of his sons had a long-term impact; his name is Mara-Thon BW Marshall, and this is his story.

■ JAN BIERMA ■ HAN HOPMAN

Originally published in Holstein International – August 2025.

Let's begin with this for a moment. Sometimes names provide (significant) confusion. In Holstein breeding, that was the case in 2000, when two sires with the name "Marshall" broke through at the same time: Ricecrest Marshall and Mara-Thon BW Marshall. Both in the TPI top-5, both among the world's most used sires of sons. And both named Marshall... not handy. Today, 25 years later, we know that it was unnecessary at the time. Although Ricecrest Marshall scored 150 TPI points higher at the time, we now know that BW Marshall would eventually surpass him by 200 TPI points. And thus – in hindsight – the world could have simply limited itself to only "BWM", as he was most often called. But nevertheless: hindsight makes it easy to make an evaluation.

ENORMOUS IMPACT

The "Marshall" that became truly significant in Holstein breeding is Mara-Thon BW Marshall, born in March 1995 in the American state of Michigan. Bred by Brad Morgan (Morgan-Valley) and Brian Bunink (Hidden-Hills). Indeed: some are critical of the eventual influence of BWM. And those looking at current figures, will not become very enthusiastic. But then consider this for a moment: those looking at the eleven most used sires of sons during BWM's era, will observe that of the eleven, BWM is currently the second highest. And subsequently: those delving into the true, current influence of BWM will make many, and surprising discoveries. Let's begin with the

global TPI nr.1, Genosource Captain. Did you know four of his eight foundation animals carry BWM blood? And did you know that seven of the eight foundation animals of the extremely popular Siemers Perfect carry BWM blood? The same is true for the elite TPI sire STg Thorson: seven of his eight foundation animals carry BWM blood. And several of them, more than once. In addition: did you know that the extremely influential Global Cow Miss OCD Robst Delicious (dam of the popular Mogul son Delta, the sire of Delta-Lambda) has a grandam (Miss Elegant Delight VG-88), who is a daughter of the BWM son Honeycrest Elegant? The same Elegant is also found in the pedigree of the popular European sire of sons Pellegrino. And of course, everyone is familiar with the influential sire

Flevo Genetics Snowman; his dam Broeks Elsa is a direct BWM daughter. Another direct BWM daughter is De-Su Georgia – an influential foundation cow in De-Su breeding, including via her grandson De-Su Observer. Another observation: the appreciated foundation cow Sandy-Valley Sapphire (also the grandam of Mogul's highest son, Rubicon) traces via her maternal line back to Orthoapple Alia VG-89: a direct BWM daughter. Time to wrap up: the appreciated ABS bull JoSuper (the sire of Frazzled and the grandsire of milk specialist Lionel) descends from a daughter of End-Road Beacon – a son of BWM daughter End-Road Bug VG-88. And the maternal grandam of the popular Select Sires bull Woodcrest Mogul Yoder (the sire of Medley and Achiever) is a daughter of the Semex graduate R-E-W Buckeye: a direct BWM son and also a millionaire. With the avalanche of millionaires, we will now actually wrap up; BWM provided no less than three millionaires: Buckeye, Robthom Moscow, and the world's most used bull of all time, Jenny-Lou Toystry (2.36 million doses sold). In addition, BWM is the maternal grandsire of two millionaires: England-Ammon Million and Mainstream Manifold. Of several hundreds of O-Man sons, the latter displays the very highest TPI score. Thanks to his outstanding dam Mainstream Marsh Aeroine VG-88, owned by the Kortus family in the American state of Washington and a direct daughter of BWM.

NEEDLE

How was BWM discovered? That can certainly be called a coincidence. Charlie Will, at the time a sire analyst at owner Select Sires, told HI in 2000: 'The dam of BW Marshall, Morgan-Valley Elton Mara VG-87, was located in a barely visited region of Michigan. I think that I was the first sire analyst to come to take a look at Mara. Just like we found To-Mar Blackstar at the time, I also



With his leucosis status, BWM semen was prohibited in many countries. He was eligible for use in South Africa, where Esperance Nokia (mgs. Mtoto) became a nr.1 bull and a South African bestseller. He is even one of BWM's highest sons for LPI.

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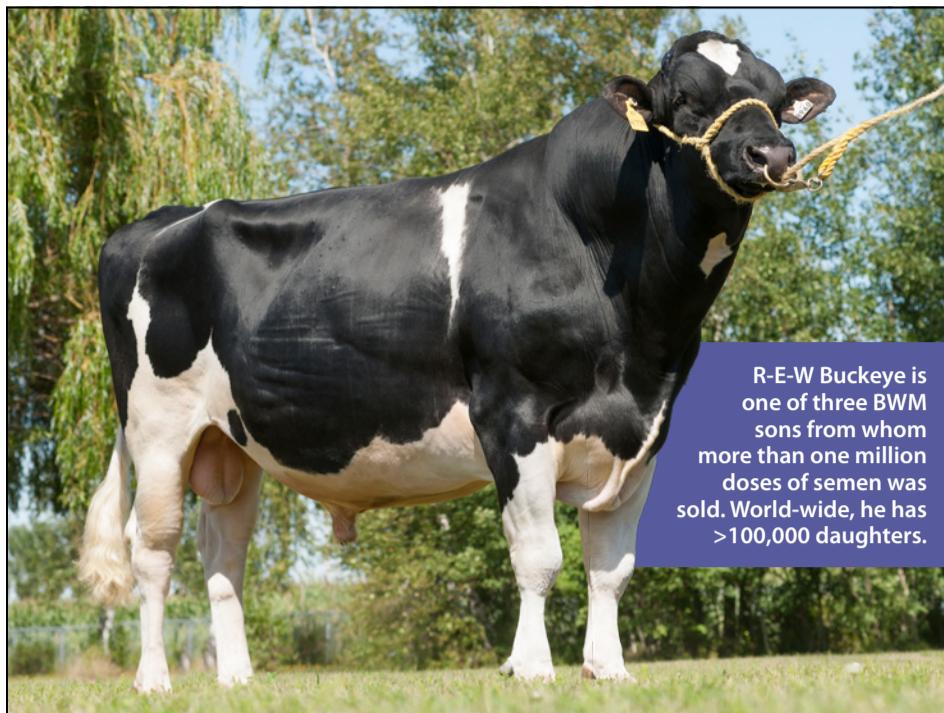
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regard BW Marshall as a needle that we found in a haystack.' A fortunate visit by Will then, who at the time also saw Mara's dam (Melvin daughter Morgan-Valley Marcis May GP-83) and grand-dam (Marylee Morgan-Valley Marci VG-86). 'At the time, Mara's dam scored GP-83, but with a reclassification certainly would have deserved VG-86 or 87. I also found her Elton daughter Mara to be an impressive cow, who in her prime was certainly worth EX-91. She was tall, deep, and had very good feet & legs. In addition, her splendid udder made her an ideal candidate for a mating with Bellwood.'

Also this mating was surrounded by good fortune. Namely, Bellwood had not officially broken through yet, did not yet have an official index, and thus his semen was not readily available. However, fortunately, Bellwood's breeder, Mel Stofer from Maizefield Farms, also lived in Michigan, so that semen could be received from the breeder, in order to perform ET with

dam Mara. And that is how in March 1995, BWM became one of the very first Bellwood sons from his proven period.

MAESTRO

Next, BWM went to Select Sires in Ohio, where he was widely sampled. Unfortunately his blood tested positive for leucosis, so that his semen could not be used in Europe. That especially became a significant disappointment when in 2000, BWM broke through to America's TPI top, and also became very attractive as a sire of sons. This makes it all the more remarkable that BWM – despite his export limitations – still became one of the world's most used sires of sons. At the time, Will reported that at Select Sires alone, >100 sons were being tested – a number that had not been seen since Blackstar. BWM was then also exceptional in his transmitting: never before had there been a bull that delivered so many VG two-year-olds with >100 lb/45 kg/day.

Which says everything about the powerful profile of BWM: lots of production power combined with notably high conformation – especially for a Bellwood son. Logical that the bull – who was later dubbed the "maestro from Michigan" – became extremely popular in countries where he could be used. Unfortunately, it was not possible to profit from BWM's quality for long: three years after his breakthrough in 2000, in the fall of 2003, due to mediocre mobility, he had to be culled. Even so, BWM would eventually have 26,717 milking daughters, with far and away the most in the US (25,172) and Japan (1163); countries where he could be used.

TRUMP CARD

'A sire of sons in a category of his own,' is how BWM was described in 2010. His extensive career as a sire of sons then also led to a large number of sons, from whom Norrielake Hatley (2041 TPI; 7290 daughters) is the highest TPI son today. The highest on the LPI base is Bosside Ronald (2122 LPI; 7409 daughters), while Markwell Braveheart (80 RZG; 17,366 daughters) is the highest on the RZG base. Of course, the best-selling BWM son is the unparalleled Toystory – after all, he is the world's most used sire ever. (His story appeared in HI 05/2025.) The accompanying table provides an extensive overview of popular BWM sons – their daughter numbers speak volumes about the global influence of BWM. When we add up the daughters of the 32 sires on our overview (and there are still many more BWM sons!), only then already we arrive at the phenomenal number of more than 826,000 BWM granddaughters!

Yes, the data from our second paragraph and from the table speak clearly: BW Marshall notably placed a stamp on the Holstein population. When we consider BWM in the context of all Bellwood sons, then we can talk about a leading role for his dam Morgan-Valley Elton Mara and her

Table – Selection of popular BW Marshall sons with daughter numbers.

NAME	#DAUGHTERS
BDG Genetics Encino	16.880
B-Hiddenhills Marmax	22.108
Bosside Ronald	7.409
Chan-Lee Graybil	13.503
Coldsprings Kenyon	33.474
Coyne-Farms Yank	13.118
Den-K Laurin	28.808
Diamond-Oak Appoint	3.762
Diamond-Oak Frosty	36.680
Glen-Valley Captain	42.945
Honeycrest Elegant	1.095
Jafral Binky	17.896
Jenny-Lou M P149	25.505
Jenny-Lou Toystory	>100.000
JKR Billion	22.176
Ladys-Manor Wildman	52.230
Marbach (Ladys-Manor)	6.281
Mario Xacobeo	31.441
Markwell Braveheart	17.366
Muranda Leader	8.309
Norrielake Hatley	7.290
Paradise-DND Sparta	18.847
Rauscher Grand	26.694
Rauscher Master	11.489
Regancrest-HHF Mac	13.299
Regancrest-RB Miles	10.157
R-E-W Buckeye	>100.000
Robthom Moscow	50.830
Shadycrest Megaton	8.470
Sildahl Airraid	30.608
Springhill-OH Nathan	11.337
Valley-Drive Zesty	35.327

sire Emprise Bell Elton. This duo provided BWM with his good conformation and outstanding udder transmitting. Precisely these qualities were the trump cards that allowed him to develop into Bellwood's most significant son. ●

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Dairy in Focus at the Bulkley Valley Exhibition

**Morgan Sangster,
Producer Support Manager, BC Dairy**

The Bulkley Valley Dairymen's Association once again brought an engaging and educational presence to the Bulkley Valley Exhibition, held August 21-24 in Smithers, BC. Their display highlighted the importance of local dairy farming while giving visitors a chance to connect with producers who play a vital role in the region's agricultural community.

The exhibit featured interactive and family-friendly elements designed to showcase every step of the dairy process—from caring for cows to producing the milk, a milking demonstration and free chocolate milk to the first 300 spectators!

The dairy barn at the fairgrounds was full this year, which highlights the passion the local producers bring to the fair. The displays explained how local farmers maintain animal health, ensure high standards of food safety, and practice sustainability on their farms. Producer-led conversations emphasized the close relationship between animal care, environmental stewardship, and community well-being.

A popular attraction was the opportunity for young visitors to get hands-on experience learning about dairy cattle, sparking curiosity about farming and where their food comes from. Members of the Dairymen's Association were on hand throughout the weekend to answer questions, share personal stories from their farms, and introduce public to their cows after leading them through the show ring! Carl Barclay was this year's official judge, and commented, "This is such a great dairy community, it was a pleasure to judge their show."

By participating in the Exhibition, the Bulkley Valley Dairymen's Association underscored its commitment not only to producing high-quality milk, but also to strengthening ties with the broader community. The display served as a reminder of the tradition, innovation, and pride that define dairy farming in the region.

RESULTS:

Open Showmanship (Ages 16+)

1. Dayna Vandenberg
2. Dan Vandenberg
3. Travis Brandsma
4. Jess Culleton
5. Warren Vandenberg

Youth Showmanship (Ages 10-14yrs)

1. Mady Adema
2. Bailey Culleton
3. Lexie Adema

Junior Champion

EVELYN MOUNTAIN KRUSHER
MONTEGO (1st - Calf Class)
Evelyn Mountain View Dairy

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Grand Champions (L-R): Dan Vandenberg with VANDENBERG MOOLIFCENT ADAGIO – Reserve; Travis Brandsma with BRANTANNA CAROLINE PARACHUTE – Champion; Judge Carl Barclay.



Lindsay Heer (BC Dairy Director & Bulkley Valley producer) hosts a milking demonstration, highlighting the importance of dairy farming and the process of producing milk.

Informative and interactive displays around the dairy barn help to connect producers with visitors to the fair. High producer VANDENBERG DAISYDUKE, owned by Vandenberg Dairy, was very popular at milking time.



18 young people participated in this year's dairy show – a record number!

Photos courtesy of
Morgan Sangster &
Jessica Culleton

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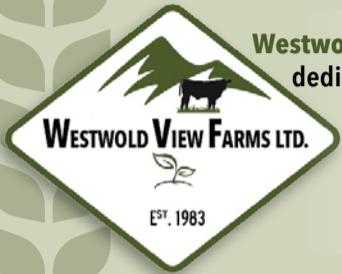
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Manitoba Holstein Branch & Club Updates

PRESIDENT'S MESSAGE

On behalf of the Manitoba Holstein Branch, I would like to extend our heartfelt gratitude to all our sponsors for your generous support. Your contribution has played a vital role in the success of our events, and we truly appreciate your commitment to the Holstein Branch. Thank you for believing in our vision and being a part of our journey.

I would also like to congratulate Team Manitoba on another successful week at WCC. Manitoba once again secured the stall competition trophy, and a special congratulations to Natalie Boonstoppel for being selected as Grand Champion Show person for the second year in a row. I would like to thank Vicki Wiens and all those who supported the team in any way to make this experience for our dairy youth a reality.

Mark Sweetnam
Manitoba Holstein Branch President

Interlake Holstein Club Update

The Interlake Holstein Club had a great year with amazing events and turnouts that reflected it. We started out with our Annual Seminar in Teulon, followed by our AGM at Arrowquip and Yakta (Woodlands), our Annual Tour at Halarda Farms (Elm Creek) and Mangin Bros (Bruxelles), a Cattle Selection Tour at Missiontrail Farms (Gimli), and lastly our Annual Picnic at Tullymoor Farms (Marquette). We are very thankful for all our hosts this year, as well as our members for attending the events. Thank you to all our wonderful sponsors, for without them we would not be able to put on these exciting and educational events!



Great evening at the Tullymoor Farms for the annual picnic.

Team Manitoba Wraps Up a Successful Week at the 2025 WestGen Canadian Classic

Team Manitoba had a strong showing at the 2025 WestGen Canadian Classic (WCC), held this August in Rimbey, Alberta, with 14 members. Throughout the week, our members demonstrated skill, adaptability, and teamwork across every event. Beyond the competition, there was a strong sense of camaraderie – whether it was cheering each other on ringside, working together in the barns, or sharing laughs during evening activities, the team spirit was clear. Our youth proudly represented the province, both in and out of the ring. With several top ten finishes (including Grand Champion Showman) and winning the Herdsman Award, Team Manitoba proved they're not just fast—they're a close-knit crew ready to take on the next lap.



We look forward to hosting
WCC's 40th Anniversary
in Brandon, MB, August
18th-22nd, 2026!

Eastern Manitoba Holstein Club

The Eastern Manitoba Holstein Club gathered on August 16th for our annual summer BBQ! Families gathered for a relaxed afternoon of food, conversation, and a casual baseball game following lunch.



Events like this remind us of what makes the dairy community so special – shared values, strong connections, and taking time to enjoy each other's company beyond the barn.

A big thank you goes out to all who attended and helped organize the day. We look forward to our skeet shooting night in September!

Play ball!

Continued on next page ▶

South East 4-H Dairy Club 2025 Achievement Day



Another successful year in the books for the South East 4-H Dairy Club.

Showmanship Winners (L-R):
Deanna Kampman - Reserve; Slade Carr - Champion.



The South East 4-H Dairy Club held its annual Achievement Day on July 4th at Tri Lea Farms in Grunthal, MB, with Don Penner from Benner Holsteins as our Judge. While the format looked a little different this year, it offered a valuable learning experience for all involved.

Due to biosecurity protocols, members were unable to show their own project calves. Instead, they worked with animals provided on-site. This adjustment challenged members to demonstrate their showmanship skills with unfamiliar calves, highlighting their ability to adapt and handle new situations – a core part of the 4-H experience.

The event was well attended, and the weather cooperated for a smooth and enjoyable day. Special thanks to Tri Lea Farm for hosting, and to all sponsors, volunteers, leaders, and supporters who helped make the day a success.

Showmanship Results

Cloverbud:

1. Kinsey Priest
2. Kelly Horner

Junior:

1. Isabel Carr
2. Bailey Kampman
3. Anthony Bakker
4. Allister Priest
5. Casey Kampman
6. Nate Carr

Intermediate:

1. Deanna Kampman
2. Jazmyne Barkman
3. Sophie Neufeld

Senior:

1. Slade Carr
2. Bart Verkuijlen
3. Jens Verkuijlen
4. Ryan Andres

Grand Champion Showman

Slade Carr

Reserve Champion

Deanna Kampman

Honorable Mention

Jazmyne Barkman

Central Manitoba Holstein Club Activities

This summer we put on 'Cows in the Classroom', a draw – sent out to local schools – for a class to win the opportunity to tour a local dairy farm. Penner Farms was our farm host, and a grade 6 class came out for the day to Altona, Manitoba, to experience some time on a farm. The Penners gave a guided tour, explaining all the different areas of their farm operation, and it was so neat to see how engaged the kids were in the whole tour. Our club provided a pizza, chicken, and ice cream lunch, as well as an educational and fun

game that tested their memory of facts learned during the tour.

We also had our annual summer BBQ where Lactanet DHI and Holstein Canada Classification awards were handed out. Members enjoyed some games with great prizes for the kids, a BBQ supper, and swimming afterwards at the Winkler pool.

We are thankful to our sponsors for the money they provide for all our events, without them they wouldn't be possible!

Janique Borst



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7H016276 SHEEPSTER		3903	1516	233	2
7H017413 FOONBURTON	✓	3847	968	223	4
250H014134 RENEGADE		3828	1241	172	9
7H015112 TAOS		3748	1269	137	5
724H02053 STELLAR-PP RC	✓	3726	1234	136	13
250H015988 SOYSAUCE	✓	3721	1307	158	7
250H017108 ESKIL	✓	3692	1412	178	6
7H016763 KEANU	✓	3710	955	158	5
724H02004 A2P2-PP	✓	3689	158	150	15
7H016263 MALONE		3655	440	136	5
14H015223 CONWAY	✓	3606	92	171	6

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Corn Silage Season: Best Practices for Harvest and Ensiling

Sarah Dean, M.Sc.
Ruminant Technical Specialist,
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Victoria Asselstine, Ph.D.
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Fall brings the scents of pumpkin pie, cinnamon, and crisp leaves—but for many producers, the best smell of all is freshly chopped corn silage! As harvest approaches, here are some key reminders to help maximize forage quality and animal performance.

Harvest time

Harvest time is critical for both yield and feed quality. Environmental challenges like rain creating muddy and wet conditions, and early frost can compromise fermentation, reduce feed hygiene, and hinder ear development. The general dry matter target is around 35% and the kernel milk line between one-half and two-thirds.

Harvesting silage when it is too wet reduces dry matter yield and starch content, creating excess seepage that results in improper fermentation. Alternatively, harvesting silage that is too dry decreases starch digestibility, negatively impacts packing

effectiveness and also leads to improper fermentation. Therefore, it is important to harvest once the proper maturity and moisture content has been reached.

Chopping height can also have an impact on corn silage quality. While chopping at a lower height can increase tonnage, it can reduce the dry matter concentration and starch, and increase neutral detergent fiber and lignin.

Proper ensiling practices

The main goal of ensiling is to lower the pH of the forage. A lower pH inhibits the growth of unwanted microorganisms such as yeasts, molds, and spoilage bacteria while also preserving the original nutritional value of the forage. This process is achieved through anaerobic fermentation, during which carbohydrates are converted into organic acids, primarily lactic acid, by lactic acid-producing bacteria.

When working with fed bunks, several factors influence the effectiveness of lactic acid-producing bacteria, including packing density and packing speed.

For optimal packing density, producers should follow the Rule of 800, which recommends applying a minimum of 800 pounds of packing weight per ton of forage per hour.

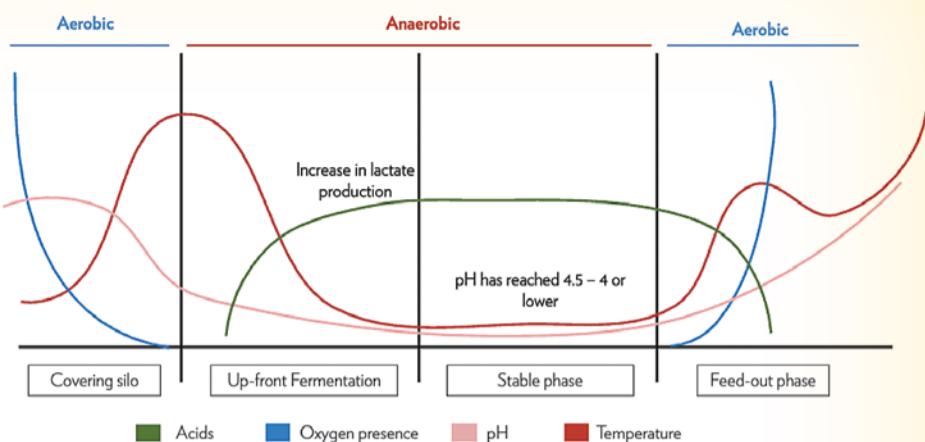


Figure 2. This graph illustrates the four phases of silage fermentation—showing how oxygen presence, pH, acids and temperature change over time. Oxygen levels rapidly decline as the silo is sealed, allowing lactic acid bacteria to ferment sugars and lower the pH during the anaerobic phase. As pH drops, the forage stabilizes, maintaining quality until the silo is opened. During the feed-out phase, oxygen exposure leads to increased yeast and mold activity, indicated by rising pH and temperature which can compromise silage stability and quality. Image altered from Lallemand.

Packing speed is also critical. Delays during filling can reduce the amount of water-soluble carbohydrates—the fuel for fermentation—increasing dry matter losses, and lead to greater yeast and mold growth. To avoid these issues, forage must be packed quickly while still achieving a solid and dense bunk. Some conditions that may hamper proper bunk packing are delivery rates that are too high for the available packing weight, dry forage cut too long, thick layers during filling, poor bases, insufficient space, unsafe heights, steep ramp slopes, and unsafe infrastructure.

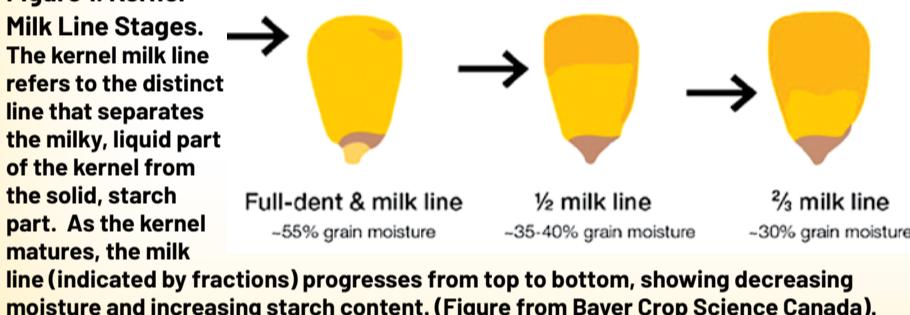
Once sealed, the silo should ferment for at least 30 days. Extending fermentation time further can enhance starch digestibility. During this time, lactic acid bacteria work to convert simple carbohydrates into lactate,

which creates the acidic environment that preserves the feed and stabilizes the silage at a pH of 4.5 or lower, (Figure 2).

Achieving high-quality corn silage starts with attention to detail at every stage—harvest timing, chopping height, and ensiling management. While unpredictable weather, field conditions, and equipment limitations can present challenges, preparation and adaptability are key. When forage quality doesn't meet the ideal standards, targeted supplementation can help maintain herd performance and health. Strategic use of bypass amino acids, bypass energy, and bypass vitamins can bridge nutritional gaps—ensuring your cows get the nutrients they need, no matter what the season brings.

references available upon request

Figure 1. Kernel Milk Line Stages.



Team Canada STRONG in Belgium

European Young Breeders School 2025



Team Canada (L-R): Ariane Lebel, Audrey Labbé, Robert Goodwill, Nadia Uhr, Sarah Versteeg, Nicole Verhoef (Photo: Guillaume Moy)

Team Canada took Belgium by storm again this year for the 23rd edition of the European Young Breeders School. Over 160 participants, making up 28 teams, from 19 different countries took part in the event from September 3rd – 7th, in the city of Battice, located 90 minutes southeast of Brussels.

Donning the maple leaf for the trip across the pond were Nicole Verhoef (West), Nadia Uhr (ON), Robert Goodwill (ON), Ariane Lebel (QC), Audrey Labbé (QC) and Sarah Versteeg (Atlantic).

After four days of instruction on clipping, washing, feeding, marketing, and judging, participants competed in showmanship and conformation, continually earning both team and individual points.

At the awards ceremony, Team Canada highlights were many! Adriane Lebel and

Audrey Labbé finished first and second in the overall individual rankings, the second year in a row that a Canadian has earned the Top Individual spot. Audrey was also named Reserve Champion Showman, while Nadia Uhr finished 9th in the individual rankings.

Western Canada's own Nicole Verhoef, who earned her trip at WCC in 2024, was awarded the prestigious "Leaders Choice" award, given to the person who progressed most during the week, with 'a great attitude and great motivation'. The award is voted on by the eight leaders who instruct all the workshops during the week.

Congratulations on your success in Belgium, Nicole! We look forward to reading more about your experience in our Christmas issue.

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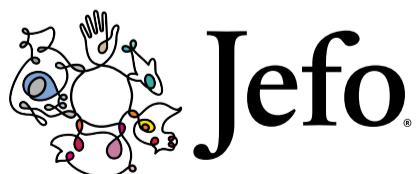


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CND_Dairy_BC_Holstein_Fall_2025



Holstein Branch Report

Ria Vanzessen, Secretary

SK Dairy Heifer Show

July 11, 2025 – Prairieland Park, Saskatoon, SK
Judge: Casey Morey, AB

The Sask Dairy Heifer Show was held July 11th in Saskatoon, and 39 participants exhibited 62 entries for Judge Casey Morey of Rochester, Alberta. Thank you to all the participants, volunteers, and sponsors for helping us continue putting on this great event for our dairy youth.

The Branch would like to congratulate Jason Sawatzky (Nutrisource) on being named the 'Robert Regier Award' winner this year. Robert was passionate about the dairy industry and especially the Saskatchewan Dairy Heifer Show. The award is handed out annually to a person recognized for their outstanding dedication, passion and leadership in the industry. Past recipients include Robert Regier, Bryce Fisher and James Johnston.

RESULTS

JUNIOR SHOWMANSHIP

1. Raelyn Lovich
2. Riley Vork
3. Bethany Friesen

INTERMEDIATE SHOWMANSHIP

1. Corban Friesen
2. Reata Lovich
3. Seth Friesen

SENIOR SHOWMANSHIP

1. Hannah VanderLinde
2. Ethan Nienhuis
3. Faith Friesen

GRAND CHAMPION SHOWMAN

Hannah VanderLinde

RESERVE CHAMPION

Ethan Nienhuis

HONOURABLE MENTION

Corban Friesen

JUNIOR CHAMPION

Kenbert Lemonade (1st Fall Heifer)
Kenbert Acres, Drake

RESERVE CHAMPION

Craila Master Coco (2nd Fall Heifer)
Craila Dairy, Langham

HONOURABLE MENTION

Zessen Major Rosette (1st Winter Heifer)
R&F Livestock, Cudworth



Great to see so many young kids out for PeeWee Showmanship!

Junior Showmanship (L-R):
Raelyn Lovich - 1st; Riley Vork - 2nd



Intermediate Showmanship (L-R):
Reata Lovich - 2nd; Corban Friesen - 1st.



Congrats Jason Sawatzky on receiving the Robert Regier Award for outstanding dedication to the SK Dairy Industry



Senior & Grand Champions (L-R):
Ethan Nienhuis - Reserve; Hannah VanderLinde - Champion.



Faith Friesen with KENBERT LEMONADE - Junior Champion.

Denise Sayles with CRAILA MASTER COCO - Reserve Champion.



Annual Branch Picnic

It was wonderful to get together at the Annual Branch Picnic held on Thursday, July 3rd, at Craila Dairy in Langham. The Vaandrager family proved to be excellent hosts!

An enjoyable evening held a lot of fun for young and old. The young people enjoyed the bouncy castles, basketball and the creative face painting by the talented Yoko.

There was a delicious supper of the best pulled pork made by Mike Millar and Donna Asher, topped off by soft ice cream and slurpees for dessert.

Thanks to Nutrisource for pouring the drinks – and to everyone who came out to enjoy the evening! It was a great time for visiting and catching up with friends and partners in the dairy industry!



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Growing Success for Twin Peaks Creamery

Bonnie Cooper,
becooper2010@gmail.com

John Pruim had a dream to make and sell ice cream from an on-farm retail store. This spring, the overwhelming success of he and his family's Twin Peaks Creamery at Warman, SK, was acknowledged by their community when it was nominated for three Prairie Sky Chamber of Commerce Business of Excellence Awards (BEXA) and finished as a finalist in the "New Business" award division. It's well deserved recognition for this thriving business which is making its mark in Saskatchewan's agri-business and agri-tourism sector.

Twin Peaks Creamery is the latest venture in the Plumblossom and Peak Farms journey of Art and Elaine Pruim and their five children – John, Brad, James, Nicole and Travis – who breed Holsteins and Jerseys under the Matvale prefix. (See our earlier Pruim family and Twin Peaks Creamery profile in the WCDN's Christmas 2023 issue.) The Pruims milk 380 cows 3x/day at Plumblossom Farm, Osler. Fifteen minutes away at Peak Farms, where they do the bulk of their grain farming, you will find the Twin Peaks Creamery, plus housing for their dairy heifers, pigs, sheep, and Speckled Park beef.

Peak Farms is the closest "active farm" to the cities of Saskatoon and Warman. With more than 300,000 people living within 10 minutes of that farm, it was the perfect place for the Pruims to establish an on-farm retail store. In March 2023, Twin Peaks Creamery officially opened, and John Pruim began making and selling his hybrid of ice cream/gelato from an attractive farm store which includes retail, processing and storage areas. In addition to ice cream, the store also sells packaged beef, pork and lamb products, plus some imported Dutch and German goods.

Twin Peaks Creamery has been a success from the start thanks to the talent and hard work of John and the support and help of his parents Art and Elaine. John's original plan was just to sell scooped ice cream in cones and dishes from the farm store, along with pint containers for take home. In the summer of 2024 that marketing plan began to evolve. "We started to sell product to the Children's Hospital in Saskatoon and 'wholesale' ice cream to other local, specialty stores that wanted to carry our product," says Art, who handles the Creamery's media interviews. With families

and other businesses, like campgrounds and a wedding convention facility, asking for larger containers, John began selling 4 and 11-litre pails of his ice cream. To meet this growing demand, the Pruims will build an 1800 square foot addition onto the Creamery's processing area this past summer. They plan to upgrade and install a larger pasteurizer and chiller and replace the stand alone freezers with walk-in freezers. This added space will allow them to also bottle and sell skim and whole milk from the store.

The Creamery is open from Monday to Saturday, 10am to 10pm, during the peak summer months. This year, due to warm weather, summer hours began on Good Friday in April and will run until Canadian Thanksgiving in October. Because of customer requests to be open year-round, the Creamery is open the balance of the year from 12 noon to 6pm. They are closed Sunday and Christmas Day. Success demanded increasing staff from John, his mom Elaine and one part-time girl initially in 2023, to adding three more part-time ladies and one full-time person by August 2024. In 2025 the staff has expanded to even more part-time help at the counter. John's biggest challenge? "Keeping up and making more hours in the day," says the 30-year-old who arrives at the Creamery by 8am and is lucky to leave by 10:30pm during the summer. He continues to pursue additional training and education in ice cream making, as well as attending trade shows to network and gain new ideas for packaging and equipment.

The Creamery's display case can hold 24 varieties of ice cream/gelato and sorbet, with most ice cream at 13% cream. "John is continuously researching and creating new ice creams," says Art. "During certain months, we offer special flavours for a limited time like Pumpkin Pie, Candy Cane, Eggnog and Cinnamon. Earlier this year, we started making ice cream cakes in three different flavours." John has learned a lot about his customers and what they want in an ice cream since he opened. Many ethnicities, for example, like ice cream with nuts in, so John has developed products that meet those requests.

The store's packaged meat products are popular as well. "Those items really resonate with people because all of the



John Pruim realized his dream of making and selling ice cream when the Twin Peaks Creamery opened in March 2023. Today his business continues to grow and expand with bottling and selling milk coming next for this on-farm Saskatchewan retail store.



This large Twin Peaks Creamery road sign on Highway 11 north of Saskatoon invites people to stop in for a taste of their premium ice cream.

beef, pork and lamb products we sell are raised here on our own farm, with our local abattoir making the products to our specifications," says Art.

A visit to Twin Peaks Creamery, however, is more than delicious ice cream...it's a *farm experience*. "We are trying to do more agri-tourism and agri-education as we grow our business," relates Art. "I really

sense the disconnect these days between farm and consumer. It has been great to educate the consumer about farming and agriculture with the products we sell." The Pruims host many school tours at Peak Farms (they had 30 in May and June with an average of 30 people/tour), plus provide tours for families and other large groups upon request. Visitors tour the barns and corrals that house baby dairy calves up to springing heifers, pigs, and the 25 cow/calf Speckle Park beef pairs. In 2024, Art built two small fenced in fields right next to the Creamery where he puts some goats, lambs and Jersey calves in the summer. Bleachers for seating face the fields. There are outdoor picnic tables, benches, and a play area with lawn games for customers to enjoy in the area across from the Creamery. A life-size, fiberglass Holstein cow is popular for pictures. "We have had as many as 75-100 people on a Saturday afternoon out here at any one time," says Art. Peak Farms has hosted several corporate functions on the farm where, for a fee, they will put up a tent, provide ice cream and a barbecue using meat from the store.

Last year, Peak Farms became part of the "Harvest Hosts" program, one of over 9500 farms, wineries, breweries, etc. in



Twin Peaks Creamery at Warman, SK, opened in March 2023, making its mark with a delicious selection of ice cream flavours and in 2025 will be expanding its processing area to meet the growing demand for the products it sells both on-farm and now to wholesale outlets.

The newly available Twin Peaks Creamery Ice Cream Cakes have become popular with customers, along with the take home containers of ice cream, packaged meat products and a variety of imported Dutch and German goods that are sold in this retail store.



North America that offer Recreational Vehicle (RV) camping on their property. "As a Harvest Host member, people can come and camp on your yard for free but are encouraged to spend a minimum of \$30/night in your retail facility. We charge \$10 for power, but provide no other services, and don't have to pay anything to be on the host list. In year one, we had 80 different campers camp on the farm and the average spend was over \$70/night through the store. We are on target to host up to 120 this year. Elaine manages the farm tours and Harvest Host, and I help out with farm tours when we have a big school class," says Art.

What's next at Peak Farms? "Building a robotic barn in 2026 with a viewing area," answers Art. "We will milk 50-60 cows here and supply the milk directly to the Creamery. Right now, John still brings milk over 3x/week from Plum blossom Farm."

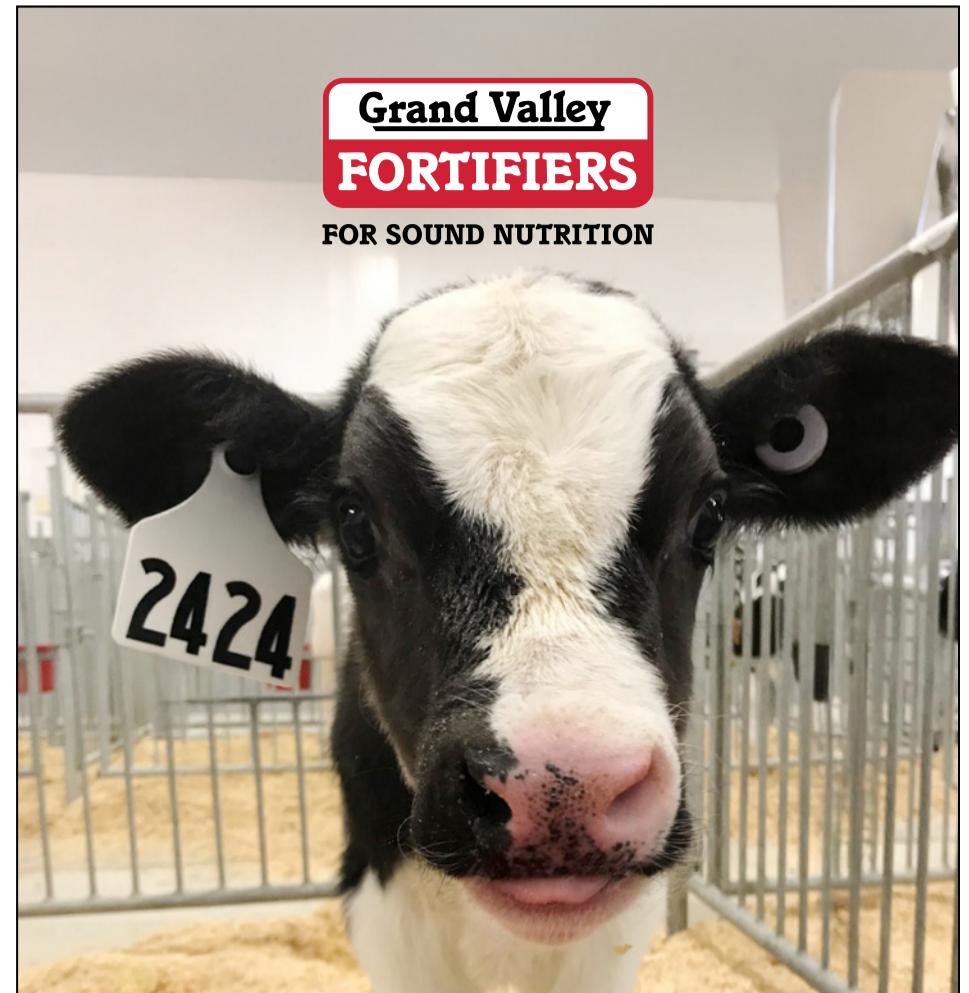
The Pruijms admit they are still surprised by how well Twin Peaks Creamery has taken off. "John had a dream," says Art,

"And as a father it is so rewarding to see how successful this business has been for him. Despite all the complaints about how expensive it is to go to fast food places now, people still come here for an ice cream. To see people drive a Beemer, Lexus or Tesla on gravel roads to get here proves we have managed to do two things critical to this business: quality of product and service."

The Pruijms' advice to anyone wanting to start their own on-farm retail store? "Do your research. Take your time. Make sure you get all the proper permits in place. Do it right. Create a really good product. Provide excellent service," says Art. "We made one error," he smiles. "We should have made our processing area bigger to start with!" Sound advice from a farm family whose hard work has made Twin Peaks Creamery a favourite destination for many in the Saskatoon area.

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The Highlight Reel of Western Dairy Research projects funded by WMP Partners

The western provincial dairy organizations (BC Dairy, Alberta Milk, SaskMilk, and Dairy Farmers of Manitoba) have agreed to take a collaborative approach to investment of producer dollars in dairy research. The western research producer working group includes two producer representatives from each province along with provincial staff to collectively review and select projects for funding that align with the Western Research Strategy.

The western research strategy aims to enhance the sustainability of the dairy industry by funding applied and basic research, leveraging the expertise of local and national academic institutions, and responding to the evolving needs of the industry. The working group reviews projects for merit, industry relevance, and alignment with research priorities, and prioritizes funding applications focused on our key themes; 1) economic, social, and environmental sustainability, 2) animal health, care, and welfare, and 3) milk quality, composition, and processing.

The Western Dairy Research working group has agreed to fund its first round of research projects, totaling a producer investment of \$419,800 across the western provinces. Projects focus on calf nutrition, milk composition, feed efficiency, environmental sustainability, and animal welfare. We'd like to take this opportunity to share the research summaries of the projects.

1. Title: Changes in weaning management of dairy calves: Are there benefits of weaning with high-quality forage?

Principal Investigator: Dr. Gregory Penner, University of Saskatchewan

Duration: 5 years

Co-Funders: Sask Ag, CanPro Ingredients

Summary: Dairy calves on a high milk feeding program may benefit from delayed weaning to ensure adequate solid feed intake and a smoother weaning transition. While it's common to offer free-choice high-starch starters with chopped straw, this practice can increase the risk of ruminal acidosis with possible long-term impacts. Therefore, this project will evaluate the potential for high-quality chopped vs. pelleted alfalfa to partially replace conventional starters to promote gut development, ease the weaning transition, and maintain performance through to first lactation.

2. Title: Enhancing dairy and egg lipids: a comparative study on the impact of barley, wheat, and canola phospholipids.

Principal Investigator: Dr. Martin Reaney, University of Saskatchewan

Duration: 2 years

Co-Funders: Sask Ag, Feed Energy North

Summary: By-products including canola meal and wheat or barley distillers' grains with solubles are commonly used as protein supplements in dairy cow diets. These by-products also contain unique fats such as triglycerides, glycolipids, and phospholipids, often driving greater milk and milk fat yields. Phospholipids are of particular interest for their bioactive properties, which can improve the nutritional value of dairy food products. This research will evaluate the effects of feeding phospholipids precursors from canola meal, and wheat and barley distillers solubles to lactating dairy cows, focusing on changes to milk lipid composition. Findings will highlight the value-added potential of ethanol and oilseed by-products, promote sustainable feeding practices, optimize dairy nutrition management to enhance milk quality, and deliver potential health benefits to Canadian consumers.

3. Title: Reducing methane emissions from dairy cows through milk metabolite profiling.

Principal Investigator: Dr. Juan Hernandez-Medrano, University of Calgary

Duration: 3 years

Co-Funders: Alberta Innovates

Summary: Genetic selection for low methane emitting cows has been identified as a key strategy to fulfilling Canada's commitment of carbon neutrality by 2050. This project is focused on developing a cost-effective, simple, yet reliable method for individual cow methane classification (low vs. high emitting cattle) by analyzing milk metabolites (molecules produced by the animal and secreted into milk). This new approach will be integrated into existing technologies to improve the accuracy of data used in genetic selection for low-emitting cattle. By reducing energy lost as methane without compromising milk production, this research supports both economic and environmental sustainability through improved animal efficiency.



Agriculture and Agri-Food Canada

Agriculture et Agroalimentaire Canada

4. Title: Synergistic rumen microbial consortia: a probiotic approach to augmenting feed utilization efficiency.

Principal Investigator: Dr. Tim McAllister, Agriculture and Agri-Food Canada (AAFC)

Duration: 2 years

Co-Funders: BCRC, RDAR

Summary: Probiotics are widely used in the dairy industry to improve feed efficiency, support animal health and performance, and reduce methane emissions. However, the effectiveness of commercial probiotics can vary. This research aims to develop two new probiotics based on synthetic rumen microbial communities cultivated from high feed-efficient beef heifers. Additionally, these probiotics will be adapted to digest low-quality feeds. While the current work is based on beef cattle, the findings are expected to have valuable applications in the dairy industry by developing probiotics in a similar process to optimize forage utilization, lower feed costs, and reduce environmental impacts.

5. Title: The University of British Columbia (UBC) dairy cattle welfare program.

Principal Investigator: Drs. Daniel Weary and Nina von Keyserlingk, University of British Columbia

Duration: 5 years

Co-Funders: NSERC, DFC, DFO, Agropur, WestGen, CIDC, Boehringer Ingelheim, Mitacs, Semex, Lactanet, Intervet Canada, Vitalus, Saputo.

Summary: This multi-faceted project focuses on improving dairy cattle welfare through evaluating animal care practices, welfare improvements, and producer perceptions on cattle welfare across Canada. The research will address five areas of dairy cattle welfare including:

- 1) best management practices for social rearing of dairy calves to maximize success and minimize cross-suckling,
- 2) identifying successful practices for cow-calf rearing and weaning,
- 3) mitigating effects of painful castration and disbudding procedures in calves,
- 4) reducing lameness prevalence by developing new technology that will rank cows within a herd from most sound to most lame and,
- 5) improving heifer adaptation and dry-off practices within automated milking systems.

Each of the five areas will include multiple projects aimed at reviewing current knowledge on the topic, testing practical on-farm solutions, developing tools for producers, interviewing producers, and sharing results through educational outreach.

To learn more about Western Dairy Research, scan the QR code.



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Do you have questions for BC Dairy? Reach out to

BC Dairy Living Lab: Three Years of Field Trials, Data Collection, and Collaboration

The BC Dairy Living Lab continues to move forward as a collaborative, on-farm research project assessing best management practices (BMPs) that improve soil health, reduce greenhouse gas emissions, and improve nutrient use efficiency on dairy farms. Now in its third year of implementation with six dairy farm partners in BC, the project has continued to expand in scope with producer engagement, economic assessment, and data analysis.

The BC Dairy Living Lab is part of the national Agricultural Climate Solutions – Living Labs program, a 10-year federal initiative supporting applied, farmer-led research across the country. The living lab model is built on collaboration between farmers, researchers, and industry experts to test and refine practices directly on farm.

For dairy in BC, this work has centered on three primary BMPs:

Relay and cover cropping in corn silage involves seeding Italian ryegrass and other cover crops into standing corn and fall-seeded cover crops to improve nutrient uptake, provide winter ground cover, and produce additional forage.

Lower-emission manure application focuses on using methods such as surface banding and injection to reduce nitrogen losses and increase nutrient use efficiency.

Refined nutrient budgeting emphasizes creating whole-farm nutrient budgets based on actual on-farm analyses rather than default values, giving farmers a more accurate way to measure nutrient use and efficiency.

Building on these practices, six participating farms – three in the Fraser Valley and three in the North Okanagan – are providing the foundation for demonstration, assessment and data collection. Samples of soil, manure, and forage, along with gas flux measurements at select farms, are helping track greenhouse gas emissions, nutrient use efficiency, and other benefits. This past year marked an important shift from early project implementation toward refining tools, engaging more dairy producers, and preparing early results to share.

In May, the project hosted two meetings focused on manure management and application technologies: one in Chilliwack and one in Grindrod. Producers, researchers, and industry representatives came together to discuss both the opportunities and challenges of improving on-farm manure management. These conversations explored how application timing could better align with crop nutrient demands, the potential of technologies such as injection and 360 Rain, and new tools that support more precise nutrient planning.

The project's lead agrologist, Mike Witt, reflected that the meetings "showed that there is interest among producers in getting more value from their manure to economically optimize crop production and feeding systems on dairy farms." Importantly, the meetings also brought financial realities to the forefront, recognizing that while producers see the agronomic and environmental value of these practices, equipment costs and logistical challenges remain significant barriers. The strong engagement from producers at both sessions showed that the industry is open to solutions, and we plan to continue this discussion with more events and meetings in the future.

Recognizing that the success of BMP adoption depends on both environmental outcomes and on-farm financial feasibility, the project has partnered with experienced farm economics agrologist Andrea Gunner to develop a cost assessment tool for manure application technologies. Gunner's expertise helps bridge the gap between promising practices and the financial decisions that farmers face. The tool is designed to help producers weigh the actual costs of practices like injection, banding, or conventional broadcasting, providing a practical decision-making framework. Over the coming months, the project team will be assessing this tool with partnering farms and we hope to share it more broadly as it is refined and improved.

With the end of the 2025 production season we will have three years of data collection completed and the project team will be preparing to share initial results.

These include nutrient budgeting analyses that compare refined methods with conventional approaches, soil and crop analyses highlighting impacts on fertility, forage quality, and yield, and producer perspectives on the practicality, challenges, and co-benefits of the BMPs. This winter, knowledge-sharing activities will bring these results to the broader dairy community, creating opportunities for discussion, feedback, and collaboration.

As the Living Lab moves forward, producer involvement remains essential. The project welcomes dairy farmers who are interested in participating – whether by trialing BMPs on farm, contributing to discussions, or helping guide future project directions. BC Dairy Living Lab project manager Foster Richardson encourages, "Any farmers with interest in nutrient management, soil health, and climate solutions should get in touch to discuss ways to participate. This project relies on input from producers, and our goal is to adjust and improve based on their needs and interests."

The BC Dairy Living Lab continues to evolve through collaboration. By combining farmer knowledge, scientific expertise, and economic analysis, the project is making steady progress toward practices that balance farm productivity with environmental objectives. Looking ahead, the focus over the coming year will be on expanding farmer meetings to dive deeper into manure management technologies, sharing results and lessons learned through workshops, field days, and publications, refining the cost tool to provide producers with practical information for decision-making, and continuing data collection to strengthen understanding of long-term impacts.

For more information or to get involved, please contact livinglabs@bcdairy.ca.

This project was funded in part by Agriculture and Agri-Food Canada through the Agricultural Climate Solutions – Living Labs program with contributions from each of the participating associations, including BC Dairy. The BC Living Lab is delivered by the Investment Agriculture Foundation of BC.





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Happy 30th Birthday Lactanet Genetics!

On May 29, 1995, Canadian Dairy Network (CDN) was established as a federally incorporated not-for-profit organization, responsible for delivering genetic evaluation services for dairy cattle in Canada.

In June 2019, CDN was one of three organizations that formed the Lactanet partnership, with the genetics segment being referred to Lactanet Genetics.

They launched lactanetgen.ca last year for the industry to search the genetic databases that CDN had become so appreciated for maintaining.

It was recently announced that Brian Van Doormaal will be retiring at the end of the year.



Brian Van Doormaal has led the genetic services organization since it was formed 30 years ago, by the 'Futures Group' which was chaired by Gordon Souter, seen signing the original official document with Brian.

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Milk Quality Focus

The National Dairy Code and Automatic Milking Systems – The Gold Standard

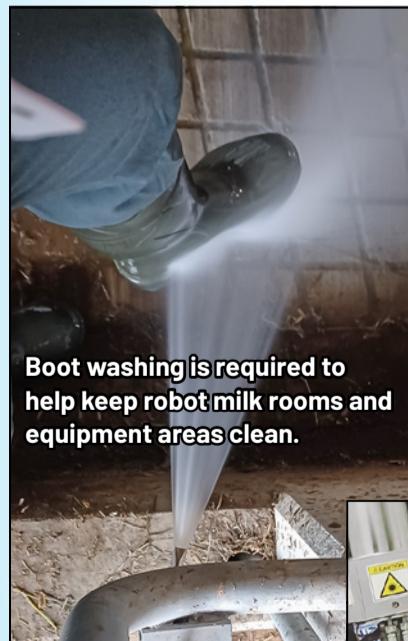
Erin Cuthbert, MSc,
Lead Dairy Inspector, BC AGRI

The Milk Act and Milk Industry Standards Regulation outline the dairy production requirements that must be met for a dairy farm to obtain and maintain a license in BC. Many, if not all, of these requirements are in alignment with the National Dairy Code (NDC), in which guidelines for best practices for dairy production in Canada are developed and approved by the International Dairy Federation Canada (IDF).

In June 2022, guidelines for 'Automatic Milking Systems' (AMS) were approved by IDF and added to the NDC and provide a launching point for regulatory revisions in British Columbia with respect to AMS. These AMS guidelines are designed to reduce the risk of cross-contamination between the dairy cow's environment, the area of the barn that can inevitably have the poorest air quality and greatest cleaning challenges, and the robot milking area where milk is harvested, typically located directly inside the dairy cow's environment.

When planning a new build or renovation, the Milk Industry Standards Regulation should be consulted to ensure that industry requirements are met, and furthermore, the NDC should be reviewed for the updated robotic installation guidelines.

These AMS guidelines are designed to reduce the risk of cross-contamination between the dairy cow's environment, the area of the barn that can inevitably have the poorest air quality and greatest cleaning challenges, and the robot milking area where milk is harvested.



Boot washing is required to help keep robot milk rooms and equipment areas clean.



Keeping the milking and milk handling areas sanitary is essential to ensuring only high quality milk leaves the farm.

Here are some highlights:

Facilities

The facilities must be constructed in such a manner that the main access to the cattle-housing area(s) must not be through the milk house or milk room, but through a separate entrance from the exterior

The facilities must be constructed to ensure clean access by people to the AMS milking equipment area

The milking equipment area must:

- Be separated from the cattle housing area and traffic areas and constructed to ensure equipment is protected from contamination and damage from cattle
- Be constructed of materials that are durable, will permit the effective cleaning of all interior surfaces, and are free of any toxic or noxious substances
- Be properly ventilated to minimize odours and flies
- Be supplied with pressurized hot and cold running potable water that is protected from any source of contamination
- Be equipped with a sink and the necessary materials for sanitary washing and drying of the hands, and for cleaning utensils
- Be equipped with a hose that permits cleaning of the area and equipment

The milk platform must:

- Be designed and maintained to minimize odours and accumulations of animal waste and debris
- Be equipped with a trapped drain to an approved wastewater containment system
- Have a solid floor (i.e., Not be installed directly over slatted floors)

There shall be boot wash stations provided at the exit points of the housing area for use in cleaning footwear prior to entering the milking equipment area and milk house and/or milk room.

Planning a robotic facility should take into consideration the NDC and regulatory requirements that are designed to promote the safe and clean production of raw milk. Barn designs that encompass high standards for ventilation and facilitate effective cleaning will reduce the risk of cross-contamination between the dairy housing environment, the milking equipment area (i.e., the robot room) and the milking system.



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Maple Ridge CountryFest



Amanda Poelman

With a somewhat cloudy morning providing a reprieve from the summer heat, BC's largest 4-H show kicked off with 55 members representing seven dairy clubs across the province.

Maple Ridge CountryFest welcomed Lorna (Hamming) McRae from Delta, BC, as this year's Junior Showmanship judge, and she certainly had her work cut out for her in the largest of the showmanship divisions. Handling Intermediate and Senior Showmanship, as well as the Conformation classes, was Markus Hehli, from Rimbey, AB, a past 4-H'er himself and big supporter of dairy youth.

The depth of skill was evident, beginning with the seven participants of the Young Farmer division, as competitors enjoyed fierce but friendly competition throughout the day. When the dust settled, Judge Hehli selected Emily Hammersmark (Sumas Holstein) as Grand Champion Showman and named MEADOW GREEN AIRCRAFT FLYER as Grand Champion calf for Julia Vedo (Cowichan Holstein). Congratulations to everyone who participated, to the 4-H leaders, parents, and show organizers who make things run smoothly, and to the large crowd for cheering and encouraging the kids.

1 - Eager participants ready to show their skills in the Young Farmer Division.

2 - Intermediate Showmanship: (L-R) Denae Wisselink, Reserve; Emily Hammersmark, Champion; Judge Markus Hehli.

3 - Junior Showmanship: (L-R) Kylie Luymes, Reserve; Kayla Schurmann, Champion; Judge Lorna McRae.

4 - Senior Showmanship: (L-R) Mckenzie Gyorkos, Reserve; Kaycee Meier, Champion; Judge Markus Hehli.

5 - Showmanship Champions: (L-R) Kaycee Meier, Reserve; Emily Hammersmark, Champion; Judge Markus Hehli.

6 - Conformation Champions: (L-R) Emily Hammersmark with JAMALEE K ZIRCON 5159, Honourable Mention; Dominic Hill with DRESLER MIKASA MAJOR, Reserve; Julia Vedo with MEADOW GREEN AIRCRAFT FLYER, Champion; Judge Markus Hehli.

7 - Interclub - Sumas Holstein: (L-R) Judge Markus Hehli, Kaycee Meier, Dominic Hill, Kylie Luymes, Emily Hammersmark, Jeremy Laity (representing Trouw Nutrition, sponsor).

8 - A fine lineup of contenders for Grand Champion Calf in front of a big crowd!

Maple Ridge
Pitt Meadows

COUNTRY FEST

WINNERS

SENIOR SHOWMANSHIP

CHAMPION
Kaycee Meier,
Sumas Holstein
RESERVE
McKenzie Gyorkos,
Shuswap Dairy

JUNIOR SHOWMANSHIP

CHAMPION
Kayla Schurmann,
Chilliwack Holstein
RESERVE
Kylie Luymes,
Sumas Holstein

GRAND CHAMPION SHOWMAN

Emily Hammersmark,
Sumas Holstein
RESERVE CHAMPION SHOWMAN
Kaycee Meier,
Sumas Holstein
HM CHAMPION SHOWMAN
McKenzie Gyorkos,
Shuswap Dairy

INTERMEDIATE SHOWMANSHIP

CHAMPION
Emily Hammersmark,
Sumas Holstein
RESERVE
Denae Wisselink,
Sumas Holstein

INTERCLUB

1. Sumas Holstein 2. Cowichan Holstein
3. Deep Creek Dairy 4. Milky Way Dairy

CALF PLACINGS

CHAMPION
MEADOW GREEN AIRCRAFT FLYER,
Julia Vedo, Cowichan Holstein
RESERVE
DRESLER MIKASA MAJOR,
Dominic Hill, Sumas Holstein
HONOURABLE MENTION
JAMALEE K ZIRCON 5159,
Emily Hammersmark, Sumas Holstein



To all the 4-H leaders
and many volunteers
behind the scenes...

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**We extend our deepest sympathy
to the family and friends of:**

Paul Ekstein, founder of the 4X Master
Breeder herd, Quality Holsteins at Vaughan,
Ont., who died on August 18th in his 91st year.
Paul immigrated to Canada from the former
Czechoslovakia as a child in 1939. In 1954, he
started his forage seed business, Quality Seeds
Ltd. His unbridled passion for dairy cattle,
innate ability to see the potential in animals
and tireless work ethic led him to realize his
dream of having his own Holstein herd and farm
in 1980. Paul bred Quality Ultimate (EX-ST),

a multiple Premier Sire at the Royal Winter
Fair and World Dairy Expo, and developed the
great Plushanski Valiant Fran family which
produced two Holstein Canada "Cow of the
Year" winners - Quality Astre Felice (EX-28*) in
2002; and Quality B C Fransisco (EX-96-3E-31*),
in 2005, and also Grand Champion at the Royal
in 2004-05. Paul exhibited at the Royal for over
60 years (achieving Premier Breeder 4X), had
25 nominated All-Canadian Breeders Herds
(8 All-Canadian), and was inducted into the
Canadian Agricultural Hall of Fame in 2008.
His son Ari continues his legacy in the Holstein
and seed business. Paul is survived by his wife
of over 60 years, Nili, and sons Steve (Shelley)
and Ari (Dori) and their families.

Bill McDonald of Windybrook Holsteins,
Monteagle, N.B., who died at 75 years of age
on August 1st. Known for being unconventional
and quite a character, Bill worked at Joe
Taylor's Saanwood Farms on Vancouver Island
before starting his farm in New Brunswick in
1978. He was on the committee that organized
the first National Holstein Canada Convention
in New Brunswick. It proved to be the genesis
of the *Atlantic Holstein News*, which his former
spouse Jane published. Bill and his son Nathan
worked together on their dairy farm for 25+
years. Bill is survived by his children Nathan
and Justine and their families.

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'I've never wanted to do anything else!' Five New Producers given the Green Light

The BC Milk Marketing Board (BCMMB) selected five finalists in this year's New Entrant Program (NEP), including one new organic producer. The successful applicants include Frederick Fooks from Abbotsford, Amy Gibbs from Abbotsford, Marc & Kari Goossen from Armstrong, and Josh Telford from Enderby; with Ian Lennox from Glen Valley taking the organic spot.

The BCMMB received 29 NEP applications and seven NEPO applications this spring, conducting 14 two-day interviews after the lottery process. The successful NEP candidates are eligible to

receive 15kgs of Continuous Daily Quota (CDQ) as incentive quota to start milk production, which must begin by December 31, 2026, plus up to 8kgs of matching CDQ provided on a 1:1 ratio basis during the 10 years of the program.

NEPO offers an initial 19.5 kg Specialty Continuous Daily Quota (SCDQ) as a starting incentive for milk production, complemented by up to 8 kg of matching SCDQ on a 1:1 ratio over the 10-year program. Additionally, candidates receive a 30% organic bonus on first-year matching quota purchases, bringing the total potential quota to 40.3 kg.

Amanda Poelman

Frederick Fooks

Fred Fooks grew up on his family's dairy farm in Matsqui. After graduating highschool, Fred kept busy with custom work, while continuing to help on the home farm. In 2019, he started his own business – Fooks Pumping – which serves the Fraser Valley with manure spreading, draglining, pit agitation, and silage pushing. While that keeps him busy in the spring and fall, Fred also works on various local dairies during his off-season.

Fred married Kayla in 2014, and they have five children ranging from 9-2 years old. "I'm really looking forward to doing this alongside my wife and kids," says Fred. The couple is currently looking at renting a facility in the Sumas area, a dairy barn that is currently vacant. "We plan to be up and running before the end of 2025," Fred says, hoping to source cows from the clients he spreads for.

After applying to the NEP no less than six times already, Fred says, "I didn't want to get my hopes up when we made the short

list, but I was excited." He also didn't expect the call when it happened, "It was almost 5 o'clock," he says, relieved to have finally made it. "I'm excited to build up the operation with my family and see where it goes," says Fred, who will also continue to serve his Fooks Pumping customers regularly. "I've wanted to do this for a long time, so for us the sky's the limit!"



Amy Gibbs

Amy Gibbs didn't grow up on a farm. She had a horse, and her mom kept some chickens, but it wasn't until she took a part-time job mucking horse stalls at Vaby Farms in Abbotsford and was encouraged by Danielle Dekker to look into milking jobs, that she got her first taste of dairy farming. Turns out, that was all she needed!

Not entirely sure what she wanted to do after highschool, Amy started working at Locarno Farms for Mark and Heidi Schurmann. She began milking every other weekend, gradually took over the evening shift, and slowly moved on to other chores like dehorning and silage hauling.

Through the Schurmanns, Amy was introduced to a former employee from Germany and spent just over three months on a work exchange at their dairy, equipped with three Lely robots,

located near the city of Rostock—about two and a half hours north of Berlin. Back on Canadian soil at the end of 2016, Amy took a job milking and feeding calves for Tony Driessens in Abbotsford.

As she grew her skills and confidence, Amy slowly took over other duties at Driessens, managing sick cows, doing herd health, calf health, breeding, and coordinating cattle movement between farms. With Tony's encouragement, Amy started applying to the NEP program, hoping her name would be drawn in the lottery.

When she was unsuccessful the first few attempts, Amy says, "I always felt like I should do something else just to be certain that dairy farming was what I really wanted to do." Knowing that an office job was not for her, Amy started her pilot training out of the Abbotsford International Airport, earning her private pilot's license in 2019, followed by her commercial license in 2023, and instructor license in 2024. Amy now spends 3-4

days/week as a flight instructor, while she continues to work for Driessens part time.

Earlier this spring, Amy married Evan Schroeder, who operates his own custom work business in the Fraser Valley and has a dairy background. Evan's family were producers in Abbotsford, leaving the industry in 2018. "They sold out not long before I met Evan," says Amy of the rather unfortunate timing. Amy and Evan live on the farm and although the parlour has been gutted and some renovations will need to take place, the barn itself is in good shape. Hoping to be in production by early 2026, she says, "I plan to have a mixed herd – mainly Holsteins, but some Jerseys too." Having gotten to know many of the dairy farmers in the area, Amy hopes to source lower-end cows from them and slowly work her way up.

"I was so excited to get the call," says Amy, who admits she was very emotional to have her name pulled in the lottery and move to the interview phase. "It's a dream come true for me! I know everyone says that, but as someone who didn't grow up on a dairy, there's no way for me to get into the industry without this program."



Joshua Telford

Josh grew up in Abbotsford on his family dairy farm, Telford Farms, where they milked 65 purebred Holsteins in a stanchion facility. As a boy, Josh enjoyed spending time in the barn with his dad Jim, learning everything he could. He spent nine years in the Langley 4-H Dairy club, exhibiting homebred heifers from the 3X Master Breeder herd. Though 4-H was a great starting point, Josh fondly remembers being stalled next to Gary Booy at the Fraser Valley Fall Harvest Show, "I was 14 years old and that was when I really fell in love with cows and genetics." His passion has only grown as he's spent the last several years building up his J-A-TELFORD prefix.

In 2010, the Telford herd was sold as the property was slated to be mined for gravel. "We would have had to move for sure," says Josh, "we wouldn't have been

able to continue to farm in that location." Jim, who was in his early '60s at the time, was not keen to restart in a new location, although he has retained a portion of the original land where he has built his dream home.

Not ready to abandon his dream, Josh says, "I always knew that I wanted to farm on my own." Although he was too young to get on the "Graduated Entry Program" list which was in place before the NEP program, Josh has been applying to be a new entrant for the past eight years. In the meantime, he worked at several farms in the Fraser Valley to gain more experience in different types of operations.

In 2020, Josh moved to the Okanagan hoping that an opportunity would come available where land was much cheaper. He maintained his passion for genetics by continuing to build up his own prefix, with many of his own animals being housed

at Sunninghill Holsteins in Grindrod. He is currently splitting his time between four dairies, three with robotic milking facilities and one where he relief milks.

Josh would like to rent a barn in the Grindrod or Enderby area and hopes to be up and running by late spring or early summer 2026. "If I wait until then I won't have to buy a single cow to fill the 15kgs of initial quota," says Josh, "I'll have cows in production and a lot of my heifers will be calving around then as well."

"I was mixing feed at another farm when I got the call," says Josh, "Every possible emotion hit me at the same time – it was like an out of body experience!" While he's thrilled to finally be achieving the lifelong dream

of milking his own cows, he's even more excited to be sharing this experience with his son, Forrest (age 5). "Forrest is just as cow crazy as me, maybe even more so," laughs Josh. "I'm excited for him to have this experience, the same way I did with my dad."



“When it's showing a cow in heat, no questions you just go breed her.”



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An Evolving Dairy Consumer Marketplace Understanding the Importance of Trust

Christina Doelling

Christina Doelling is a Master's student in the Animal Welfare Program at UBC and works out of the UBC Dairy Education and Research Centre. Her research is on how to mitigate cross-sucking and other abnormal behaviours on dairy farms.

Christina.Doelling@ubc.ca

Western Canadian Dairy Seminar 2025 presentation by Dr. Mike von Massow

In an ever-evolving marketplace, consumer wants, needs, and values change all the time. At the 2025 Western Canadian Dairy Seminar, Dr. Mike von Massow, a professor of Food Agricultural and Resource Economics at the University of Guelph, discussed how consumer demands are evolving and how the dairy industry can keep up with the constant change. At the heart of the discussion was the question: What makes a consumer trust a product, retailer, or system? Dr. von Massow explained how trust is foundational to consumers, and they are far more likely to support an industry they believe and trust in. Luckily, he explained that Canadians seem to express strong trust in the food system – especially for farmers.

Farm Knowledge - Consumer Disconnect

When consumers hear that farmers or processors are committed to initiatives like animal welfare programs, it reinforces this trust, regardless of whether action has been taken or not. Though, it is important to note that failing to follow through on these commitments can create and further exacerbate a distrust in the food system. This is because this trust isn't necessarily built on knowledge. Survey results comparing Canadian consumer opinions in 2015 and 2023 suggest that perceptions of farm animal welfare have generally improved. But when asked questions such as whether a dairy cow must give birth before producing milk, nearly 40% of respondents said they didn't know. This gap highlights a key issue: many consumers feel good about dairy welfare without truly understanding how dairy farms work. This disconnect makes trust a fragile thing. As Dr. von Massow pointed out, "When people trust you and you disappoint them, the gap in trust is deeper." If that trust is based on assumptions rather than understanding, it can be more easily shaken when surprises arise. For those in the dairy industry, this means not only honoring commitments to welfare and transparency but also engaging in conversations that help bridge the knowledge gap.

Choose Your Words Carefully

Another point Dr. von Massow made is that **language** matters to consumers when deciding which products to purchase. A good example of the power of language is when the egg industry responded to the increasing concern of consumers seeing the word "cage" on their eggs. Scientists researched how they could make cages for hens better and created "enriched cages" – the only problem was the consumer still saw the word "cage" and was not persuaded to make the purchase. Even though the cages were made to enhance the welfare of the chickens and modifications were based on research, the image of a

cage, regardless of what was inside, was enough to deter consumers from buying due to the negative connotations they had. Even when an industry has the best intentions, it may not be enough if the language fails to align with consumer motivations.

When people trust you and you disappoint them, the gap in trust is deeper

What About Plant Alternatives and Nutrition?

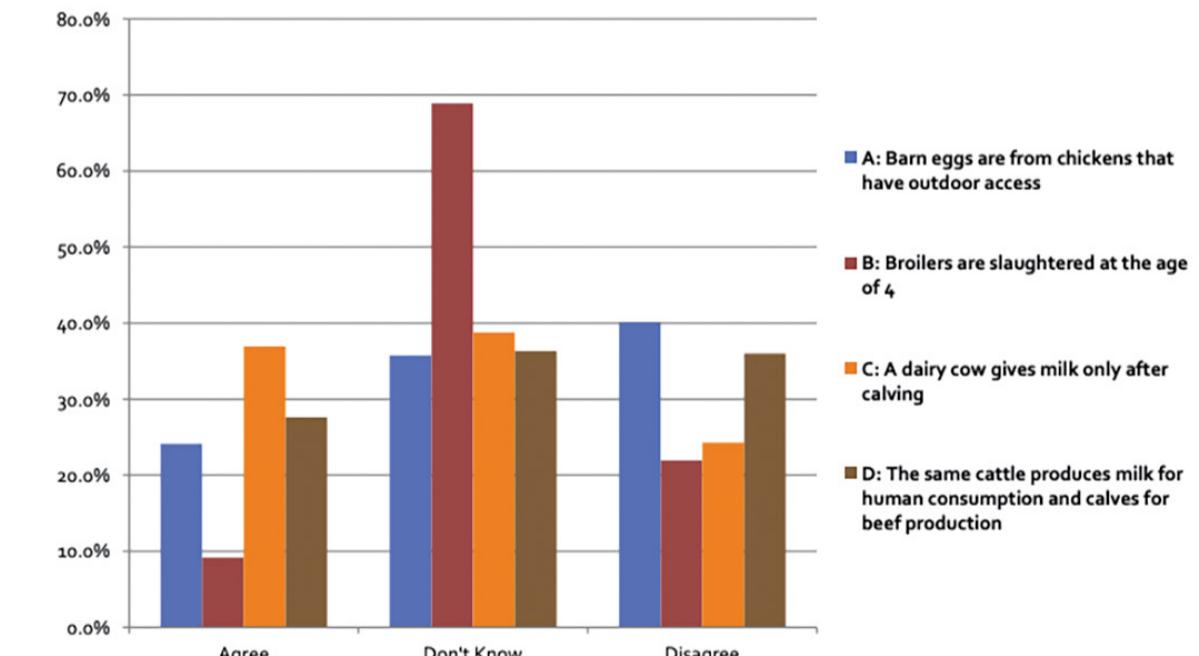
One important aspect of the changing marketplace is consumer motivations for purchasing plant-based alternatives. Dr. von Massow showed that survey respondents stated the number one motivation for moving away from animal-based protein is health, followed by animal welfare concerns. While plant-based alternatives are increasingly seen as valid alternatives to meat and dairy, they still face challenges in terms of taste and performance depending on the technology utilized. Examples of these technologies are those such as fermentation products which use genetically modified

yeast to produce dairy proteins like whey and casein. Fermentation products are strong competition for the dairy industry due to the ability to create creamy textures that products like almond or soy 'milk' can't produce. However, since health is a key driver of consumers shifting to plant-based products, the dairy industry can use this to its advantage. Dairy has numerous health benefits, and the conversation can be shifted to focus on them. Acknowledging such health benefits and concerns of consumers could open doors for the dairy industry to have new conversations which create trust and become more appealing to consumers who are hesitant due to health-related reasons.

Giving Consumers Reasons to Trust

In a market where consumers' motivations and values are a moving target, trust in the dairy industry is an important cornerstone to maintain. This means more than just commitments, though stating commitments does matter to consumers. It requires knowledge transmission and engagement as well as consistent action and transparency. Dairy has the opportunity to enforce trust in the health benefits it provides as well as their commitment to animal welfare. When proactively thinking of consumers' concerns, the industry is not only able to strongly compete with other products on the market but create a deeper connection with its consumers.

Test of Knowledge



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SMARTER DAIRY - STRONGER FUTURE

Q & A with Richelle Rozanski



Richelle Rozanski
Supervisor, DairyComp Support Desk, Lactanet Canada

Q: I've been a DairyComp user for years now and have heard about the Pulse platform. What is it, and how can it help with herd management?

Richelle: If you think of DairyComp as the classic superhero Batman, then consider the Pulse platform as the ultimate sidekick, Robyn! Pulse is a cloud-based technology that communicates with your on-farm DairyComp program. Available in both a web-browser and an app on your mobile device, Pulse gives you access to all your herd information anywhere, anytime - at no additional cost!

Easy-to-read herd insights, customization, quick data entry, and streamlining tasks are just some of the many features that Pulse can bring to your farm. It benefits all sizes of dairy farms and management styles, to help you build a smarter dairy for a stronger future.

Q: The Pulse platform has both a web browser and mobile app. What is the difference between the two and which is right for me?

Richelle: With the Pulse platform, you have access to both options and you can choose to use whichever suits your needs, or both! The Pulse mobile app (Android and iOS compatible) is what many producers and employees use on a day-to-day basis to quickly look up cow data, enter events cow-side such as breedings or health-related events, and access work lists to perform routine tasks such as vaccinations or synch shots. It saves you time running back and forth to the office computer to remember who is coming up to dry off or which sire you bred your favourite cow to last week.

The web browser provides valuable herd management insights including milk production, reproduction, health, genetics and more! You have the power to customize dashboards and cowcards on the web browser to view data that is most important to your farm.



Q: What are producers' top three features of the Pulse platform?

Richelle:

- Saving Time:** We consistently hear from producers using the app that they appreciate spending less time at the computer, as they can quickly enter breedings or mastitis cases, for example, into the mobile app or look up important cow information on-the-go. This not only saves them time but gives them a powerful tool to maintain up-to-date records.
- Flexible user-access:** Producers are excited to be able to invite other users to their herd, whether they are employees who use it for data entry, family members so they can see what's happening on the farm, or advisors who have up-to-date herd data to help producers make important management decisions. You have complete control over who sees your data and what they can do on the Pulse platform, such as data entry or view-only permissions. Another advantage is that you can invite an unlimited number of users, creating a more connected and collaborative experience for your team.
- Task-list function:** Lastly, producers love having customized lists on their app for performing daily tasks such as vaccinations, moving animals, or drying off cows, to name a few. Once they mark the animal as completed on their phone, Pulse sends the information back to DairyComp at the computer and the event is already on their cowcard. Furthermore, managing herd health from the mobile app eliminates the need to remember to print out your vet list ahead of time and all entries can happen directly from the app cowside!

 When we fired up the robots 2 years ago DairyComp support made the transition so smooth. We reached out with a simple text and would have been lost without them.

Tyce Kootstra
Stradow Farms, Ponoka, AB
160 cows milking • Robots



Q: What are some unique features that the Pulse platform can add to my DairyComp program to help with herd management?

Richelle:

- Embryo Inventory:** For herds that perform embryo transfers, Pulse allows you to manage your embryo inventory, enter transfer events and monitor your embryo results following preg checks. Adding single or batch embryos is simple and defining details such as donor, stage or grade saves you time down the road.
- RFID Compatibility:** Another great feature is the ability to connect your mobile app with a compatible RFID scanner. Many farms that use this feature on Pulse find it helps them perform tasks efficiently, such as herd health visits or moving animals.
- Data Hub:** There are select integrations available only through the Pulse platform to bring data collected on the farm to one dashboard. Examples include Förster-Technik for calf management, NEDAP Now for health monitoring and genetics-related integrations such as Alta-BlueLink or Genex Dairy Suite.
- Manage Your Team:** Lastly, managing a larger team on farm has never been so easy with the 'Change Log' on the web browser where you can view all entries from all staff on farm on a daily basis.

Q: What do I need to get the Pulse platform and how much does it cost?

Richelle: First and foremost, you need to have DairyComp installed on a computer at your farm with reliable internet to ensure data synchronization between DairyComp and the Pulse. Next, call our support line at 1-800-549-4373 and a DairyComp support team member will schedule a time to get Pulse set up on your computer and train you on how to use it. So, why not give it a try and see how the DairyComp Pulse update can help transform the way you manage your herd!



About the Author

Richelle was raised on a small dairy farm in the Niagara region of Ontario and pursued post-secondary education at the University of Guelph, earning a Bachelor's degree in Animal Science, a Master's degree in Dairy Cattle Nutrition and Metabolism, and a PhD in the same discipline. In 2017, Richelle joined Lactanet in the DairyComp Sales and Support department, providing technical support to Canadian dairy producers with their herd management software. Over the years, her passion for teaching and mentoring others has paved the way for developing a DairyComp support onboarding curriculum at Lactanet. Alongside training new staff, Richelle now manages a team that assists customers through the DairyComp support line.



Scan to learn more!



Hot Shot Reigns Supreme as Show Doubles in Size

Interior Provincial Exhibition 2025



Junior Champions (L-R): Brent Howe with RF SIDEKICK CHARLIE – Honourable Mention; Adair Hehli with MOSNANG SALUTE DOUBLE TAKE – Reserve; Greg McLean with WHEATHEART MASTER 441 – Champion; Judge Lee Simanton.



Jersey Junior Champions (L-R): Georgia Hehli with MOSNANG GOLDORAK TOPANGA – Honourable Mention; Kirsty McAvoy with STARRCREST VICTORIOUS ANELYSE – Reserve; Markus Hehli with MOSNANG TIKTOK VIDEO – Champion; Sawyer Hehli.



Grand Champions (L-R): Bryce Fisher (R&F Livestock), Brent Howe with COBEQUID TATTOO RIDDLES – Honourable Mention; Kyle Vaandrager with LAVENDER FRIGHTENING DESTINY – Reserve; Greg McLean with MARTIN-VIEW DOC HOT SHOT – Champion; Judge Lee Simanton, Jimmy Doan (Walker Dairy).

Jersey Grand Champions (L-R): Judge Lee Simanton, Gina Haambuckers with SUNNY HILL VICTORIOUS ARCADE – Reserve; Dave Hamming with TAZO TOUCHDOWN BRADY – Champion; Zoey Hamming, Carl Barclay, Skye Hamming and George Barclay.



MARTIN-VIEW DOC HOT SHOT – Supreme Champion for R&F Livestock and Walker Dairy, Cudworth, SK.

It was a full house in the dairy barn at this year's Interior Provincial Exhibition, as entries more than doubled compared to 2024. Perennial BC exhibitors were joined by familiar names from Alberta and Saskatchewan, as nearly 90-head paraded in front of Judge Lee Simanton from Ponoka, AB.

Simanton found his eventual Grand Champion in the Junior 3 Year Old class, first selecting her as Intermediate Champion in an impressive young cow show. MARTIN-VIEW DOC HOT SHOT (R&F Livestock and Walker Dairy) certainly lived up to her name and was described as a cow that "defines balance and power with deep, open rib and an exceptional rear udder." She was given the advantage over the winning Senior 3 Year Old, LAVENDER FRIGHTENING DESTINY (Lavender Farms), who claimed both Reserve Intermediate and Reserve

Grand. "The reserve cow is an absolute dairy cow through and through," said Simanton, "she's silky and flat boned, and more moderately sized. She can excel in any dairy facility." The duo of R&F Livestock and Walker Dairy, who also claimed Junior Champion earlier in the day, were named Premier Exhibitor, while Hamming Holsteins captured the Premier Breeder banner.

In the Jersey division, TAZO TOUCHDOWN BRADY (Tazo Farms) captured Grand Champion honours for the second year in a row. Recently fresh, Simanton said, "Her mammary system just kept getting and better throughout the day. Her width and maturity prove she will continue to be a long-lasting cow for her owners." She was given the nod over the winning Senior 2 Year Old, SUNNY HILL VICTORIOUS ARCADE (Michael, Gina & Tyson Haambuckers), who Simanton named the

Best Udder of the show, noting her high, wide rear udder, with great definition of median suspensory. The Haambuckers also claimed both Premier Breeder and Exhibitor banners.

Tia Schram of Seven D Media was on hand again to photograph several shows at the IPE. In a story that captured our hearts last year, proceeds from photos purchased of the Open Dairy show were donated to the Butterfly Run in memory of Jake Haambuckers. That meaningful tradition continues this year, with proceeds once again being donated to the Butterfly Run, which supports families who have experienced pregnancy loss, infant loss, and infertility. **Find the photos at: <https://sevendmedia.pixieset.com/ipearmstrong2025/dairyshow/>.**



RESULTS

Junior Heifer (7)

1. RF MERCEDES DAWN

R&F Livestock, Cudworth, SK

2. FOXROT KENDRICK FRANCIM

Foxrot Dairy, Enderby, BC

Winter Heifer (13)

1. MOSNANG SALUTE DOUBLE TAKE

Mosnang Holsteins, Rimbey, AB

2. SUNTASIA REFUEL SAPPHIRE

John Sunder & Lucky Hill Dairy, Deroche, BC

Fall Heifer (7)

1. HAMMING BULLSEYE SISY

Hamming Holsteins, Vernon, BC

2. MOSNANG CRAVE WHITE CHOCOLATE

Mosnang Holsteins, Rimbey, AB

Summer Yearling (2)

1. LAVENDER LAMBDA PIRANHA

Lavender Farms, Enderby, BC

2. HAMMING LOYALL SURFIN

Hamming Holsteins, Vernon, BC

Junior Yearling (6)

1. RF SIDEKICK CHARLIE

R&F Livestock, Cudworth, SK

2. MOSNANG ACTIONMAN MANDY

Mosnang Holsteins, Rimbey, AB

Winter Yearling (4)

1. WHEATHEART MASTER 441

R&F Livestock, Cudworth, SK

2. HAMMING SALUTE DAKOTA

Hamming Holsteins, Vernon, BC

Junior Champion

WHEATHEART MASTER 441

R&F Livestock, Cudworth, SK

Reserve Champion

MOSNANG SALUTE DOUBLE TAKE

Mosnang Holsteins, Rimbey, AB

Honourable Mention

RF SIDEKICK CHARLIE

R&F Livestock, Cudworth, SK

Junior Breeders Herd (4)

1. Mosnang Holsteins, Rimbey, AB

2. Hamming Holsteins, Vernon, BC

Milking Fall Yearling (3)

1. KENBERT TATOO REMBRANDT

R&F Livestock & Walker Dairy, Cudworth, SK

2. STARCREST ALTITUDE RUM RUNNER

Jim & Kirsty McAvoy, Spallumcheen, BC

Junior 2 Year Old (5)

1. RF KINGS TREASURE

R&F, Howes, Heavenly, Valiant & Weaver, Cudworth, SK

2. SUNNYHOME LAMBDA RIDDLES

Sunnyhome Farms, Salmon Arm, BC

Senior 2 Year Old (2)

1. LAMPADA TATOO HOUSTON

R&F Livestock & Walker Dairy, Cudworth, SK

2. TAZO ALLIGATOR DESEREE

Tazo Farms, Falkland, BC

Junior 3 Year Old (5)

1. MARTIN-VIEW DOC HOT SHOT

R&F Livestock & Walker Dairy, Cudworth, SK

2. HAMMING BELIEVEP SAMARA

Hamming Holsteins, Vernon, BC

Senior 3 Year Old (3)

1. LAVENDER FRIGHTENING DESTINY

Lavender Farms, Enderby, BC

2. MOSNANG RESPECT DANGER ZONE

Mosnang Holsteins, Rimbey, BC

Intermediate Champion

MARTIN-VIEW DOC HOT SHOT

R&F Livestock & Walker Dairy, Cudworth, SK

Reserve Champion

LAVENDER FRIGHTENING DESTINY

Lavender Farms, Enderby, BC

Honourable Mention

RF KINGS TREASURE

R&F, Howes, Heavenly, Valiant & Weaver, Cudworth, SK

4 Year Old (4)

1. COBEQUID TATTOO RIDDLES

R&F Livestock & Walker Dairy, Cudworth, SK

2. KOZAK WARRIOR BOMBSHELL

R&F Livestock & Walker Dairy, Cudworth, SK

5 Year Old (2)

1. TAG UNIX WOUNDUP

R&F Livestock & Walker Dairy, Cudworth, SK

2. LAVENDER MIRAND REDEMPTION

Lavender Farms, Enderby, BC

Mature Cow (4)

1. BUDJON-VAIL SO ADELINA

R&F Livestock & Walker Dairy, Cudworth, SK

2. LAVENDER MIRAND REDEMPTION

Lavender Farms, Enderby, BC

Grand Champion

MARTIN-VIEW DOC HOT SHOT

R&F Livestock & Walker Dairy, Cudworth, SK

Reserve Grand Champion

LAVENDER FRIGHTENING DESTINY

Lavender Farms, Enderby, BC

Honourable Mention

COBEQUID TATTOO RIDDLES

R&F Livestock & Walker Dairy, Cudworth, SK

Senior Breeders Herd (2)

1. Mosnang Holsteins, Rimbey, AB

2. Hamming Holsteins, Vernon, BC

Premier Breeder

Hamming Holsteins, Vernon, BC

Premier Exhibitor

R&F Livestock & Walker Dairy, Cudworth, SK

JERSEY SHOW

(20 Head)

Junior Champion

MOSNANG TIKTOK VIDEO

Markus Hehli, Rimbey, AB

Reserve Junior Champion

STARRCREST VICTORIOUS ANELYSE

Jim & Kirsty McAvoy, Spallumcheen, BC

Honourable Mention

MOSNANG GOLDORAK TOPANGA

Markus Hehli, Rimbey, AB

Grand Champion

TAZO TOUCHDOWN BRADY

Tazo Farms, Falkland, BC

Reserve Grand Champion

SUNNY HILL VICTORIOUS ARCADE

Michael, Gina & Tyson Haambuckers, Enderby, BC

Honourable Mention

STARRCREST BOOMERANG MELITTA

Jim & Kirsty McAvoy, Spallumcheen, BC



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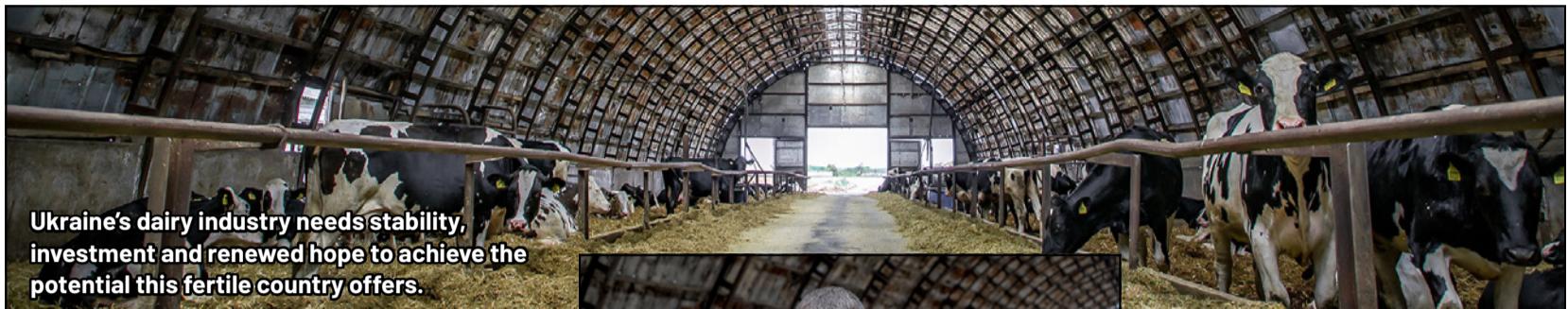
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Ukraine's Dairy Sector: How Not to Lose the Last Herd

Anna Klochko

Anna Klochko is a Ukrainian journalist and photojournalist focusing on agriculture and rural communities, telling the stories of farmers and how they adapt to challenges. After spending time in Vancouver because of the war, where she joined the BC Farm Writers' Association, she returned to Ukraine and continues to document the resilience of farmers during wartime.

Myron Pundor is a dairy industry expert, partner of the IFCN Dairy Research Network, and an agro-efficiency advisor.



A few years ago, agro-efficiency expert Myron Pundor, then Head of Milk Procurement at "Bel Shostka Ukraine" – the Ukrainian subsidiary of the French dairy corporation Groupe Bel (known globally for brands like La Vache Qui Rit, Babybel, and Kiri) – visited one of the top-rated dairy farms in central Ukraine. It was part of a professional study tour for farmers, processors, and industry partners. At first glance, everything looked exemplary: modern milking equipment, ventilation systems, automated feed pushers, and polished demonstration facilities. But nearby, Pundor noticed a neglected old barn that stood in stark contrast to the showcase. Inside, he discovered over a hundred exhausted and sick cows, awaiting their trip to the meat plant.

The striking gap between appearances and reality became a turning point in his career.

"It was like Auschwitz for cows. I couldn't sleep for days after that," Pundor recalls. The experience drove him to leave the corporate world and dedicate himself to independent consulting, focused on improving dairy efficiency from within.

The Hidden Crisis: Cull Rates and Cow Longevity

In Ukrainian dairy farms, average annual cull rates reach 33–35%, meaning that one-third of cows don't even reach their fourth lactation – the peak of productivity and milk fat content. By contrast, cows in traditional Indian herds can live 17–20 years. In Ukraine, it's common for cows to be culled after just one or two lactations.

The key reasons? Unbalanced diets, poor water quality, minimal disease prevention, and outdated management methods. Many farm directors focus more on their own job security than herd health. Meanwhile, absentee owners rarely visit their farms.

These challenges are not unique to Ukraine. Across the globe, including in North America, there is growing recognition that improving cow longevity and welfare leads to both economic and environmental benefits. Canadian and European dairy industries, for instance, are already investing in feed optimization, herd health monitoring technologies and cow comfort to reduce culling while improving lifetime yields and animal welfare.

Milk as a Social Project

Before the full-scale war, dairy farming in Ukraine was often a secondary business. Farms were maintained as a social benefit for rural stakeholders, while grain crops brought the real profits. This led to chronic underinvestment: aging facilities, outdated equipment, and little incentive to upgrade systems to benefit staff and animals.

Financing also posed a major barrier. Banks avoided lending to dairies, viewing them as high-risk. Some processors filled the gap. For instance, under Larisa Rudakova's leadership, the Shostka dairy plant occasionally provided interest-free loans for milking parlors or heifer purchases, secured by future milk deliveries.

The Kozatska Case: How Straw and Molasses Changed Everything

One of the most compelling success stories is Pundor's collaboration with Kozatska Agrofirm. The farm started with 500 cows, a 29% annual cull rate, daily yields of 10–11 tonnes, and milk fat levels around 3.2–3.4%.

The first major change was adding structural fiber – simple straw – to the cows' ration. Shredded with an American chopper and mixed with concentrate and acidic silage, it helped stabilize rumen pH, preserve microbiota,



Myron Pundor left his corporate dairy job in hopes of bringing meaningful improvement to the lives of the cows and people of Ukraine. The war has layered on multiple threats to their dairy industry.

and improve digestion. The farm also introduced molasses for energy. The results were significant: higher milk fat, lower somatic cell counts, better cow condition, and reduced culling to 18%. Herd size eventually grew to nearly 800 cows.

Milk Fat Matters

Ukraine's baseline milk fat content remains stuck at 3.4%, while countries like the Netherlands achieve 4.3–4.6%. Boosting fat levels isn't just about genetics – it can be done with nutrition: more fiber, less starch, clean water, and proper ventilation (especially during summer heat).

"Milk fat is the most manageable and profitable milk component," says Pundor. "Even a 0.5% increase means millions of hryvnias across the national industry." (Equivalent to \$100M CAD annually). The value of butterfat is well-understood across developed dairy nations and is a key driver of production.

Investing Under Fire

Despite the war, some Ukrainian farmers continue investing in ventilation, straw choppers, extruders for feed, biogas plants, and solar energy. One relocated farm, "Agrarian Investments" in Sumy region, rebuilt its entire operation after evacuating from the border zone. For many, these improvements are less about expansion and more about survival in today's extreme conditions.

Looking Forward: Technology, Fat, and Longevity

According to calculations by Pundor, based on Ukraine's current cattle capacity, feed base, and other essential resources, the country's dairy sector has the potential to increase milk production to 8–9 million tonnes – even without taking into account the occupied territories, which make up about 20% of Ukraine's land area. But this requires:

Scaling farms up to 1000+ cows or building modular dairies;

Extending productive life via prevention and comfort;

Focusing on milk components, especially fat content. These goals align with broader international strategies aimed at reducing emissions per liter of milk and increasing resource-use efficiency per cow. Ukraine's path forward could position it as a regional leader in sustainable dairy, especially as global markets seek alternatives to traditional suppliers facing environmental or geopolitical constraints.

The Moroccan Experiment: Microgreens, Macro Results

In 2024, Pundor was invited to consult for Tarmast Dairy Farm in Morocco – a country facing climate extremes, water scarcity, and soil degradation. Despite milking 400 cows, it had been operating at a loss for several years.

Following a hands-on audit, Pundor recommended:

- Culling problem/unproductive cows;
- Adding cane sugar to the ration (molasses was unavailable);
- Increasing the amount of high quality alfalfa;
- Adding sprouted grains (microgreens) for vitamin-rich fodder.

The results were dramatic. Within three months, milk yields increased by 5 liters per cow per day – double what was expected. The improvement came from better fiber digestion, metabolic function, and immunity. All with low costs and manual seeding in a vertical farm. "I still don't fully understand how just 1 kg of extra dry matter gave that result. It's a discovery," Pundor reflects.

Ukraine's Dairy Sector at a Crossroads

Ukraine's milking herd is shrinking fast. If the current trend continues, the country may have fewer than 1 million dairy cows by 2026–2027. That would put the entire sector's viability at risk.

Russia's war has only worsened the crisis. Many farms have been destroyed or relocated; others operate under constant threat. Occupation, shelling-related livestock deaths, population displacement, labor shortages, and supply chain breakdowns have all taken a toll.

For the first time in decades, officially recorded milk production has slipped below 7M tonnes annually. Yet, Ukraine still has all the essentials: fertile soils, pastures, strong dairy history and skilled professionals.

Without a shift in approach and broader support from government and investors, Ukraine's dairy sector risks disappearing where potential once flourished. The challenges may seem daunting, but they are not unfamiliar to global producers.

Pundor remains hopeful. "I believe after victory, Ukraine can rebuild and return to producing at least 10M tonnes of milk. The potential is there – it just needs stability and investment."

Resilient. Despite the war, people remain committed to keeping their ag operations going, defiant in the face of steep odds for three plus years!



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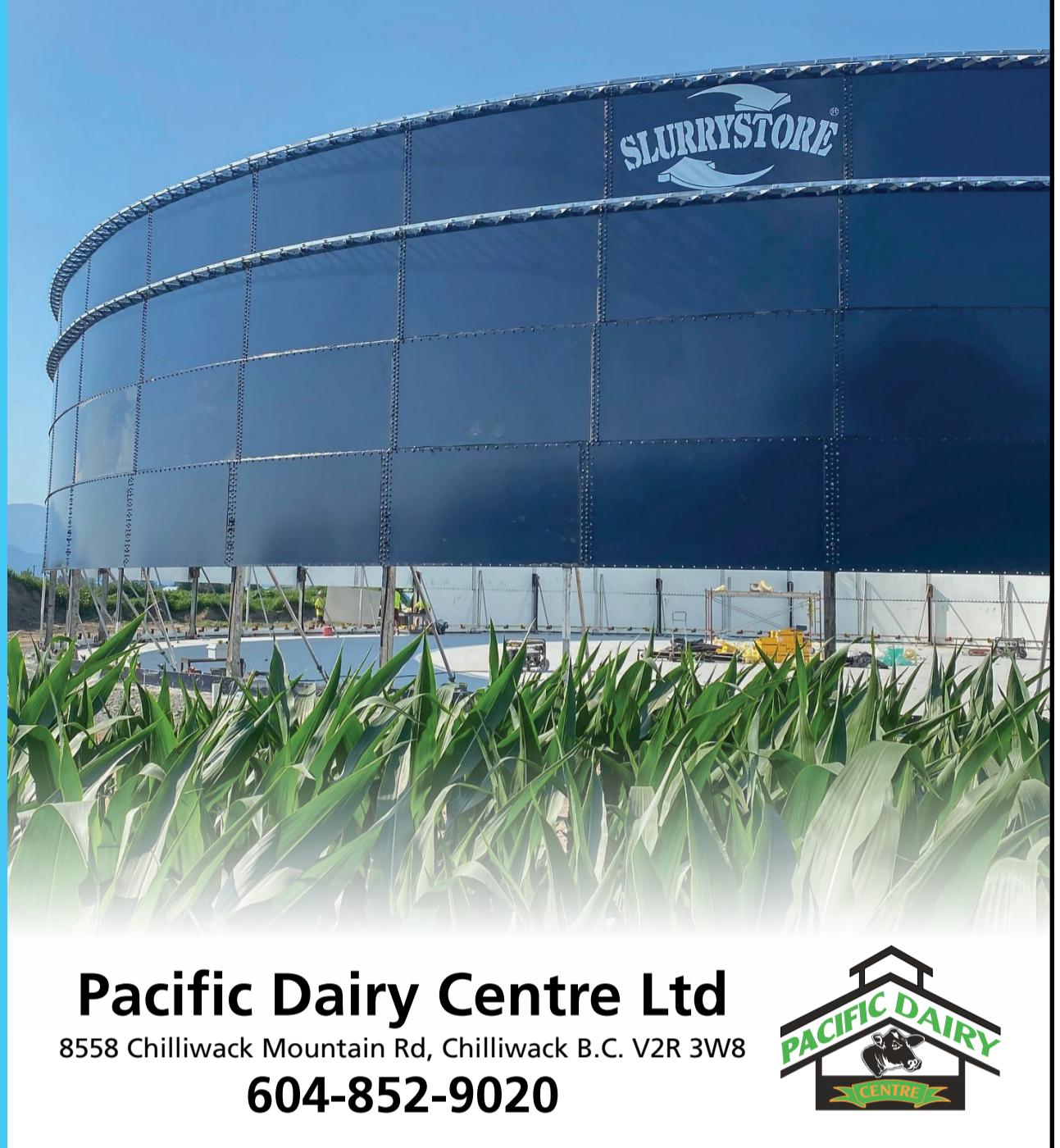
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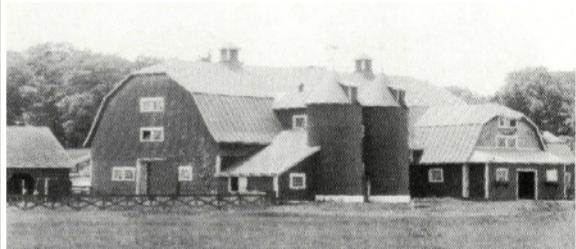
Appreciating Our Holstein Past

Revisiting Stories from the Holstein Journal

Mount Victoria Farms

Bonnie Cooper,
bcooper2010@gmail.com

There have been many great Holstein herds in Canada who have had a major impact on the breed. As part of a millennium series, the *Holstein Journal* recognized the legendary Mount Victoria Farms in Quebec as one of the most influential "Breeders of the Century" in a December 1999 article. Here is what they wrote:



Mount Victoria Farms

In 1924, two months before turning 65 years of age, Thomas B. Macaulay bought his first purebred Holstein. When he died 18 years later in 1942, he had developed a herd whose prefix today can be found in the pedigree of almost every purebred Holstein around the world. That prefix is MONTVIC, which belonged to Macaulay's well-known Mount Victoria Farms at Hudson Heights, QC.

T.B. Macaulay, a philanthropist and man of varied interests, was president of Sun Life Assurance Company of Canada. Around the turn of the century, he purchased the land which would become Mount Victoria Farms, a few miles outside of Montreal. A student of the principles of heredity in both the plant and animal kingdom, he was convinced that by intensive linebreeding and inbreeding from the proper foundation that he could develop a family of 4% butterfat testing Holsteins who would carry exceptional udders and rank among the best at the shows. Assisting him in this endeavour was J.E. Chandler, the first Mount Victoria herd manager, and Mort Butchers, the respected cowman, fitter and showman, who was herdsman from 1926-37 and then herd manager.

No expense was spared by Macaulay as he mapped out the course for his herd's breeding program. In 1928 he paid \$11,100 in the National Ormsby Sale to acquire TRIUNE PAPOOSE PIEBE, the 6X All-American, for the express purpose of producing a herd sire for the farm. Other foundation animals purchased during those early years included OAKHURST COLANTHA ABBEKERK, LADY MEG POSCH, BONHEUR ABBEKERK POSCH 2ND, INGLESIDE PIETJE POSCH and DIXIE COLANTHA HARTOG, all of whom were rich in Posch-Abbekerk bloodlines.

In 1926, a 5-year-old bull with an exceptional pedigree and impressive list of show winnings in the United States was identified as the sire who would be the cornerstone of the Montvic herd. His name was JOHANNA RAG APPLE PABST (JRAP or "Old Joe"). Macaulay sent J.E. Chandler to the 1926 Clark Holstein Classic in Wisconsin where he purchased JRAP for a record price of \$15,000 from Joseph Piek of Wisconsin. It was an investment that was to pay big dividends as JRAP and his sons, grandsons and great-grandsons were carefully linebred and inbred for the next 16 years with great success to the good Mount Victoria females to produce what became known as the Montvic Rag Apple bloodlines.

Macaulay lived to see his dream become a reality. Although not every member of the herd tested 4% every year, the entire list of JRAP tested daughters at one time averaged above 4%, and the same was true of his son MONTVIC CHIEFTAIN (out of TRIUNE PAPOOSE PIEBE), and of Chieftain's son, MONTVIC PATHFINDER, who sired the 1941 All-American Get which included the "Glamour Cow" of the 1940s, MONTVIC BONHEUR PIETJE B, who was All-American 4-Year-Old in 1941. Macaulay saw JRAP win at the top shows and also watched as JRAP's daughters and succeeding generations went on to claim some of the highest awards in the showing with their uniformly beautiful udders that could really turn out the milk and butterfat.

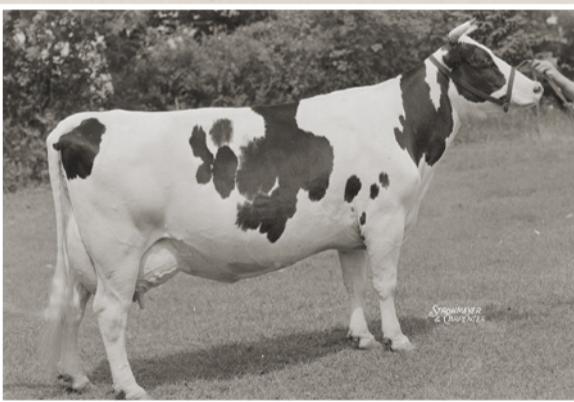
While the Mount Victoria herd was small in size, it amassed an astounding number of show winnings. They had an All-American milking age female every year save one from 1927-36. They exhibited 10 Grand Champions at the Royal Agricultural Winter Fair, the most of any exhibitor, with JRAP and MONTVIC RAG APPLE BONHEUR



Thomas B. Macaulay, president of Sun Life Assurance Company, founded and developed the great Mount Victoria Farms herd at Hudson Heights, QC, from 1924-42.



JOHANNA RAG APPLE PABST was purchased by Mount Victoria Farms in 1926 and became the cornerstone of their breeding program. This 5X All-American and 3X Royal Winter Fair Grand Champion bull is considered to be the foundation of the breed's Rag Apple bloodline.



MONTVIC BONHEUR PIETJE B, All-American 4-Year-Old and a member of the All-American Get by MONTVIC PATHFINDER in 1941, she brought the top bid of \$6500 in the 1942 Mount Victoria Dispersal, an event that drew over 2000 people despite gas rationing and tire shortages.

taking champion honours 3X each, and TRIUNE PAPOOSE PIEBE and OAKHURST COLANTHA ABBEKERK winning the top prize 2X. Many Canadian and World leading production records were made here as well by cows such as MONTVIC BONHEUR HARTOG and MONTVIC RAG APPLE COLANTHA ABBEKERK.

T.B. Macaulay died at 81 years of age in April 1942. With his passing the decision was made to sell the herd. World War II had already broken out, but despite gas rationing and tire shortages, breeders made every effort to be there. The sale on June 29, 1942, set a new all-time high average for dispersals in North America with an average of \$1925.74 paid on 68 head for a total of \$130,950. Cattle sold to 39 buyers in three Canadian provinces and nine American states. The top was only \$6500 for MONTVIC BONHEUR PIETJE B, but prices remained strong throughout as breeders clamoured to own a piece of Rag Apple blood. Once in their new homes, the Montvic cattle continued to make further achievements in production, the showring, sale arena and as solid breeding individuals and families.

A man of great warmth, ability and foresight, Macaulay was awarded posthumously with a Master Breeder Shield in 1943 by the Holstein Association. He was also inducted into the Canadian Agricultural Hall of Fame. In 1995, a monument to T.B. Macaulay was unveiled near the site of Mount Victoria Farms as a permanent tribute to the contributions this man and his famous Montvic herd made to the breed.

Montvic Influence Continues

While many predicted in 1942 that Mount Victoria's influence on the breed would be apparent for many years to come, few could have imagined how deeply ingrained that imprint would become. Excerpts from the *Holstein Journal's* "Century of Achievement" in 1984 reveals the further story and success of JRAP and those early Rag Apple bulls.

JOHANNA RAG APPLE PABST VG-EXTRA, sired by PABST KORNDYKE STAR and from PRINCESS JOHANNA RAG APPLE PONTIAC, was born in January 1921. Bred by Philip Linker, Hartford, WI, he was sold at eight months of age to neighbour Joseph Piek. As a show bull nobody could beat JRAP, but nobody liked him, for he was too round and "too thick in the pants." He was All-American as a 2, 3 and Aged Bull in 1923-24-25, and after coming to Mount Victoria earned his fourth All-American designation in 1926 and then was Reserve All-American in 1928-29. JRAP brought improvements to type, particularly udders, and production with high test to Mount Victoria. His blood was concentrated in the herd to great success by careful and close linebreeding and inbreeding. He sired the All-American Gets in 1935-36 for Macaulay and twice had the Reserve All-American Gets. Among the more notable JRAP daughters were MONTVIC RAG APPLE COLANTHA, his highest producing daughter with a former World 3X fat record of 1263 lbs. and a member of his All-American Gets; MONTVIC RAG APPLE BONHEUR, a 4X All-American, and her full sister, MONTVIC RAG APPLE BONHEUR ABBEKERK with 1047 lbs. fat; while his sons included MONTVIC CHIEFTAIN, GENERAL POSCH, MONTVIC POSCH RAG APPLE and MONTVIC RAG APPLE PAUL. JRAP was put to sleep in 1933 at 12 years old after breaking his leg near the stifle. At the Mount Victoria Dispersal all but two animals were homebred descendants of JRAP. In 1958, when Macaulay was inducted as a Pioneer into the Dairy Shrine Club, it was said that over 90% of present day Canadian Holsteins were descendants of JRAP breeding.

Perhaps the most significant animal to sell through the Mount Victoria Dispersal was 2-month-old **MONTVIC RAG APPLE SOVEREIGN EX-ST**, who was purchased for \$4075 by Tom Dent & Clark Brown, Woodstock, ON. A son of MONTVIC RAG APPLE COLANTHA ABBEKERK, he was sired by EMPEROR OF MOUNT VICTORIA. Sovereign became one of the first bulls widely used through A.I. and as a result had an enormous impact on the breed. At one time he was the sire of the most registered offspring in the Canadian herdbook. Sovereign was kept at Tom Dent's Springbank Farm for much of his career and under the care of Springbank herdsman Bob Howden who trained and showed this massive bull with just himself on the leadstrap. Sovereign was All-Canadian 2 and 3-Year-Old in 1944-45 and Reserve All-Canadian Aged Bull in 1946-47 to his maternal brother Marksman. He and Marksman formed the All-Canadian Produce of Dam from 1944-47. Sovereign, who died in 1949, sired such sons as A.B.C. REFLECTION SOVEREIGN, SONNIWILK SOVEREIGN, ROWSDALE RAG APPLE SOVEREIGN, BARALEE PABST RAG APPLE SOVEREIGN and SPRING FARM SOVEREIGN SUPREME.

Sovereign's older maternal brother, **MONTVIC RAG APPLE MARKSMAN EX-EXTRA**, was born in January 1940 and sired by RAYMONDALE IDEAL SUCCESSOR. He was consigned at four months old to the 1940 National Sale where he brought the top bid of \$1325 from C.J. Cerswell of Bond Haven Farms, Beeton, ON, and J.J.E. McCague of Glenafton Farms, Alliston, ON, a purchase that propelled these farms to national and international fame. Marksman won more All-Canadian awards than any other bull in the history of the contest. He was All-Canadian 3-Year-Old in 1943 and then All-Canadian Aged Bull an unprecedented 6X from 1944-50. He was also All-American Aged Bull in 1947. He sired five All-Canadian Gets, 1946-47-49-50-51. At one time Marksman had sired more 100,000-lb. lifetime



MONTVIC RAG APPLE COLANTHA ABBEKERK, the highest producing daughter of JOHANNA RAG APPLE PABST, made a World Champion 3X fat record of 1263 lbs. during her career and in 1938 was Grand Champion at the Canadian National Exhibition for Mount Victoria Farms.

daughters than any bull in Canada, with one of his leading long timers being GLENFLETON LAUREL PATSY PIETJE with 213,966 lbs. milk. Among his best known sons was BOND HAVEN RAG APPLE MAPLE. Marksman suffered a stroke at 13 years old. His death in September 1953 made headlines in newspapers and on radio newscasts nationwide.

One of the brightest Rag Apple stars was Sovereign's son, **A.B.C. REFLECTION SOVEREIGN EX-EXTRA**, from A.B.C. INKA MAY. Born in December 1946 at A.B.C. Farms, Brampton, ON, he sold two years later, along with the farm, to Dr. Hector Astengo of Argentina who then selected the Rosafe prefix. ABC was leased for one year to the Toronto District Holstein Breeders Club in 1949. The wide use of frozen semen at this time



HANOVERHILL STARBUCK EX-EXTRA, one of the most prominent sires in recent Canadian history, traces 45X in his pedigree to the legendary JOHANNA RAG APPLE PABST.

led to the rapid spread of ABC blood into many herds. ABC was All-Canadian 2, 3 and Aged Bull in 1949-50-51, Reserve in 1952, and Reserve All-American in 1951. ABC offspring dominated the showring in the 50s and 60s and won many All-Canadian awards. He sired a record seven All-Canadian Gets (1953-54-55-57-59-61-62), plus five All-American Gets. At the 1979 Romandale Dispersal, three ABC offspring sold for world record prices, including ROMANDALE PRIDE at \$400,000. ABC died in July 1957 at 10 years old. At the 1958 Rosafe Dispersal, 57 ABC offspring averaged \$2697. ABC's influence continued through sons such as ROMANDALE REFLECTION MARQUIS, a 3X All-Canadian, ROELAND REFLECTION SOVEREIGN, MAPLE LEA REFLECTION GOVERNOR, and full brothers - ROSAFE CITATION R and ROSAFE SIGNET.

Countless more famous bulls in the Holstein breed possess many crosses to JRAP in their pedigrees. ROUND OAK RAG APPLE ELEVATION traces at least 20X and his son, HANOVERHILL STARBUCK, traces 45X in his pedigree to JRAP. PAWNEE FARM ARLINDA CHIEF, who is the sire of WALKWAY CHIEF MARK and S-W-D VALIANT, who, in turn, is the sire of such bulls as HANOVER-HILL INSPIRATION, CARNATION COUNSELOR and CONANT-ACRES-JY BROKER, trace at least 14X to JRAP.

Big Average & Lots of Milk at the VI Holstein Club Sale

The VI Holstein Club held its annual sale on August 28th at the Cowichan Exhibition Grounds, in Duncan, BC. This is the first sale the club has held since 2022, but a strong cattle market and regularly scheduled incentive days proved to be an excellent opportunity. The sale committee, chaired by Luke Van Huizen, assembled a great lineup of deep pedigrees from the heart of many Island herds. Overcast skies and a little bit of rain brought over 100 breeders and enthusiasts, including several mainland buyers, out to take in the sale and enjoy lunch.

TOP SELLERS

1. **SILVERMAPLE MUDSLINGER FRESKA \$9400**
Consignor: Silvermaple Holsteins
Buyer: Westcoast Holsteins
2. **FRUEH AUTOGRAPH TYPHOON \$7500**
Consignor: Frueh Farms
Buyer: Westcoast Holsteins
3. **WEDGWOOD DETECTIVE TAMARA \$7100**
Consignor: Stanhope-Wedgwood
Buyer: Westcoast Holsteins
4. **SAANWOOD FUEL GIPSY \$7100**
Consignor: Viewfield Farms
Buyer: Rockycrest Holsteins
5. **WILLSWIKK LAMBDA DIZZIE \$7000**
Consignor: J. William Wikkerink Farms
Buyer: Westcoast Holsteins



**Sale Average:
\$5371 on 35 lots**

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COURSE DATES AND TIMES

• proAction: Let's Get it Done: \$175

Tuesday, October 21, 2025, 12:00pm – 3:00pm, Dr. Phil Chris

• Calving Management: \$200

Wednesday, October 22, 2025, 12:00pm – 3:00pm, Dr. Beverly Chard

• Basic Examination and Treatment of the Cow: \$425

Thursday, October 23, 2025, 1:00pm – 4:00pm, Dr. John Dick

Friday, October 24, 2025, 9:00am – 3:00pm, Dr. John Dick

• Health Management of the Young Calf: \$275

Monday, October 27, 2025, 9:30am – 5:00pm, Dr. Beverly Chard

• Trimming and Treating the Lame Cow: \$400

Tuesday, October 28, 2025, 9:30am – 4:00pm,

Dr. Christina Lyn & Doug Johnstone, Certified Professional Hoof Trimmer

Our expanded course provides hands-on trimming instruction with power tools.

• Dairy Reproduction and Cow Comfort: \$225

Wednesday, October 29, 2025, 10:00am – 3:00pm, Dr. John Dick

Our courses focus on developing and improving practical skills with a hands-on approach based on best practices.

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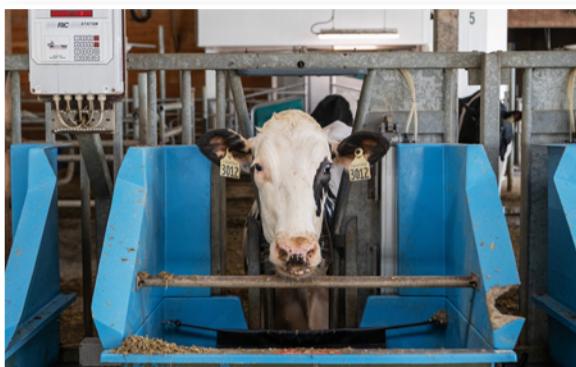
Farm Credit Canada Supports Advancements at the UBC Dairy Research Centre

Ailsa McFayden, BA

Ailsa is a farmer living on Vancouver Island, working in multiple facets of her local food system.



L-R: Zoe Campbell, Assistant Dean (Development and Alumni Engagement, UBC Land and Food Systems), Marina von Keyserlingk (Director UBC Dairy Centre), John Olson (Senior Director, FCC), Sky (Kehan) Sheng (PhD candidate), Shana Temple (Senior Relationship Manager, FCC) and David Kitts (Dean pro tem).



Special controlled feeding stations facilitate precise intake trials.

which is collected daily in the dairy barn; feed-intake bins, activity monitoring collars, estrus monitoring sensors, cameras, and handwritten notes constitute just a portion of the data streams produced. Lomb calls the amount of data "overwhelming."

This is where the FCC contribution comes in. The UBC Dairy Centre produces an impressive amount of data, but lacks an integrated and expedient way to analyze and extract meaningful insight from that data. The UBC Dairy Centre saw a perfect opportunity to submit a proposal for the FCC grant aimed at advancing science in animal agriculture. FCC granted the Dairy Centre \$1M to create a database consolidating data on the individual animal level, including how to train machine learning algorithms for behaviour classification and disease prediction, and to fund a postdoctoral fellow position to specialize in the data science component of the research. von Keyserlingk emphasizes that FCC's decision to fund their research "speaks to their desire to broadly help their client base," in ways that cannot be achieved by the individual farmer.

The main thrust of the new project centres around the implementation of a data hub using recent advancements in computer technology to pull together the pre-existing streams of data and subsequently archive them at the individual animal level, allowing for integrated longitudinal research. "We're so good at collecting data," Lomb comments. "The individual data streams are already there, so what we're working towards is pulling together consistent data streams from different sources into one central database. That way, in five years, when researchers wonder 'after calving, how do sick cows change their feeding behaviour?' we can just look back five years and use the data that we already collected."

Both Lomb and von Keyserlingk emphasize the need for (in the words of the latter) "tight, strong, high quality data



The UBC Dairy Centre became North America's largest automated milking research facility in 2023. Six GEA robots milk 250 cows divided into flexible group sizes for research trials.

sets," indeed for retrospective research, but also with the aim of training machine learning algorithms on the airtight data. For example, the UBC Dairy Research Centre has published studies which help identify cows at risk for metritis by examining changes in feeding behaviour. But, according to von Keyserlingk, it took ten months of data collection, followed by a year of analysis to reach the conclusion. By training computer algorithms to recognize and signal these behavioural changes, researchers – and, in time, farmers – can optimize animal management by improving response time and accuracy, benefitting animal welfare and farm operations.

These ambitious goals are what necessitate the need for a postdoc position. In order to "push the data forward," von Keyserlingk understands that the Dairy Centre will require an expert in the field of data science to act as a bridge between the dairy researchers and the complex data hub being implemented.

With these advancements, von Keyserlingk's cow with 11 lactations would no longer be a mystery. Researchers could investigate the constellations of factors which made that cow exceptional, a prospect which is currently impossible. In time, the scientific advancements enabled by the UBC Dairy Centre's implementation of this database will be translated from the academic world of research into the day-to-day operation of the dairy industry. von Keyserlingk envisions farmers working with "data closer and closer to real time," allowing industry operators to make faster, more informed decisions.

 **Farm Credit Canada**

Pacific Dairy Centre Holds Customer Appreciation Event Celebrating 40 Years!

What better way to celebrate 40 years in business than to welcome your community for a Customer Appreciation Day, complete with a multitude of displays and a feast?!

Pacific Dairy Centre in Chilliwack has seen a number of identity changes since it began back in the '80s as a leading dairy supplier across the Fraser Valley and Vancouver Island. As it grew, it expanded its expertise into manure systems, field equipment and irrigation systems.

Now, 40 years later, it proudly represents big industry brands such as GEA, Trioliet, Vermeer, Slurystore, Mueller, DariTech and more.

About 300 people in total came out to enjoy the displays, food and friendships on a beautiful September 4.

"It was a great day for us at Pacific Dairy Centre to show our appreciation for our customers' continued support," offered

Richard Siebring, partner and Sales Manager.

Well-known long-time PDC partner, John Bruinsma was moved by the large show of support.

"We at Pacific Dairy cannot thank our wonderful customers enough. It's the trust of our farming friends that has allowed us to employ our dedicated team of specialized techs. We thank the Lord, the dairy farmers, and the cows for making it all possible. Thank you to everyone who came to help us celebrate."

This happy gathering of dairy community friends on a peaceful sunny day was capped off with tasty Birchwood ice cream.

You don't get to succeed over 40 years without a few bumps along the way, but this day was about gratitude!



Photos courtesy
John Bruinsma
& Kevin Plastow



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IN PURSUIT OF PROGRESS AND PROFITABILITY

Top 10 Holstein Herds in Western Canada by Average Fat Yield/Cow/Day

Based on test days in the last 6 months (January 2025 - June 2025) *Herds with at least 3 test days

Lactanet is pleased to recognize western Canadian herds and cows that excel in various metrics of performance and profitability. In this feature, Lactanet presents the top herds in Western Canada by *average fat yield per cow per day* as well as the top cows in Western Canada by *age class milk income*.

Top Herds in Western Canada by Average Fat Yield Per Cow Per Day

This table showcases the leading dairy herds ranked by average daily fat yield per cow, based on test day data collected between January and June 2025. The top 10 herds in all of Western Canada achieved over 2 kilograms of fat yield per

cow per day, underscoring their exceptional productivity. For each herd, the average fat yield of the top 10% of cows in the herd was also calculated. This includes all cows with test day data during the six-month period, regardless of lactation.

By focusing on fat yield—the key driver of milk price—this ranking highlights herds that consistently demonstrate superior production efficiency. These results reflect not only genetic potential but also excellence in herd management, nutrition, and overall cow health.

WESTERN CANADA										
Rank	Farm Name/Owner	City	Province	No. Cows	Service Option*	Milking System	Avg Fat Yield/Day	Avg Protein Yield/Day	Avg Milk Yield/Day	Avg Fat Yield/Day for Top 10% of Cows
1	FOX VALLEY FARMING CO. LTD.	FOX VALLEY	SK	107	M	PARLOUR	2.18	1.53	44.87	2.70
2	WALLYANN HOLSTEINS	GRINDROD	BC	171	P	PARLOUR	2.15	1.52	45.53	2.77
3	ALIX FARMING CO. LTD.	ALIX	AB	131	M	PARLOUR	2.12	1.33	40.01	2.97
4	DE WILDT DAIRY LTD.	BARRHEAD	AB	101	P	PARLOUR	2.12	1.53	42.76	2.57
5	CHILLIWACK CATTLE SALES-SPRINGBEND	CHILLIWACK	BC	381	P	PARLOUR	2.10	1.50	41.92	2.55
6	MARFAY FARMS LTD	OSLER	SK	858	P	PARLOUR	2.07	1.42	40.89	2.57
7	GRATEFUL DAIRY	LANDMARK	MB	60	P	PIPELINE	2.07	1.65	48.08	2.49
8	ISAAC DAIRY LTD.	KLEEFELD	MB	95	P	PIPELINE	2.05	1.57	47.48	2.46
9	ELKVIEW FARMS LTD	GRINDROD	BC	480	P	PARLOUR	2.04	1.45	42.28	2.60
10	HUEGING DAIRIES	WOODLANDS	MB	148	P	PIPELINE	2.04	1.56	48.05	2.35
ALBERTA										
Rank	Farm Name	City	No. Cows	Service Option*	Milking System	Avg Fat Yield/Day	Avg Protein Yield/Day	Avg Milk Yield/Day	Avg Fat Yield /Day for Top 10% of Cows	
1	ALIX FARMING CO. LTD.	ALIX	131	M	PARLOUR	2.12	1.33	40.01	2.97	
2	DE WILDT DAIRY LTD.	BARRHEAD	101	P	PARLOUR	2.12	1.53	42.76	2.57	
3	ASPENRIDGE FARMS LTD	LACOMBE	78	P	PARLOUR	1.99	1.58	47.11	2.36	
4	BLACKLOCK DAIRY LTD	CLIVE	214	M	PARLOUR	1.97	1.29	37.30	2.48	
5	BREEVLIFT LTD.	WETASKIWIN	576	P	PARLOUR	1.95	1.50	41.89	2.38	
6	HOUWELING FARMS LTD.	COALDALE	444	P	PARLOUR	1.94	1.31	40.56	2.64	
7	ROYAL HILL FARM	LACOMBE	440	P	PARLOUR	1.92	1.54	45.01	2.35	
8	NEW ROCKPORT COLONY	NEW DAYTON	146	P	PARLOUR	1.90	1.47	43.65	2.51	
9	PLEASANT HILL FARMS	PONOKA	496	M	PARLOUR	1.89	1.50	42.48	2.34	
10	ROCKPORT COLONY	MAGRATH	103	P	PARLOUR	1.87	1.52	42.89	2.41	
BRITISH COLUMBIA										
Rank	Farm Name	City	No. Cows	Service Option*	Milking System	Avg Fat Yield/Day	Avg Protein Yield/Day	Avg Milk Yield/Day	Avg Fat Yield /Day for Top 10% of Cows	
1	WALLYANN HOLSTEINS	GRINDROD	171	P	PARLOUR	2.15	1.52	45.53	2.77	
2	CHILLIWACK CATTLE SALES-SPRINGBEND	CHILLIWACK	381	P	PARLOUR	2.10	1.50	41.92	2.55	
3	ELKVIEW FARMS LTD	GRINDROD	480	P	PARLOUR	2.04	1.45	42.28	2.60	
4	WISSELVIEW FARMS	PITT MEADOWS	253	P	PARLOUR	1.99	1.71	48.87	2.48	
5	HAMMING HOLSTEINS LTD.	VERNON	270	P	PARLOUR	1.98	1.52	44.82	2.72	
6	MARTIANN HOLSTEINS LTD	DELTA	253	P	PARLOUR	1.97	1.46	43.04	2.51	
7	TONEZA HOLSTEINS LTD.	CHILLIWACK	191	P	PARLOUR	1.96	1.55	45.85	2.39	
8	ROSEGATE DAIRY FARMS LTD.	ABBOTSFORD	336	P	ROBOT	1.94	1.48	43.12	2.32	
9	DICKLANDS FARMS	CHILLIWACK	370	P	ROBOT	1.91	1.39	39.05	2.29	
10	PJV FARMS LTD.	CHILLIWACK	261	M	PARLOUR	1.91	1.47	45.14	2.29	
MANITOBA										
Rank	Farm Name	City	No. Cows	Service Option*	Milking System	Avg Fat Yield/Day	Avg Protein Yield/Day	Avg Milk Yield/Day	Avg Fat Yield /Day for Top 10% of Cows	
1	GRATEFUL DAIRY	LANDMARK	60	P	PIPELINE	2.07	1.65	48.08	2.49	
2	ISAAC DAIRY LTD.	KLEEFELD	95	P	PIPELINE	2.05	1.57	47.48	2.46	
3	HUEGING DAIRIES	WOODLANDS	148	P	PIPELINE	2.04	1.56	48.05	2.35	
4	PLEMARK HOLSTEINS	BLUMENORT	87	P	PIPELINE	2.03	1.59	50.09	2.62	
5	FRIECREST HOLSTEINS	KLEEFELD	104	P	PIPELINE	1.99	1.51	46.99	2.34	
6	OPTIMAL HOLSTEINS	BEAUSEJOUR	153	P	ROBOT	1.97	1.52	42.30	2.44	
7	CURRENT HOLSTEINS	WOODLANDS	111	P	PIPELINE	1.95	1.48	45.19	2.34	
8	VOS DAIRIES	KLEEFELD	325	M	PARLOUR	1.92	1.47	40.92	2.41	
9	FEHR FARM	LA BROQUERIE	355	P	ROBOT	1.91	1.50	41.35	2.34	
10	BONNIE DOON HOLSTEINS	WOODLANDS	116	M	PIPELINE	1.90	1.19	36.99	2.36	
SASKATCHEWAN										
Rank	Farm Name	City	No. Cows	Service Option*	Milking System	Avg Fat Yield/Day	Avg Protein Yield/Day	Avg Milk Yield/Day	Avg Fat Yield /Day for Top 10% of Cows	
1	FOX VALLEY FARMING CO. LTD.	FOX VALLEY	107	M	PARLOUR	2.18	1.53	44.87	2.70	
2	MARFAY FARMS LTD	OSLER	858	P	PARLOUR	2.07	1.42	40.89	2.57	
3	QUILL LAKE COLONY	QUILL LAKE	129	P	PIPELINE	1.95	1.48	43.66	2.32	
4	LOVHILL HOLSTEINS	BALGONIE	94	P	PIPELINE	1.89	1.43	40.88	2.42	
5	ENNS FARMS LTD.	OSLER	313	M	PARLOUR	1.87	1.41	39.88	2.34	
6	SMILEY HUTTERITE COLONY	SMILEY	161	P (eDHI)	ROBOT	1.86	1.44	42.58	2.34	
7	CYPRESS COLONY	MAPLE CREEK	121	P	ROBOT	1.82	1.51	42.55	2.12	
8	CLEARSPRING DAIRY	KENASTON	233	M	PARLOUR	1.79	1.35	40.08	2.20	
9	HIGHDALE FARMS	HEPBURN	105	P	PARLOUR	1.77	1.32	35.66	2.24	
10	SIERRA COLONY FARMS LTD.	SHAUNAVON	175	P (eDHI)	ROBOT	1.76	1.33	40.63	2.17	

*M: Management, P: Publishable



For more information, visit lactanet.ca
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IN PURSUIT OF PROGRESS AND PROFITABILITY

Top Cows in Western Canada by Age Class Milk Income

This table features the top individual cows in Western Canada, ranked by milk income within age class from their 2024 herd summaries. The value of milk produced is calculated based on the cumulative production of a cow (kg of milk, fat and protein) on the day of her most recent birthday and the average Canadian price paid to producers for each milk component. There are eight age classes to compare revenue for cows at 3,4,5, [...] and 10 years old and over. This approach ensures fair comparisons across cows at different stages of maturity and lactation.

Every herd receives this information for the animals in their herd as part of their DHI service each year.

Milk revenues are expressed in two values:

- Age class milk income (\$): the cumulative production on the birthday multiplied by the national average price of components for the year.
- \$ / Day of life: the milk value on the cow's birthday divided by the number of days since birth.

3 YEAR OLDS									
Rank	Animal Name	Farm/Owner Name	Province	Total Milk (Kg)	Total Fat (Kg)	Total Prot (Kg)	Lactation	\$ / Day of Life	Age Class Milk Income (\$)
1	ALETTA MOLIERE 10277	ALETTA JOINT VENTURES	MB	19,618	1,027	658	1	18.54	20,317
2	MARADA BUNDLE 2790	VANDERGOOT FARMS LTD.	AB	12,828	1,142	419	2	18.4	20,163
3	MARADA ACHIEVER 2753	VANDERGOOT FARMS LTD.	AB	13,540	1,104	371	1	17.55	19,218
4	HALARDA MELLOW ZAREK 3458	HALARDA FARMS LTD	MB	21,164	902	727	2	17.36	19,004
5	VERMEER IMPROBABLE 3843	VERMEER'S DAIRY LTD	AB	22,740	838	794	2	16.95	18,575
4 YEAR OLDS									
Rank	Animal Name	Farm/Owner Name	Province	Total Milk (Kg)	Total Fat (Kg)	Total Prot (Kg)	Lactation	\$ / Day of Life	Age Class Milk Income (\$)
1	ALETTA BARD 6934	ALETTA JOINT VENTURES	MB	32,044	1,815	1,060	2	24.02	35,094
2	MARSFIELD DUMBLEDORE MERILYNN	MARS DAIRY	AB	37,845	1,634	1,311	2	23.53	34,383
3	GRATEFUL YAMASKA ROME	GRATEFUL DAIRY	MB	36,513	1,630	1,257	2	23.2	33,895
4	ALETTA BIGGEL 10039	ALETTA JOINT VENTURES	MB	31,127	1,736	1,048	2	23.16	33,836
5	GRATEFUL ALCOVE TIEL	GRATEFUL DAIRY	MB	38,762	1,610	1,259	2	23.01	33,613
5 YEAR OLDS									
Rank	Animal Name	Farm/Owner Name	Province	Total Milk (Kg)	Total Fat (Kg)	Total Prot (Kg)	Lactation	\$ / Day of Life	Age Class Milk Income (\$)
1	CHUBANNA JORDY HAZEL	CHUBANNA HOLSTEINS	AB	51,421	2,433	1,832	3	27.51	50,259
2	KAMBROS ALTAMONTOYA MARA 7133	KAMBRO FARMS LTD	BC	49,343	2,452	1,747	3	27.3	49,873
3	HALARDA GERTY MAURICE 12027	HALARDA FARMS LTD	MB	57,095	2,334	1,892	3	26.97	49,266
4	ALETTA BREWMASTER 5373	ALETTA JOINT VENTURES	MB	40,785	2,599	1,357	3	26.82	49,006
5	HALARDA BEA ALCOVE 12312	HALARDA FARMS LTD	MB	53,878	2,318	1,873	4	26.75	48,873
6 YEAR OLDS									
Rank	Animal Name	Farm/Owner Name	Province	Total Milk (Kg)	Total Fat (Kg)	Total Prot (Kg)	Lactation	\$ / Day of Life	Age Class Milk Income (\$)
1	HALARDA ILENE DUNFEE 10966	HALARDA FARMS LTD	MB	71,657	3,200	2,239	5	29.55	64,764
2	DE WILDT BANDARES ANNA 17	DE WILDT DAIRY LTD.	AB	67,897	3,054	2,289	3	28.74	63,008
3	DE WILDT BANDARES ANNA 5	DE WILDT DAIRY LTD.	AB	60,867	3,053	2,218	4	28.48	62,438
4	HALARDA FENNY MURPHY 10649	HALARDA FARMS LTD	MB	64,586	3,129	2,067	4	28.47	62,380
5	PLEMARK DEALMAKER ANTONIO	PLEMARK HOLSTEINS	MB	62,016	3,082	2,128	4	28.36	62,167
7 YEAR OLDS									
Rank	Animal Name	Farm/Owner Name	Province	Total Milk (Kg)	Total Fat (Kg)	Total Prot (Kg)	Lactation	\$ / Day of Life	Age Class Milk Income (\$)
1	CHUBANNA CHIEF RUE	CHUBANNA HOLSTEINS	AB	80,645	4,027	3,001	3	32.44	82,943
2	DE WILDT ALTAPINTER ANOUK	DE WILDT DAIRY LTD.	AB	69,525	3,815	2,834	5	30.7	78,509
3	THORNSPYC MARVEL TWILIGHT	THORNSPYC DAIRY	AB	85,841	3,717	2,867	5	30.24	77,318
4	CAWITHCA GYMNAST BECCA	CAWITHCA DAIRY	AB	83,061	3,607	2,880	5	29.64	75,784
5	KAMBROS MR MAX GABRIELLA 6721	KAMBRO FARMS LTD	BC	78,516	3,701	2,654	4	29.49	75,418
8 YEAR OLDS									
Rank	Animal Name	Farm/Owner Name	Province	Total Milk (Kg)	Total Fat (Kg)	Total Prot (Kg)	Lactation	\$ / Day of Life	Age Class Milk Income (\$)
1	MARSFIELD MONETARY NINA	MARS DAIRY	AB	105,722	4,509	3,515	6	32.19	94,068
2	MARSFIELD HIGHGOTA ROSE	MARS DAIRY	AB	105,467	4,401	3,588	6	31.84	93,046
3	HALARDA CALEEN PROUD 9820	HALARDA FARMS LTD	MB	100,545	4,403	3,471	6	31.54	92,164
4	MARSFIELD DOORMAN ROMY	MARS DAIRY	AB	97,983	4,428	3,411	5	31.51	92,063
5	ALETTA JOSUPER 7950	ALETTA JOINT VENTURES	MB	89,537	4,574	2,966	5	31.06	90,761
9 YEAR OLDS									
Rank	Animal Name	Farm/Owner Name	Province	Total Milk (Kg)	Total Fat (Kg)	Total Prot (Kg)	Lactation	\$ / Day of Life	Age Class Milk Income (\$)
1	HALARDA TANIA LINEMAN	HALARDA FARMS LTD	MB	108,558	5,410	3,376	7	32.33	106,316
2	ISAAC J FOX RILLA	ISAAC DAIRY LTD.	MB	110,643	4,998	3,797	6	31.48	103,510
3	NIFERA FEVER ARIANE	NIFERA HOLSTEINS	AB	95,934	4,995	3,473	6	30.7	100,940
4	THORNSPYC BRAWLER GIZMO	THORNSPYC DAIRY	AB	115,525	4,870	3,619	7	30.48	100,216
5	NEW MARS SHOTLE CRYSTAL	NEW MARS DAIRY LTD.	AB	99,554	4,790	3,687	7	30.28	99,574
10 YEAR OLDS									
Rank	Animal Name	Farm/Owner Name	Province	Total Milk (Kg)	Total Fat (Kg)	Total Prot (Kg)	Lactation	\$ / Day of Life	Age Class Milk Income (\$)
1	MARSFIELD DENZEL KIMMY	MARS DAIRY	AB	170,515	7,859	5,631	9	33.71	160,109
2	KAMBROS JUNCTION GABY 4982	KAMBRO FARMS LTD	BC	149,397	7,649	5,416	12	28.35	155,327
3	NEW MARS DENISON EARNMART	NEW MARS DAIRY LTD.	AB	175,525	6,628	5,560	11	27.64	141,345
4	UBYSSEY WINDBROOK APPLE 2043	UBC DAIRY EDUCATION CENTRE	BC	140,435	6,991	4,695	10	31.94	139,983
5	CLEARSKY ARBOR 1646	HOUWELING FARMS LTD.	AB	161,922	6,827	4,925	11	29.34	139,330

709 herds with 135,261 cows in Western Canada use Lactanet services to support their farms' profitability. From milk recording, somatic cell, pregnancy, ketosis, MUN, Johne's, Leukosis, fatty acid profile to genetics and a wide array of management reports, Lactanet is your comprehensive herd management partner.

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"A collaborative presentation of Lactanet and Western Canadian Dairy News"



Jersey Canada News



Legend Dairy Love Story



The 40-cow herd, currently achieving 5.25% BF, is fed a ration built around high-quality grass silage.



Doug and Meghan were engaged in April 2025, after meeting on CTV's *Farming for Love* in 2022.



Doug's automated egg vending machine was one of the first of its kind on Vancouver Island, kept full by his 'small-lot' poultry permit, featuring 399 hens.

Morgan Sangster

Legend Dairy Farms

Prefix: ICONIC

- Herd: 40 lactating, 10 dry, 15 youngstock
- 28 kg milk • 5.25% BF • 3.8% Prot
- Breeds: ~75% PB Jersey, ~10% cross, ~15% PB Holstein (replacements 100% Jersey)
- Facilities: Freestall • Double-6 herringbone
- Forages: Grass silage; 60 acres

When Doug Groenendijk invited Canada into his life on CTV's *Farming for Love* (2022), he wasn't looking for fame—he was looking for a partner who shared his passion for cows, crops, and the daily flow of dairy. Enter Meghan Russell, a Guelph graduate with farm roots as deep as his own. Doug and Meghan dated for two years, were engaged in April 2025 and are planning a wedding early 2026. The romance is real, but so is the work.

From New Entrant to New Chapter

Doug started Legend Dairy in April 2023 through BC's New Entrant Program. He grew up dairy farming with his parents at Greendike Farms. After university, and a slight detour into professional volleyball, the pull back to farming was strong. Meghan's path began in the Ottawa Valley, where her family operates Dojo Holsteins, and her father owns Pasture Barn Designs. Between them, they bring West-Coast grit and Eastern know-how together.

Doug is still working at Greendike Farms, while doing most of the daily chores at Legend Dairy. Meghan works full-time as an animal nutritionist at Topshelf Feeds and heads to the farm for evening chores. Doug's family steps in to support when

needed during cropping and other busy times. Doug's landlord Wally Smith, and former herdsman, Scott, offer mentorship and the kind of practical backup only seasoned dairy people can give.

Why Jerseys? Why Now?

Their efficiency, longevity, and size fit the facility best, plus they're different. With Jerseys' smaller intakes, Meghan and Doug lean hard into feed quality and consistency to keep energy up without overcomplicating the ration. They're not chasing extremes; they're chasing **healthy, durable cows** that quietly breed back and keep cash flow steady.

Doug purchased cows from several herds in 2023 and is excited to see his first home-bred replacements calve in late 2025. Today the 40-head milking string is approximately 75% purebred Jersey, but all replacements are 100% Jersey.

Jerseys, Data—and the Iconic Prefix

Legend Dairy recently joined Jersey Canada, utilizing tools like registration, pedigree clarity, and inbreeding checks, as the ICONIC prefix takes shape. Doug and Meghan have no flashy show ring plans, just continue breeding for high quality, workable cows that last, and learn as they go as their heifers hit the lactating string.

Calves First, Results Follow

Every newborn heifer is weighed, colostrum serum levels checked, and benchmarked as part of the Agwest Calf Care program. Early-life attention is already showing up in growth and health scores. The goal is self-reliance—no outside purchases once replacements are flowing.

A Simple, Strong Feed Philosophy

The ration is built around high-quality grass silage, from one silage source, that is managed well. With Jerseys, every bite matters. The pair leans on forage testing, tight harvest timing, and Meghan's nutrition expertise to turn a smaller intake into big performance. The aim is predictable energy, not fancy inputs. They harvest their own grass; approximately 60 acres support the forage base.

Facilities & Tools

Legend Dairy has a double-six herringbone parlour (2x/day) with freestall housing. The barn is simple, the routine is steady, and a few key technologies keep labour smart: an activity/rumination system for reproduction and health, and a Juno feed pusher to keep the bunk honest. Genomics are used to understand the mixed foundation cows Doug purchased and to guide mating decisions. Classification can wait; right now, the priority is building the herd.

Community, Eggs, and Everyday Joy

Doug holds a small-lot poultry permit—up to 399 laying hens—and was one of the first on the Island with an automated egg vending machine. It's a fun way to connect with the neighbourhood.

Off the farm, the couple's shared sport shows up again: volleyball. They hike, travel, and carve out pockets of rest in a schedule that leaves little of it.

What They're Building

When asked to describe the ideal cow, Doug states, "One I don't notice." Good

production, no drama, breeds back, stays sound—repeat. Herd objectives are practical and progressive: longevity, comfort, quality, reproduction, and steady profitability, powered by a consistent calving and transition rhythm.

Stepping from hired hand to owner has been a learning curve and brought a new layer of risk, paperwork, and responsibility—on top of high interest rates and input costs. Surviving those initial challenges, plus excellent results in calf care and conception, rank as the farm's biggest wins so far.

Looking Ahead

Legend Dairy currently farms 100 acres (all rented). The dream is to buy a farm, keep growing carefully, and maybe try on-farm processing if or when the time is right. Technology is on the wish list—robotics for flexibility and the kind of data that makes a nutritionist's heart beat faster. They hope the industry keeps creating on-ramps for young farmers and that the high cost of production realities will align a little closer to the milk cheques.

Hard-Earned Advice

Expect detours. Plans rarely unfold on schedule; celebrate the good days, keep going through the rest.

Be teachable. Don't get "set in your ways." The cows like consistency; but management should keep learning.

Do the little things early. Calf care, clean bunks, quiet routines—compounding returns start small.

Alberta Dairy Congress Jersey Show

June 4-6, 2025



Grand Champion Jersey
(L-R): Dale Bienert, Nicole Verhoef with BRAMVILLE VIVALDI MAJESTIC – Reserve; Casey Morey with UNIQUE HALIFAX WEEKEND – Champion; Judge William Wikkerink.



JUNIOR CHAMPION

CHARLYN VIP EVOLUTION
(1st Fall Heifer)
Reata, Renelle & Raelyn Lovich, Balgonie, SK

RESERVE JUNIOR CHAMPION

MOSNANG TIKTOK VIDEO
(1st Summer Yearling)
Markus Hehli, Rimbey, AB

HONOURABLE MENTION

BRI-LIN MAVERICK SONGBIRD
(2nd Summer Yearling)
Unique Stock Farm, Rochester, AB

JUNIOR BREEDER'S HERD

Markus Hehli, Rimbey, AB

INTERMEDIATE CHAMPION

AWESOME VICTORIOUS KNIGHT
(1st Senior 2 Year Old)
Fred & Chance Hofstra, Leduc County, AB

RESERVE INTERMEDIATE CHAMPION

COYTEE EW CASINO ROYALE NITE
(1st Senior 3 Year Old)
Markus Hehli, Rimbey, AB

GRAND CHAMPION

Unique Halifax Weekend
(1st 5 Year Old)
Unique Stock Farm, Rochester, AB

RESERVE GRAND CHAMPION

BRAMVILLE VIVALDI MAJESTIC
(1st Mature Cow)
Markus Hehli, Rimbey, AB

HONOURABLE MENTION

UNIQUE MATT ARTIST
(1st 4 Year Old)
Unique Stock Farm, Rochester, AB

SENIOR BREEDER'S HERD

Unique Valleystream Genetics, Rochester, AB

JUNIOR PREMIER BREEDER & EXHIBITOR

Markus Hehli, Rimbey, AB

PREMIER BREEDER & EXHIBITOR

Unique Stock Farm, Rochester, AB

★ 29 Head Shown

Screwworm: The flesh-eating fly that can really screw up your herd

Hannah Woodhouse, PhD

What starts as just a small cut can become a massive problem. Even a calf's navel that hasn't fully healed can be the weak link. Open flesh of any kind is a gold mine for the parasitic New World screwworm, which can decimate an animal in a matter of days.



Maggot screwworm larvae feed on the living flesh of warm-blooded animals, including livestock and humans.
(Image from the US Centers for Disease Control and Prevention)

Known as one of the most revolting parasites on earth, a case of screwworm isn't your average maggot problem. While most maggots feed on dead or decaying tissue, screwworm larvae eat healthy, living flesh. Females lay hundreds of eggs in open wounds, mucus membranes, or moist body openings such as navels, ears, and even dehorning sites. Within a day, the eggs hatch and larvae burrow deeper, releasing enzymes that liquify the tissue, creating a horrible smell. The wound enlarges, attracting more flies (mature screwworms), resulting in a vicious cycle.

Screwworm can affect any warm-blooded animal, including people. They thrive in warm, moist environments and spread not through direct contact, but by the female flies moving from host to host, laying eggs in their path. That makes screwworm more difficult to control, since quarantining affected animals won't always help.

Thankfully, screwworm is not present in Canada. However, recent outbreaks reported in Mexico are concerning. The proximity has caused the US to restrict livestock trade with Mexico to prevent potentially infected animals from coming in. Although the Canadian dairy industry's risk is not immediate, it is real. Screwworm could enter through imported animals or pets from affected regions, wildlife (such as deer or moose) acting as hosts, or even people or equipment travelling back from infested areas. So, what can be done?

The Sterile Insect Technique (SIT) is a screwworm control program that has worked in past outbreaks. Millions of sterile male flies (raised and sterilized in a lab setting by radiation exposure) are released to mate with females. Sounds strange, but it's true - the best way to stop a mass outbreak is to release more flies. This works because the female screwworm can only mate once, and if that mating is with a sterile male, the cycle stops there. When

screwworm was a huge issue back in the early-mid 1900s, this program was the hero. It later came to the rescue during a 2016 outbreak among deer in the Florida Keys.

The issue with the SIT program is that it only works when it's actively running in the region of operation. It does not make screwworm extinct globally, but rather "puts out fires" in areas where it's deployed. Any fertile screwworm male flies can reignite the problem, which is exactly what happened in Panama in 2023.

These outbreaks, being so close to the US border, serve as a reminder that **biosecurity is everyone's job**. Its impacts are serious: animal welfare issues (and even death), veterinary and treatment costs, economic losses, trade and reputation risks, spread to pets and humans, etc.

Screwworm cases spread by females laying eggs on skin openings of hosts.

The larvae feed on healthy flesh. (Image from Animal and Plant Health Inspection Service, United States Dept. of Ag.)

The following practices can help to keep your farm safe:

Follow biosecurity protocols: control access, require clean clothing/ footwear, and manage equipment and animal movement carefully

Maintain a fly control program: keep barns clean, manage manure, use fly traps/ stickies, and rotate insecticides

Inspect cattle daily: pay special attention

to fresh wounds and navels of newborn calves

Treat and dress wounds promptly to deter flies (this includes freshly dehorned sites)

Report any suspicious cases immediately to your veterinarian

Once screwworm is in, you spend every day chasing it, and I'm sure we'd all prefer chasing cows over that. Let's make sure we do our part to keep it that way.



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WestGen Canadian Classic

Bringing Great People and Good Times Together

The enduring power of WCC continues strong as it approaches its 40th year in 2026!

From the enthusiasm and determination of the founding committee, a truly world-class youth dairy program has evolved to produce skilled, knowledgeable, confident leaders – in the dairy industry and in communities throughout the west.

The secret is simple – invest in our youth – make it fun – make it memorable – make their development matter!

Mark your calendars for August 18-22, 2026 in Brandon, Manitoba!



Thanks to the Pit Crew boys for keeping the ring clean so diligently, without disturbing the participants. Marcus Slingerland (L) and Gage Congdon (R).



Jenna Jongenotter demonstrates her dedication to snapping amazing photographs. Thank you Jenna, for your servant heart at WCC and so many other dairy events!



Alberta eats dust (baby powder) as Team Toba takes an early lead!



Delightful to see Carol Wright – one of the original founding committee members and daughter Lexi – who showed the Grand Champion calf at the very first WCC in 1985.



Sandy and Lillian Stewart prove there's no better way to enjoy retirement than attending WCC to watch granddaughter Ashlee.



Kevin Naughton (WestGen) stands with Ashlee McAvoy who was recognized as the Senior High Point Participant at this year's WCC. This grand achievement results in Ashlee joining Team Canada at the 2026 European Young Breeders School competition in Battice, Belgium! Good luck Ashlee!



L-R: Abigail Baas and Maisyn Wildeboer were perhaps the most adorable ribbon girls EVER and brought smiles to all as they cheerfully skipped out of the ring together.



Closing ceremonies on Saturday included the highly anticipated Formoola 1 race around the ring.

The WestGen Canadian Classic has endured four decades in no small part because past participants are so deeply impacted by the experience, they return to support and lead it for another generation. But without the significant financial support of businesses across the west, it could not have thrived. Now with WestGen's epic investment of \$500,000 over the next 10 years, another decade of WCC youth have certainty, allowing them to thrive, growing into industry and community leaders.

Thank you to all sponsors for your meaningful contributions that allow this uniquely enriching program to grow our dairy youth into dairy leaders.

WestGen Canadian Classic Dedication

Growing up on the family dairy farm at Cochrane, Alberta, a passion for breeding and showing cattle started early for Don Chalack. In 1976, Wendor Holsteins began at Innisfail, Alberta, when Don & Wendy were married and purchased a farm as well as Don's uncle and aunt's "Bearspaw" herd.

Don and Wendy's children – Linsey, Jillian and Logan, were all involved in the farm at a young age and as they grew, so did the showing. Wendor has successfully participated in major shows for the past 49 years and are a 3X Master Breeder herd. As an Official Judge, Don has evaluated cattle across North America and has volunteered for the Westerner Dairy Showcase, now the largest show in Western Canada, for nearly five decades.

With all three children actively involved in the Mountainview 4-H Dairy Club, Don, along with a group of visionary breeders, recognized the need for a significant dairy youth show in the west. Don fondly remembers the organizing meeting held at Western Breeders in Balzac, Alberta, where the Western Canadian Classic was born.

Don served as an Alberta Committee Member for many years, watching his three children and countless others thrive in the program. During that time, he also helped send several Alberta participants to the Hays Classic at the Royal Winter Fair, further igniting excitement in western dairy youth.

Unfortunately, the Chalack family lost Logan to cancer in 2016. Despite this loss, Don and Wendy are grateful to have Scott Hastie (Jillian's husband) and Egbert Korenberg working alongside them at Wendor. To honour Logan's memory as a passionate dairy breeder and veteran of the program, WCC created the Logan Chalack Heart & Hustle Memorial Award, recognizing personality, leadership, teamwork, and work ethic.

Don's continued support and dedication to the WCC program throughout its existence has been extremely valuable to Team Alberta, and the committee is proud to dedicate this year's show to Don, for his role in ensuring Western Canada's youth have an outlet to continue their growth, expand their knowledge, and thrive as the future of the dairy industry.



The 2025 WCC show was dedicated to Don Chalack – one of the original founding committee members. Interprovincial Committee members Andrew Wildeboer and Casey Morey (Chair) proudly presented the dedication before an appreciative audience.

SACCOMANIACS AGRICULTURE FOR AUTISM



The winning team, with a score of minus 20, was John de Jonge and New Ag Holdings suitably attired in Cow Camo!



Steve Saccoman is the push behind Ag4Autism and the personality behind the podium at the auction.



The 17th annual Ag4Autism event was a resounding success thanks to the ever-growing generosity and spirit of the multitude of supporters.

The Saccomaniacs Golf Tournament, Sturgeon Fishing Derby and online/live auction were enthusiastically attended, resulting in fun, friendships and phenomenal fundraising for the Pacific Autism Family Network. The \$100,000 raised will permit the PAFN to continue providing free resources and programs for the neurodiverse, supporting children and families in the Fraser Valley and across BC.

Some impressive stats from this summer's events:
60+ volunteers, ages 13 to 80+
70 Sturgeon Fishers
180 golfers
200+ auction bidders
290 dinner guests
360 Thank-you gift boxes
\$100,000 total raised

"Everything about this organization, these events and the people who do the work or come out to play, is incredible. The generosity, enthusiasm and genuine kindness confirms we have the most wonderful community supporting these kids and families. Thank you to all the golfers, sponsors and volunteers who continually support the Ag4Autism charity," Steve shared.

You can learn more about sponsoring or volunteering here:
www.saccomaniacsgolf.com

Learn about the charity here:
www.pacificautismfamily.com

Young Stock Corner

Mainland Young Milk Producers

UPCOMING EVENTS:

HARVEST PARTY

Mainland Young Milk Producers is hosting their annual Harvest Party at a new location - at the Huizing's shop in Matsqui.

Come and celebrate the end of Harvest on Saturday, October 25!

6748 Swanson Road, Abbotsford BC • Starts at 7pm

TICKETS ARE \$10 AT THE DOOR

- follow us on Instagram and Facebook for more information

WINTER GALA

Save the date: December 9, 2026



Justin Kloot On June 14th, the Mainland Young Milk Producers hosted a vibrant Spring Social at the farm of Bryce and Natalie Tuytel in Chilliwack, BC. More than 65 young dairy producers came together for an evening of BBQ, camaraderie, and meaningful conversation.

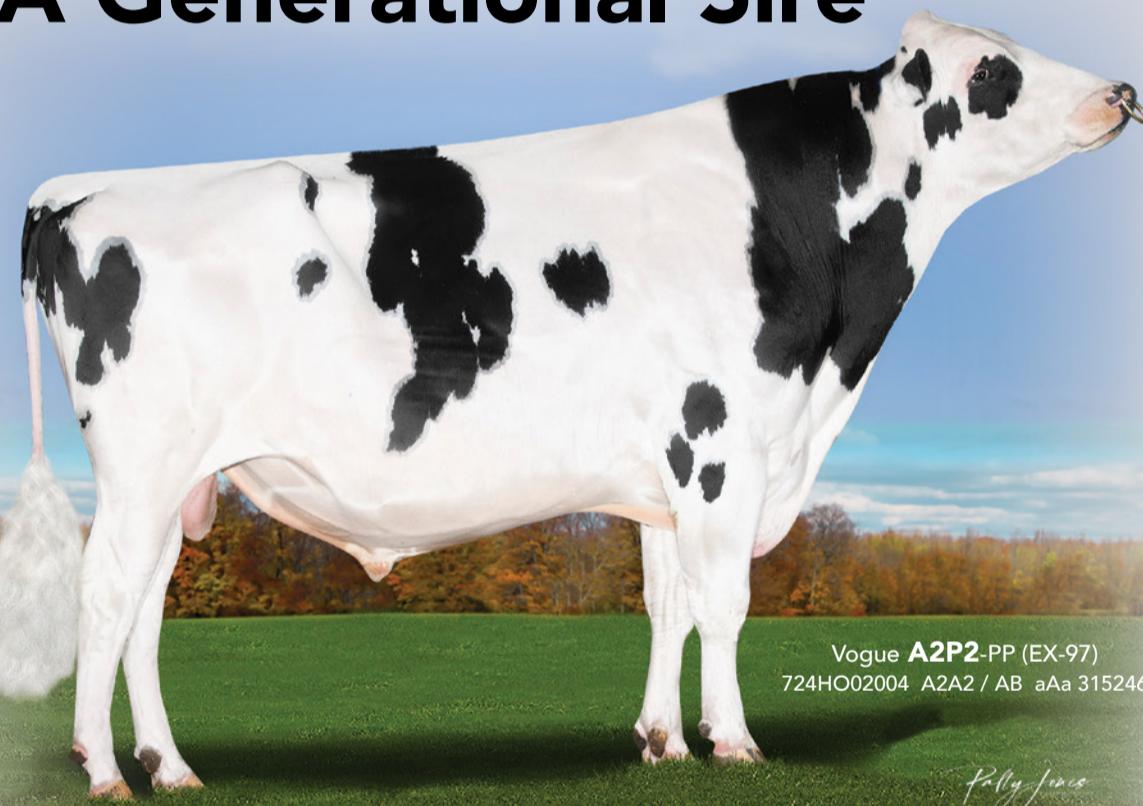
The event offered a relaxed setting for attendees to connect, exchange ideas, and discuss current industry topics. A highlight of the evening was a presentation by Carla Soutar, National Program Coordinator for ProAction for Dairy Farmers of Canada, who provided an insightful overview of recent ProAction policy updates related to animal welfare. Her talk sparked a thoughtful

and engaging question period, allowing producers to explore the changes in greater depth.

Special thanks to Bryce and Natalie Tuytel for generously opening their farm to host the gathering, to Carla Soutar for her valuable contribution, and to everyone who made time to attend.

The Mainland Young Milk Producers continue to organize events beyond regular board activities - so be sure to mark your calendars. If you're curious about the board's work or interested in getting involved, feel free to reach out to any of the directors. You're always welcome to sit in on a meeting and see if it's a fit.

A Generational Sire



Vogue A2P2-PP (EX-97)
724HO02004 A2A2 / AB aAa 315246

Patty Jones

- Maximum score EX-97 & Highest scored polled bull ever
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- Top Type Bull in Top 100 LPI
- Customer Satisfaction Worldwide



Maximum scored 2nd lactation daughters from coast to coast

Martian A2P2 Royal 1008 (VG-89 3yr)
#1 Conformation Cow in Canada Apr '25
Bred by Martiann Holstein BC
Owned by Benbie Holsteins, SK & Vector Genetics, ON

Cherry Crest Skinny Pete (VG-89 3yr)
1st Winter 2yr EOWQ 2024
Bred & owned Cherry Crest Holstein, ON

Bokma A2P2 Dixie (VG-89 3yr)
Bred & owned Bokma Farms, NS

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Udder News

Proudly sponsored by RBC



Andrew and Robyn Bodnar (Bandrova Farms, Agassiz) along with big brother Lucas (5) and big sister Hannah (2) are excited to welcome identical twins Amber Marie and Alexis Michelle on May 13, 2025. Very proud grandparents are Andy and Marie Bodnar (Bandrova Farms), Michelle and Warren Merkel and John and Annette McEwan.



David and Aimee Matlak from Matlak Dairy Farm in Deroche, BC, are pleased to announce the very early arrival of their third child, a son, Hayes Oliver Matlak on June 13, 2025. A brother for Luke and Wesley. Proud grandparents are David and Melinda Matlak and Bruce and Anne Kent.

Congratulations to Rudy and Dayna Vandenberg of Vandenberg Dairy (Smithers, BC), on the birth of their second daughter, Scottie Renee, on May 27, 2025, weighing 8lbs 3oz. She was welcomed by big sister Hadley (2 yrs), along with grandparents Theo and Brenda Stoke of Melinke Farms (Deroche, BC) and Warren and Jenny Vandenberg of Vandenberg Dairy (Smithers, BC).



Raylene van de Brake was born July 16th weighing 9lb 1oz. She is warmly welcomed by her parents Jan and Monica van de Brake and siblings: Emily, Tijmen, Natalie, Ashlyn, Abigail and Wesley, of Thornspry Dairy (Lacombe, AB). Her siblings love to help care for her and hold her. She is the 18th grandchild of Wim and Hennie van de Brake of Thornspry Dairy (Lacombe, AB) and 12th grandchild of Ernst and Louise Sluijmers (Lethbridge, AB).

The Lord is my strength and my shield; my heart trusted in Him, and I am helped; Therefore my heart greatly rejoices, and with my song I will praise Him. Psalm 28:7.

Together, let's celebrate agriculture in our communities

Contact your RBC advisor or visit rbc.com



Congratulations to Clayton and Chenille Hamming on the safe arrival of their son Rhoden Jon Hamming, on July 28, 2025, weighing 8lbs 11 oz. His big brothers, Hudson and Hayes (age 5) are very excited for their new playmate and look forward to many adventures together. Proud grandparents are Brian and Jill Hamming of Hamming Holsteins (Vernon, BC) and Jason Ottesen and Stephanie Ross, also of Vernon. Rhoden is the sixth great-grandchild for Walter and Peggy Hamming of Hamming Holsteins, and John and Caroline Van Bier of Vaby Farms (Abbotsford, BC).



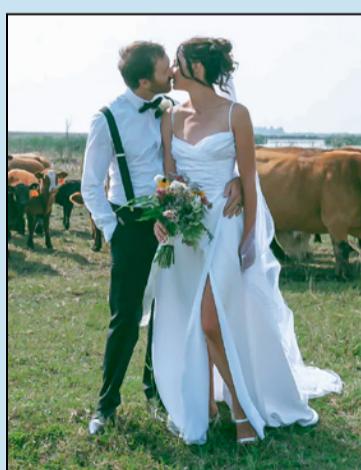
Congratulations to Michelle Laszczyk (Glenview Farm) and Kevin Frueh (Frueh Farms) of Duncan, BC, who are proud first-time parents to Sadie Frueh. Sadie was born May 27, 2025, at 9:40am, weighing 7lbs 7.5oz. She is the third grandchild for both Mike and Cheryl Laszczyk, and Steve and Janice Frueh.



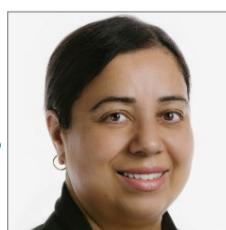
Congratulations to Kelsey and Adrian Oosterhoff of Lac Roix Ranch (Telkwa, BC) on the arrival of their first child, Emma Louise Oosterhoff, born May 19, 2025, weighing 6lbs 5oz. Proud grandparents are Bill and Ann Harness (Telkwa, BC) and Trish and Raynor (late) Oosterhoff of Lacroix Acres (Telkwa, BC).



"She said yes!" Congratulations to Matthew Vaandrager of Craila Dairy (Langham, SK) and Denise Sayles of Bridon Jerseys (Ayr, ON) on their engagement! Matt popped the question on July 4th, 2025, and the happy couple plans to wed at Craila Dairy in April 2026. Proud parents are Calvin and Diane Vaandrager and Bruce and Carolyn Sayles, who are already planning many trips to Saskatchewan as Matt and Denise continue to work at Craila Dairy.



Congratulations to Anna Donohoe and William Hales, who were married on July 19, 2025, in the pasture at Malarkey Farms (Basswood, MB). It was a beautiful day for the happy couple, surrounded by family, close friends, and cows (of course!). Anna wore her late mother Ida's wedding dress—a heartfelt touch that made the day even more special. Proud parents are Mark Donohoe of Malarkey Farms, and Brenda and Henry Hales of Rapid City, MB. The couple will continue to live just down the road from the farm, where Anna manages the herd alongside her dad and brother, and William works as an engineer at the local ethanol plant.



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Relationship Manager
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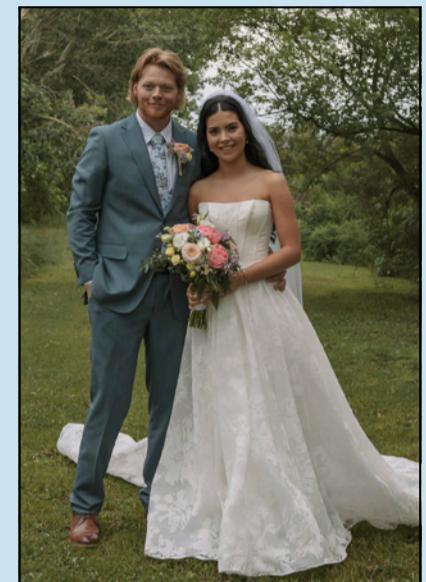


Alex and Coranda Huisman of Juno Dairy (Lethbridge, AB) were thrilled to see their daughter Emma get married to Brayden Gruninger, son of Cam and Conny Gruninger (Picture Butte, AB), on June 28, 2025. The wedding was celebrated with a party on the farm. After 15 years of being an employee at Juno Dairy, Brayden will now continue as a son-in-law. Wishing Emma and Brayden a long, healthy, and happy marriage!

Danna McNeill and Aaron Van Boven were married June 21, 2025, celebrating with family and friends in Duncan, BC. Danna is the daughter of David and Catherine McNeill (Duncan, BC), and Aaron is the son of Mike and Joanne Van Boven of Jireh Farms (Duncan, BC). After a honeymoon road trip along the Oregon coast, the couple has settled into married life in Duncan, and are beginning their next adventure of taking over the family farm.



On May 10, 2025, Owen Bosma married Katie Mierau in a lovely garden wedding, followed by a reception hosted by the bride's parents. Owen is the son of James and the late Angela Bosma of Vedderlea Farm (Abbotsford, BC), and Katie is the daughter of Kevin and Julie Mierau (Abbotsford, BC). Proud grandparents, Richard and Judy Bosma, were also on hand to witness the marriage of their first grandchild. Congratulations Owen and Katie!



Congratulations to Nils Haeni and Olivia Jacobs who were married June 21, 2025. In front of family and friends, the couple tied the knot at Lone Pine Jerseys & Creamery (Didsbury, AB) – albeit in the hayshed due to the day's pouring rain! Proud parents are Adrian and Vreni Haeni of Lone Pine Jerseys, and Grant and Anne Jacobs (Carstairs, AB). The couple plans to honeymoon after harvest season this fall and have settled into married life in Didsbury, where Nils works on the family farm and Olivia works for Nutrien Ag Solutions.



Congratulations to James Bosma and Sarah Kamp who were married July 26, 2025. Sarah is the daughter of Richard and Gerda Peachey (Abbotsford, BC), and James is the son of Richard and Judy Bosma of Vedderlea Farm (Abbotsford, BC). The intimate morning wedding and luncheon reception with family and close friends was held at Richard and Judy's new home in Yarrow, BC.



It was a day filled with 'pomp and circumstance' for Darrin and Lynn Rasmussen of Darcor Holsteins (Gwynne, AB) as they celebrated the graduation of their daughters, Sarah and Jaslyn. Sarah received her Bachelor of Kinesiology with distinction from the University of Alberta and will be applying for her Master of Occupational Therapy. Jaslyn received her Doctor of Medicine and will begin her five-year residency program at the University of Alberta, where she will specialize in internal medicine. Congratulations and best wishes to both Sarah and Jaslyn as they begin this next chapter!



**William (Bill)
Taylor Thomson**
June 20, 1945 - June 21, 2025

Bill Thomson passed on the day after his 80th birthday. He lived his entire life on the family farm at McCoy Lake in the Alberni Valley on Vancouver Island. His great grandparents brought dairy cattle to the Riverbend location near Alberni in 1890. His grandfather purchased the current farm 2 miles west at McCoy Lake in 1900 and started milking Ayrshires. In 1938, a 40-stall stanchion barn was built, and McCoy Lake Dairy was bottling and selling milk in Alberni and the township at Great Central Lake. Some of Bill's earliest memories were of helping his father Jim, and uncle Ted on the delivery routes in the city. Bill was deeply involved in 4-H and showing Ayrshire cattle. He was gregarious and many of the friendships he made there endured for his lifetime. Bill was also a gifted athlete who excelled at basketball, hockey and especially lacrosse. He was a proud and active alumnus of the Agricultural program at Lakeland College in Vermillion, Alberta, where he attended from 1964 to 1966. It was the only time in his life he lived away from the farm.

In the late 1950's bottling and home delivery had been abandoned, and milk was being shipped to McKinnon's dairy. By 1984 when Bill and his wife Dezi purchased the farm, Holstein genetics had been crossed into the herd and free-stall housing had been added. A new double 4 parlour was added in 1986. In March of 1999, the herd and quota were sold, and 109 years of continuous Thomson family dairy production came to an end.

Bill was known far and wide as Farmer Bill. He remained a committed 4-H supporter his entire life. He was a life member of the Alberni District Fall Fair Assn. and the Alberni Farmers Institute.

Bill was preceded by his wife Dezi, and his parents Jim and Vivien Thomson. Survived by his children, Billy (Kristie), Kryssie (Brian), and Kasha. Grandchildren, Taylor, Jordan, Cody, Karysa, and Ayden. Brother Gordon Thomson and sister Marlene Crosson (Earl). Many nieces, nephews, extended family, and a legion of friends.

UDDER NEWS NEXT PUBLISHING DEADLINE: NOVEMBER 7, 2025

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(Christmas 2025 Issue in mail: December 9)



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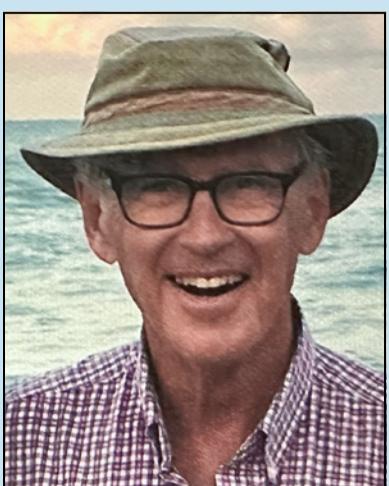


Sian Reid
Relationship Manager
306-613-2480, SK





Udder News CONTINUED



Brian Glen Kitchen

With family by his side, Brian passed away peacefully on April 28, 2025, at his home in Stuart, Florida, after a courageous battle with Lewy Body Dementia and Parkinson's disease. He is survived by his beloved wife, Sue, who has cared so deeply for him.

Brian was predeceased by his parents Glen and Jean Kitchen of Curries, ON. He was the proud and loving father of his daughter Leah (John) and their children Susanna, Cameron and Heidi of Calgary; daughter Sarah (Kevin) and their children Rachel and Cole of Winnipeg; and Curtis (Kristen) and their son Colter of Victoria.

He cherished his siblings Marge and Dorothy Jean (Lance) and his nieces Jennifer (Ian) and their daughters Bella and Grace; and Elizabeth (Karl).

Brian grew up on the family farm in Curries. After graduation from the University of Guelph, he headed west and became a Sire Analyst for Western Breeders in 1973. The third bull that Brian selected was ROLLING-LAWNS BRENT, who had a non-conventional pedigree but was very successful. He was also instrumental in organizing 21 breeders in Saskatchewan to sample the bull.

In 1976 Brian left Western Breeders and started the Dairy Contact, which was a staple publication in Western Canada for many years. At the same time, Brian served as the General Manager of the Maine-Anjou Association and published their magazine. After selling the Dairy Contact, Brian spent time as the Ag Manager at the Calgary Stampede and General Manager of the Canadian Simmental Association, before being recruited to the American Simmental Association in 1990. He stayed in the agriculture industry until retiring to Florida where he spent happy years travelling and having adventures with Sue.

Known fondly to family and friends as 'Kitch', Brian will be forever remembered for his warmth, generous nature, and his genuine sense of humour. He had a spirit of adventure, passion for world travel, and a natural ability to recognize and select exceptional livestock. He brought light and energy into any room he walked into, along with his classic one-liners and his hearty laughter. He will be missed.

Josef Spichtig

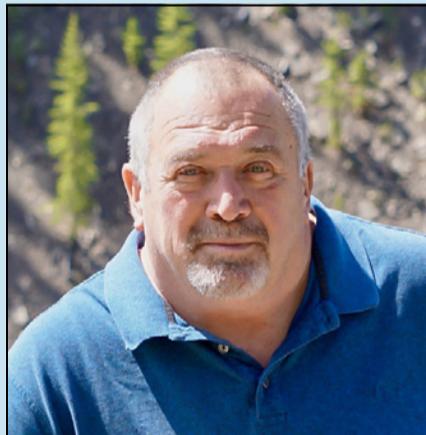
1958 – 2025

It is with heavy hearts that we announce the passing of Mr. Josef Karl "Joe" Spichtig, who lost his battle with cancer on Wednesday, June 18, 2025, at the age of 66 years. Joe was a beloved father, grandfather, brother, nephew, uncle, and friend, whose independent spirit, quiet strength, and love of the outdoors touched the lives of all who knew him. Joe is survived by his children, Martyna and Cody (Janine), and their mother, JoeAnne; his sister, Silvia Cooper (Terry); his granddaughter, Théa; and his uncle, Hans Bissig (Lydia). He will also be fondly remembered by his nephew, Jeff Cooper (Kirstin); his niece, Jennifer Payment (Tuker); and members of the extended Duffy family. All his relatives will carry his memory with love and pride.

Joe was raised on his family's dairy farm in Central Ontario, which he managed in the 1980s and '90s. After selling the herd, Joe worked in construction for several years and eventually made his way to Sylvan Lake, AB, where he was involved in feedlot and grain farming. In August 2022, Joe became a Genetic Advisor for Blondin Sires in Alberta and enjoyed visiting with breeders and showcasing his passion for the dairy industry.

A true outdoorsman at heart, Joe found peace and purpose in nature. Whether camping with his trailer, exploring new backroads, or simply taking in the beauty around him, he felt most at home under wide-open skies. One of Joe's greatest passions was photographing Alberta's wild horses—a source of inspiration and reflection for him. Their strength, freedom, and resilience mirrored his own spirit.

In lieu of flowers, donations in Joe's memory may be made directly to the Canadian Cancer Society at www.cancer.ca. He will be missed dearly and forever remembered.



Dean Wautier

Dean passed away June 12th, 2025, at the age of 56, after a four-year battle with stage 4 colorectal cancer. Dean faced this disease with grace and a positive attitude day in and day out. This, along with his "no quit" approach, allowed him to stretch his two-year prognosis into four. The last 13 years of Dean's life were shared with his best friend and partner Sharon Minemoto. They were married in July 2024.

Dean was born on June 27, 1968, the first child of Gene and Jill Wautier of Perrilea Holsteins (Aldergrove, BC). Growing up on the farm he developed a keen interest in cattle and loved showing. He continued this desire to learn throughout his life and had an extensive knowledge of many things including music, politics, sports, and good wine.

Some of Dean's favourite pastimes were riding his Vespa scooter out into the country, listening to live music (especially his jazz pianist wife), reading, watching sports, cooking, going for walks and sharing a good bottle of wine with friends. Dean was immensely proud of his family and loved the fact that he had such a big extended group of relatives. Despite how challenging the last years were for Dean, he led the way in finding all that was great about the little things in life.

Dean was predeceased by his father Gene. He is survived by his wife Sharon, his mother Jill, brother Todd, sister Tia, nephews Evan and Theo, sister-in-law Sheila (Steven), Natalie and Aaron.

Desmond Donohoe

On Thursday, August 28 2025, we lost our hero. As quietly and peacefully as he lived, Desmond left us to join his family and friends that have gone before him. Dad will be welcomed home by his sons Desmond and David, parents Denis and Dorothy, brother Mickey, sister Arlene, in-laws Doug, Jack, Janice and Karen.

Left to mourn, but also celebrate his life are his wife of 60 years, Diane, children Michelle (Mike), Jennifer, Jeff (Andrea), Lori (Richard) and Domonique, 10 grandchildren and 8 great-grandchildren. Desmond also leaves his sister Trudy, brother Pat, in-laws Ivy & Jerry, Carol, Audrey and Herb and Bill and Shirley, along with many nieces, nephews, cousins and friends.

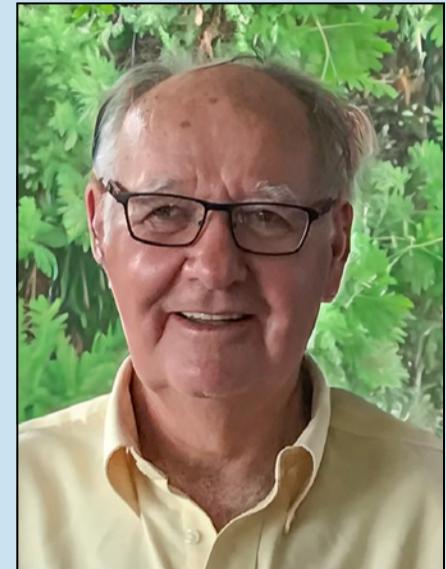
Born on February 3, 1943, Desmond grew up on his family's dairy and grain farm, Donohoe Farms, in Petersfield, MB. He raised his children on the very same farm with many memories made along the way. In 1998, Desmond, Diane, Jeff and Andrea started Lakefield Farm, only a few miles away from the original farm, which Jeff and Andrea still operate.

In 1964, Desmond graduated from the U of M, with a diploma in Agriculture. He was heavily involved in 4-H as a club leader while his kids were growing up and was instrumental in starting the Western Canadian Classic Junior Dairy Show which continues to be an annual show.

Dad worked hard his entire life and never retired from farming. In his later years, mom was finally able to drag him away on various trips. As his grandchildren grew, mom and dad would attend their various activities whether it be sports, music, or arts. Never seen without a smile, dad was always passing on words of wisdom to us and no matter what age we were, we sought his advice and guidance out.

We would like to thank Dr. Prematilake, and all the wonderful staff at Tudor House PCH for always going above and beyond for dad.

"Inheritance is not money, sometimes your father's good reputation and name are enough, and wherever you go, you are told that your father was one of the best people."



Joey Harms
Relationship Manager
204-793-3190, MB



Shay Hunter
Relationship Manager
306-640-8091, SK



Summer Show Ring Success in Alberta!



Presidents Message:

The past four months have been a whirlwind of activity, camaraderie, and achievement. Our board has been steadfast throughout the summer, prioritizing engagement with as many members as possible. Through the multitude of club events hosted across Alberta, from field days to educational seminars, we have strengthened our connections and fostered the sense of unity that defines our organization.

Among the events, two stand out for their significance and success.

Alberta Youth Dairy Show – July, Rimby

Focused on nurturing the next generation of Holstein enthusiasts, this event was a resounding success. Witnessing the energy, enthusiasm, and talent of our young members was deeply inspiring. Their passion for dairy farming and commitment to excellence bode well for the future of our industry. Congratulations to the organizers for their tireless efforts, and the participants for their accomplishments.

WestGen Canadian Classic – August, Rimby

This event drew an impressive turnout. The atmosphere was electric – friends reunited, knowledge shared, and the best of our breed showcased. The expertise and dedication of the organizing committee were evident in every detail. Congratulations to everyone who contributed, whether as participants, volunteers, or supporters. The WestGen Canadian Classic was a shining testament to what we can achieve when our community comes together.

The Alberta Holstein Branch continues to play a major role in supporting and sponsoring these and many other events. By backing youth initiatives, educational programs, and competitions, we help cultivate the skills and aspirations that will drive our industry forward.

Upcoming:

We will soon host the Branch Relations Meeting—an event that, for the first time in several years, will be held in person. Among the topics slated for discussion are classification, regionalization, and show ethics. We encourage all members to participate actively, to bring their insights, concerns, and aspirations to the table. Our success depends upon an engaged and informed membership.

Thank you for your commitment to Alberta Holsteins. May the harvest be plentiful, the meetings productive, and the coming months rich with opportunity.

Fred Hofstra
President, Alberta Holsteins

Photos courtesy of
Jenna Jongenotter

Alberta Youth Dairy Show July 22-24 – Rimby, AB Judge: Ridley Wikkerink

Showmanship Winners (L-R):
Judge Ridley Wikkerink, Izzy Staub – Champion, Adyson Wildeboer – Reserve; Georgia de Lange – Honourable Mention; Shelby Oldale (Rimby Rodeo Princess)



Green Acres Holstein Club Show May 29 – Taber, AB Judge: Garry Vanderpost

Grand Champions (L-R):
Judge Garry Vanderpost,
DECODY MASTER BLACKLIGHT (Decoy Holsteins) – Champion;
NIFERA SIDEKICK ENSLEY (Nifera Holsteins) – Reserve;
QUINTUS SIDEKICK RENA 777 (Quintus Dairy) – Honourable Mention;
Don Chapman (Nutrisource – sponsor).



Junior Champions (L-R):
Justin Weiss (Summit Nutrition – sponsor), Eleanor Slingerland with DIAMONDPARK J LEWIS CARVE (Diamondpark Dairy) – Champion; Alexis Slingerland with DIAMONDPARK BELIEVE JELLIED-P (Diamondpark Dairy) – Reserve; Sydney Perlinger with QUINTUS ILLUSTRATOR RENA 962 (Quintus Dairy) – Honourable Mention; Judge Garry Vanderpost.

Northern Alberta Holstein Club Show July 3 – Millet, AB Judge: Lee Morey

Grand Champions (L-R): Tim Knull (Millet Ag Society – sponsor), Judge Lee Morey, KOZAK AUSSIE RED RIBBON (Kozak Holsteins) – Champion; NEW MARS SIDEKICK ADALYN (New Mars Dairy) – Reserve; BUDJON VALE LAMB CHELSEA (Mellowdale Dairy) – Honourable Mention; Anouk de Goeij (ringman).



Junior Champions (L-R): Brian Gross (Grossville Holsteins – sponsor), Silas de Lange with DETIMDALE DAM GOOD DETECTIVE (Detimdale Holsteins) – Reserve; Dorian de Lange with DETIMDALE DOES KNOWHOW (Detimdale Holsteins) – Champion; Judge Lee Morey, Anouk de Goeij (ringman).

Alberta Youth Dairy Show July 22-24 – Rimby, AB Judge: Ridley Wikkerink



Conformation Winner (L-R): Associate Judge Silas de Lange, Judge Ridley Wikkerink, Graison Wildeboer with LUCKY CHUBANNA SPARKLE – Champion; Jenaye Rietveld with VEDDERLEA ACTIONMAN NIGERA – Reserve; Eleanor Slingerland with DIAMONDPARK J LEWIS CARVE – Honourable Mention; Shelby Oldale (Rimby Rodeo Princess), Richard Bouwman (Nutrisource – sponsor).



Central Alberta Holstein Club – Mid Summer Classic July 3 – Lacombe, AB Judge: Casey Morey



Junior Champions (L-R): Ashlyn van de Brake with THORNSPYC ILLUSTRATOR LIONESS (Thornspyc Dairy) – Honourable Mention; Adyson Wildeboer with CHUBANNA JERRY LEWIS VIVIAN (Chubanna Holsteins) – Reserve; Graison Wildeboer with LUCKY CHUBANNA SPARKLE (Lucky Hill & Chubanna) – Champion; Tyson Flaman (Select Sires Canada – sponsor).



Junior Showmanship: (L-R) Reserve - Evan Hammersmark (Sumas Holstein), Champion - Kayla Schuurman (Chilliwack Dairy), Judge Dave Hamming.

Abbotsford Agrifair 4-H Show RESULTS

Photos provided by Heidi Schuurman



Intermediate Showmanship: (L-R) Shae Kitchen (Corals Cows, sponsor), Reserve - Emily Hammersmark (Sumas Holstein), Champion - Jackson Schurmann (Chilliwack Dairy), Judge Dave Hamming.



Senior Showmanship: (L-R) Reserve - Dominic Hill (Sumas Holstein), Champion - Kaycee Meier (Sumas Holstein), Judge Dave Hamming.



Showmanship Champions: (L-R) Reserve - Kayla Schurmann (Chilliwack Dairy), Champion - Kaycee Meier (Sumas Holstein), Judge Dave Hamming.



Conformation Champions: Reserve - Logan Vandenbrink (Chilliwack Dairy) with SUNTASIA REFUEL BRAINSTORM, Champion - Rees Tidball (Matsqui Holstein) with ROSEVIEW CERA MAJOR, Judge Dave Hamming.



Junior Showmanship: (L-R) Shae Kitchen (Corals Cows Herd Services - sponsor); Reserve - Kayla Schurmann (Chilliwack Dairy), Champion - Kylie Luymes (Sumas Holstein), Judge Kyle Vaandrager.

CHILLIWACK FAIR 4-H SHOW RESULTS

Photos provided by Cindy Dueck



Senior Showmanship: (L-R) Martin Rypma (Blondin Sires - sponsor), Reserve - Kaycee Meier (Sumas Holstein); Champion - Chloe Vander Kooi (Agassiz Rainbow 4-H), Judge Kyle Vaandrager.



Conformation Champions: (L-R) Martin Rypma (Blondin Sires - sponsor), HM - Olivia Dueck (Sumas Holstein) with NICOLA HULU FIREFLY, Reserve - Kirstyn Kobes (Chilliwack Dairy) with MEADOWBRINK HICCUP JOSIE RED, Champion - Jackson Schurmann (Chilliwack Dairy) with LOCARNO DAKOTA CHEVELLE, Judge Kyle Vaandrager.



Showmanship Winners: (L-R) Judge Debbie Schwaerzle, Chloe VanderKooi (Agassiz Rainbow) - Reserve, Chloe Shimmin (Brookfield Dairy) - Champion, Mark Barclay (representing BC Farm & Ranch Realty, sponsor).

PNE 2025 Dairy 4-H Results



Conformation Winners: (L-R) Otter Co-op (sponsor), Makayla Barclay (Brookfield Dairy) with WISSELVIEW SEASIDE INDIE - Reserve, Chloe VanderKooi (Agassiz Rainbow) with LONE PRAIRIE NASHVILLE DEBBIE - Champion, Judge Debbie Schwaerzle.



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Scams Targeting Farmers

Hay and Feed Scams: What Canadian Farmers Need to Know

Julie is a fraud prevention educator and consumer protection expert. She travels around Western Canada providing presentations to businesses, community groups and conferences about the latest scams and how to protect yourself. She is especially passionate about fraud targeting rural areas.

Julie Matthews
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Canadian farmers know the value of trust. A handshake and a word have long been the backbone of rural business. But today, that trust is being tested. A growing number of hay and feed scams are targeting producers, tricking hard-working farmers out of thousands of dollars.

These scams don't just hurt financially; they disrupt operations, erode trust in online marketplaces, and in some cases, put animal welfare at risk.

How the Scam Works

1. Too-Good-To-Be-True Listings

Fraudsters post ads online or on social media for hay, straw, silage, or other feed. Prices are often lower than market value, and there is plenty of feed they are willing to sell.

2. Pressure to Act Quickly

Scammers create urgency. They may claim demand is high and ask buyers to send a deposit or full payment right away to "secure" the feed.

3. Payment Upfront, No Delivery

Victims are asked to e-transfer funds, send a wire payment, or in some cases, provide cheques. Once payment is sent, the scammer disappears. No hay ever arrives, and the contact information often is no longer valid.

4. Fake or Stolen Photos

To appear credible, fraudsters often use photos of hay bales, barns, or trucks pulled from legitimate farm listings. Some even pretend to be well known farmers, ranchers or dealers to trick buyers into trusting them.

Why Farmers Are Targeted

- Time-sensitive: When animals are hungry farmers may do less research and jump at a good deal.
- Feed purchases often involve large sums, making farms attractive targets.
- Dependent on seasonal supply: In years of drought or high demand, hay becomes scarce, leaving farmers more vulnerable.
- Agriculture is a relationship-driven industry, which scammers exploit by pretending to be fellow farmers.

Warning Signs to Watch For

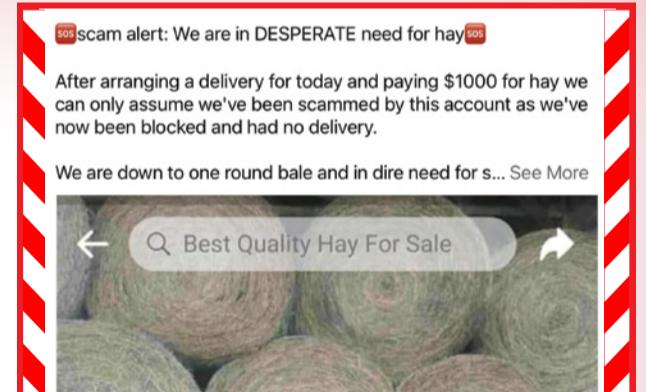
- Unrealistic Pricing: If the cost is well below the going market rate, it's a red flag.
- Sellers who refuse to let you inspect the hay before payment should not be trusted.
- Requests for full payment or large deposits before delivery are risky.
- Be wary if asked to pay by wire transfer, gift cards, cryptocurrency, or e-transfer to a personal email instead of a business account.
- Phone numbers that don't connect, vague addresses, or refusal to provide references are all warning signs.

In most provinces, RCMP have reported multiple cases where farmers paid thousands for feed that never arrived. During the recent drought years, many producers were desperate, creating the perfect environment for scammers. Some victims lost not just money, but also valuable time in sourcing replacement feed, which put animal health at risk.

How Farmers Can Protect Themselves

1. Buy Local When Possible

Purchasing from known suppliers, neighbours, or regional co-ops reduces risk.



2. Inspect Before Payment

If distance is an issue, ask for a video call walk-through of the product. Better yet, send someone you trust to confirm the hay is real and in good condition.

3. Check References

Ask the seller for other farmers they've worked with. A legitimate dealer should have no problem providing references.

4. Use Secure Payment Methods

If possible, pay with traceable and secure methods, such as credit card or business accounts, rather than unprotected e-transfers.

5. Trust Your Instincts

If something feels off, pricing, communication, or pressure to pay, stop and think. It's better to miss a deal than to lose thousands.

6. Report Suspicions

Farmers should report scams to local RCMP and the Canadian Anti-Fraud Centre at **1-888-495-8501** or online at antifraudcentre-centreantifraude.ca. Taking these steps protects not only your own farm but also helps safeguard others in the agricultural community.

Scammers rely on silence to succeed, but a few precautions and open conversations can change that. If you or someone you know experiences a scam, talk about it. There's no shame in being targeted; fraudsters are skilled at what they do. By sharing our experiences, we take away their power and help protect others in the farming community from falling into the same trap.

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4-H News From BC

Next submission deadline: Nov. 7, 2025
Christmas 2025 issue in the mail Dec. 9.

Chris Maarhuis: 604-855-1240
E-mail: Chris@holsteinnews.com

CHILLIWACK 4-H DAIRY CLUB

Club Reporter: Colton Schurmann



Chilliwack 4-H Dairy has had a very busy summer! Our members participated in the Vancouver Island show, Maple Ridge CountryFest, Agrifair, Chilliwack Fair and WCC. The highlights of these shows for our members were: **Maple Ridge CountryFest**: 1st place Dairy stall, 5th place Interclub, Kayla Schurmann: Champion Junior Showman. **Agrifair**: 1st place tied stall, 2nd place Interclub, Kayla Schurmann: Champion Junior Showman and Reserve Champion Overall Showman, Jackson Schurmann: Champion Intermediate Showman, Logan VandenBrink: Reserve Champion Heifer. **Chilliwack Fair**: 3rd place tied stall, 1st place Interclub, Kayla Schurmann: Reserve Junior Showman, Jackson Schurmann: Champion Heifer and Kirstyn Kobes: Reserve Champion Heifer. We held our Club **Achievement Day** at Chilliwack Fair as well and the winners were: Kayla Schurmann, Champion Junior Showman; Colton Schurmann, Reserve Champion Junior Showman; Jackson Schurmann: Champion Senior Showman; Kirstyn Kobes, Reserve Champion Senior Showman; Jackson Schurmann, Champion Senior Heifer and Kirstyn Kobes, Reserve Champion Senior Heifer. All our members worked very hard over this show season and it was a huge success.

Our next club event will be the year-end awards BBQ in October.

Chilliwack Dairy would like to thank the following sponsors that have supported our club members: WestGen, National Bank, Kobes Dairy Farm, Pacific Dairy, J&D Farmers Dairy Service, Chinook Farm Innovations, MidValley Manufacturing, Trouw Nutrition, Tripple B Farms, Groothof Trucking, West Coast Robotics, KPMG, Corals Cows Herd Services, Loewen Welding, Gagner Ventures and Greenbelt Veterinary Services. Without sponsors, we wouldn't be able to do all of the club activities, so we really appreciate the support!

If you are interested in joining Chilliwack Dairy next year or becoming a sponsor, please reach out to us at chilliwack4hdairy@gmail.com.

COWICHAN 4-H HOLSTEIN CLUB

Submitted by: Michelle Laszczyk



Cowichan 4-H Holstein Club members have had a busy summer! Attending the Vancouver Island Holstein Show and Maple Ridge Country Fest in July, and the Cobble Hill Fair in August. We also had one show in September, the Cowichan Exhibition. There we had our annual ice cream fundraiser, as well as selling tubs of ice cream in the 4-H auction as a club fundraiser.

This year, members had the opportunity to go on a couple farm tours. Thank you to the Groenendijk family and Balme family for hosting. We would also like to thank WestGen for their generous sponsorship, this year it helped get our members' calves to the Maple Ridge Fair.

MATSQUI HOLSTEIN 4-H CLUB

Club reporter Zackary DeJong

This year was a very good show year for Matsqui Holstein 4-H Club. Our first show was Maple Ridge Country Fest. Then we went to Abbotsford Agrifair where we did club achievement. The winner for Junior Showmanship was Julianne Hessel. The winner of Senior Showmanship was Tessa Langelaan. The Champion calf was Aubrey Langelaan. Thank you to Lorene Barnum for judging. The club also went to Chilliwack Fair. Four of our members went to WCC. Thank you to all our parents, volunteers and club donations for making this year great!

4-H British Columbia Provincial Council/4-H BC Foundation

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SUMAS HOLSTEIN 4-H CLUB

Club Reporter: Mia Bouwman



Fair season has come and gone, and oh the fun we had!

The first show that Sumas Holstein Club attended was the Vancouver Island Holstein Show. We had 16 members come along and had a blast bonding and working together as a team.

The second show that our club attended was the Maple Ridge Pitt Meadows Country Fest. We had 14 members that went and had the most success in the show ring this year than other years past.

The third show was Agrifair, and we also had our achievement day. The placings for achievement day were Kylie Luymes with Junior Champion Showman and Evan Hammersmark with Reserve Junior Showman. For our Intermediates we had Emily Hammersmark winning Intermediate Champion Showman and Mia Bouwman with Reserve Intermediate Showman. For Seniors we had Elinor Hammersmark with Senior Champion Showman and Kaycee Meier as Reserve Senior Showman. For Junior calf we had Callen Van Leeuwen with Champion Junior Calf and Kaycee Meier with Reserve Junior Calf. For Intermediate calves we had Emily Hammersmark with Champion Intermediate Calf and Elinor Hammersmark with Reserve Intermediate Calf. For our Senior calves we had Olivia Dueck with Champion Senior Calf and Kylie Luymes with Reserve Senior Calf.

The fourth show that we attended was Chilliwack Fair. We had lots of fun and had four members attend the round robin where they got to try their hand at showing beef, rabbit, sheep and goat. They also had to judge a floral arrangement!

Our last fair was in Agassiz in September. What a great fair season!

Great job to all our members with your dedication and hard work throughout this year. We would like to thank all our sponsors for making this possible.



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North Okanagan Holstein Club

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JULY 17TH & 18TH

Judge: William Wikkerink

Photos & Results Courtesy of Mike Podschadley & Corissa Haambuckers



SUNNYHOME LAMBDA RIDDLE



HAMMING BELIEVE SAMARA



LAVENDER MIRAND REDEMPTION RED



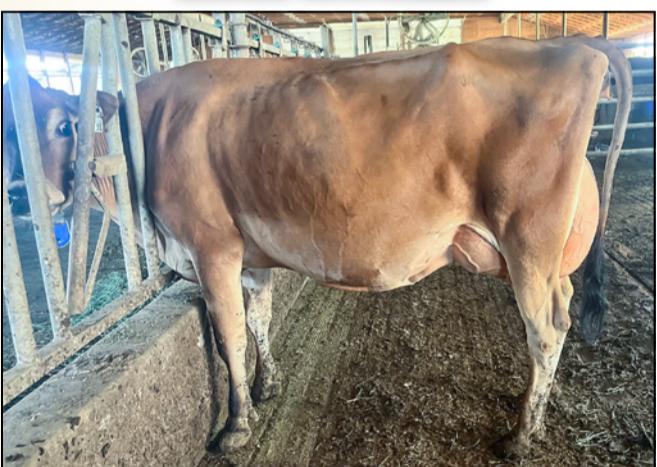
MAZJESTIC KINGPIN HARPER



HAMMING TATOO DARLINA



SUNNYHILL VICTORIOUS AUDACITY



PODCREST JOYRIDE NEXUS



SUNNYHILL WEBCAM MOOFASA



SILVERFOX JORDAN ZEST



SUNNYHILL MANTRA ATHENA

1st Lactation (22 entries)

1. SUNNYHOME LAMBDA RIDDLE
Sunnyhome Holsteins, Salmon Arm
2. GLORYBOUND BUNNY BAROLO
Glorybound Holsteins, Enderby
3. HAMMING LAMBDA SLIM SHADY
Hamming Holsteins, Vernon

2nd Lactation (22 entries)

1. HAMMING BELIEVE SAMARA
Hamming Holsteins, Vernon
2. SPALLVUE ILLUSTRATOR PEPSI
Luttmerding Farms, Spallumcheen
3. YDOORN BIBBY ALONGSIDE
Veldhuisen Dairy, Armstrong

Production Winner

HAMMING BELIEVE SAMARA
Hamming Holsteins, Vernon

3+ Lactation (14 entries)

1. MAZJESTIC KINGPIN HARPER
Mazur Dairy, Spallumcheen
2. GLORYBOUND WEST HORIZON
Glorybound Holsteins, Enderby
3. DARIDELITE COREY DUCHENE
Dari Delite Farm, Sicamous

Production Winner

LAVENDER MIRAND REDEMPTION RED
Lavender Farms, Enderby

60,000+ KGS (4 entries)

1. HAMMING TATOO DARLINA
Hamming Holsteins, Vernon
2. GOLDENSET ERYN EXPANDER
Goldensen Holsteins, Sicamous
3. SPALLVUE GOLDCHIP JAELYN
Luttmerding Farms, Spallumcheen

Production Winner

HAMMING TATOO DARLINA
Hamming Holsteins, Vernon

Breeders Pair

Hamming Holsteins, Vernon
HAMMING BELIEVE SAMARA
HAMMING TATOO DARLINA

Grand Champion Holstein

SUNNYHOME LAMBDA RIDDLE
Sunnyhome Holsteins, Salmon Arm

1st Lactation Jersey (8 entries)

1. SUNNY HILL VICTORIOUS AUDACITY
Sunny Hill Jerseys, Enderby
2. PACIFIC CREST CC MANHATTAN
Mike Podschadly & Brent Rocha, Armstrong
3. GLOAMIN BOOMERANG DAFFODIL
Joni DeWitt & Family, Sicamous

2nd Lactation Jersey (7 entries)

1. PODCREST JOYRIDE NEXUS
Mike Podschadly, Armstrong
2. TRIPLE S DELICIOUS JORDAN
Triple S Farms, Enderby
3. GLOAMIN IRWIN FRANKIE
Joni DeWitt & Family, Sicamous

Production Winner

SUNNY HILL WEBCAM MOOFASA
Sunny Hill Jerseys, Enderby

3+ Lactation Jersey (6 entries)

1. SILVERFOX JORDAN ZEST
Sydney Fox, Westwold
2. SUNNY HILL MANTRA ATHENA
Sunny Hill Jerseys, Enderby
3. SILVERFOX JORDAN BIKINI
Sydney Fox, Westwold

Production Winner

SUNNY HILL MANTRA ATHENA
Sunny Hill Jerseys, Enderby

Grand Champion Jersey

PODCREST JOYRIDE NEXUS
Mike Podschadly, Armstrong

A Peek into the Past

PAT BURNS – A LEGENDARY PIONEER AND WESTERN CANADIAN DAIRY BUILDER

• Mike Yusko, BC Dairy Historical Society
dihscurator@gmail.com www.bcdairyhistory.ca

Patrick Burns was a poor farm boy, indomitable pioneer, empire builder, rancher, magnificent philanthropist, creamery operator and cheese producer, and the creator of the largest packing industry in Canada.

The following tribute to him, titled "The Grand Old Man" was published in the March 1937 edition of the Cream Producer magazine by editor, J.J. Tighe:

"On Saturday, February 27, the last of the grand old men of the west – the men who pioneered the way for settlement – was laid to rest in Calgary. Senator Patrick Burns was more than a man. To many he was an institution. He typified western Canada in the minds of those to whom Calgary was just a name.

He found Alberta the habitat of Indians and scattered beef herds. He did more than one man's part in its up building. He made employment for thousands and left behind him a record of integrity which has seldom been equaled.

His good works will live after him."

(http://www.bcdairyhistory.ca/cream-producer/magazine/Cream_Producer_Vol08_Num08_March_1937.pdf)

Patrick O'Byrne was born to Irish immigrants in Oshawa, Upper Canada (now Ontario) on July 6, 1859. Patrick had little formal schooling but learned a great deal about hard work and thriftiness from his parents. When a neighbour paid him wages with oxen instead of cash, he butchered the oxen, sold the meat, and made twice their value. In the spring of 1878, Patrick and his brother John travelled to Winnipeg. Lacking the money to buy horses, they set out on foot, walking 260 kms to their homesteads in Minnedosa, Manitoba. He changed his name to Burns. He gradually became involved in buying cattle and selling meat. He began with a cow bought on credit and sold for \$4.00. He would drive his neighbours' cattle to the Winnipeg market and freight goods back. By 1885, he was buying and selling his own cattle. He bought 15 cows from a Manitoba farmer in 1878 and sealed the deal with a handshake.

"Neither man could read nor write," says Burns' great-grand-nephew Dennis Burns. "After that, Uncle Pat did all his deals that way and became known across the land as a true man of his word."

Burns made his fortune in the meat industry. He supplied meat and cattle to many of the railroad construction projects and even shipped cattle to the Yukon during the Klondike Gold Rush. He set up packing plants across western Canada.

Pat Burns also made a significant contribution to the development of the dairy industry. He wanted diversification that would encompass a range of basic agricultural products from the soil of western Canada. While beef and pork were prominent, other food products such as milk, vegetables, fruits, and poultry were equally important to diet-conscious consumers. Despite ranchers' disdain for dairy farming, Burns eagerly advocated for dairy farming. "We can grow **more than** wheat and meat here, and we must."

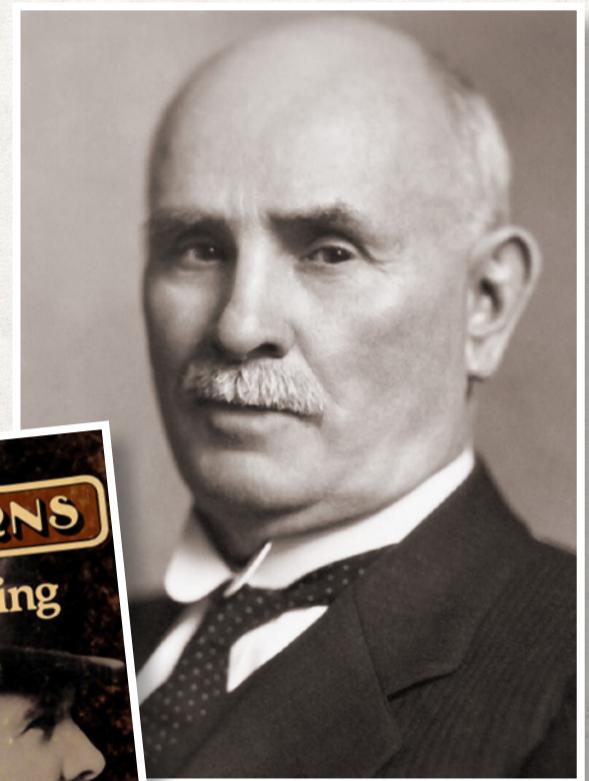
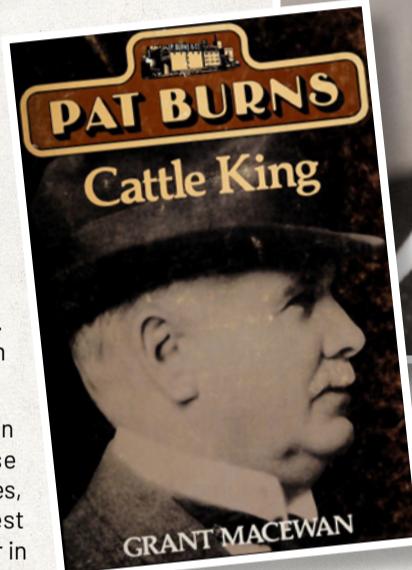
Increasing dairy production on farms would enhance mixed farming. Building creameries and cheese factories would provide new opportunities. He hired Everard Clarke to write and publish the CREAM PRODUCER magazine to encourage dairy cattle breed development, improvements

in the efficiency in dairy farming methods and high-quality milk production.

Christian Marker, Alberta's commissioner, consulted with his friend Pat Burns. Marker involved Burns in a program to enhance Alberta cattle efficiency by buying superior milk stock and selling them to farmers at cost. Payments were deducted from cream cheques.

In 1924, Burns purchased Edmonton City Dairy's butter and cheese plants. He also formed Palm Dairies, making his company the largest manufacturer of creamery butter in Canada. Burns aimed to produce the highest quality butter and cheese. He succeeded, winning multiple national and international awards, including a gold medal at the British Dairy Farmers' Association show in 1925. By 1928, his firm, P. Burns & Company Ltd., had established a network of 65 creameries and cheese factories across Western Canada.

Burns established two dairy farms west of Calgary. One farm on former C K Ranch land housed Holsteins, while the nearby Neilson Farm kept Jerseys. Both farms became popular and profitable showplaces.



Burns ensured that the company's horses for milk deliveries were carefully selected and well-maintained, favoring quality black horses. E.A. Lewis, the long-time manager, recalled that Burns visited occasionally to check on the business and then inspected the stables, knowing many horses by name.

Ranching was his true passion. Burns' 700,000 acres (2,800 km²) of cattle ranches covered a vast area of Southern Alberta. He boasted about being able to travel from Cochrane to the US border without ever leaving his land. Burns was one of the "Big Four" businessmen who established the Calgary Stampede in 1912.

In 1931, he was appointed to the Canadian Senate as a representative for Alberta.

His contributions to the dairy industry, along with his other business ventures, continue to be recognized as significant in shaping the agricultural landscape of Western Canada. On October 16, 2008, the Calgary Herald named Burns as "Alberta's Greatest Citizen."

Canadian author, Grant MacEwan, wrote Burns' biography, "Pat Burns, Cattle King." Burns is mentioned in several other books on western Canadian history. His name is dotted across western Canada. 'Burns Bog' in Delta, BC was part of his land purchases.

"Before the discovery of oil in western Canada, there was Pat Burns."

Opa Driessen turns 100!

Congratulations to Peter Driessen on his 100th birthday!

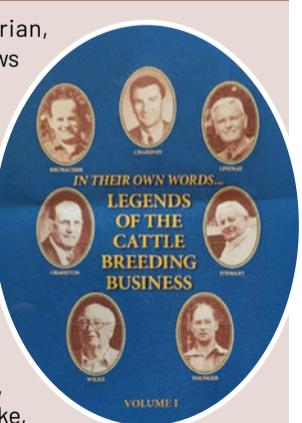
He celebrated his special day at the home farm, Driessen Farms, on Nicomen Island (BC) with his very large family. The crowd consisted of all his 12 children, 36 grandchildren, 72 great-grandchildren (with three more due soon) and his first great-great grandchild, plus 14 Dutchies, nieces and nephews from Holland and Ontario. Peter started farming on Nicomen Island in 1960, after emigrating from the Netherlands in 1951. He has enjoyed watching his family and farm operation grow over the years, with many children and grandchildren still involved in the dairy business he loves.

IN THEIR OWN WORDS VOL. 1 Legends of the Cattle Breeding Business

Our friend and noted Holstein Historian, Doug Blair, began collecting audio interviews with iconic Holstein industry leaders in 1984. By 2011, he had amassed dozens of hours of tape recordings of 60 remarkable industry legends.

Transcribed by our friend Bonnie Cooper (retired Holstein Journal Editor), the first seven interviews have been printed with the collaboration of Holstein history author, Ron Eustice.

Extensive coverage and illustrations fill 100 pages from these icons: Ray Brubacher, Roy Ormiston, Dave Younger, Gustav Wilke, Bert Stewart, Lowell Lindsey and Jacob Chardon.



Available on AMAZON or Contact Doug Blair at 825.454.1142 or dgbair0@gmail.com

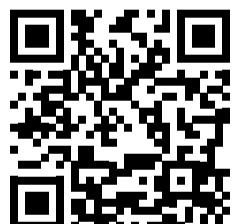


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