

2025 Master Breeders Revealed

Congratulations



Bonnie Cooper,
becooper2010@gmail.com

Holstein Canada revealed the recipients of its cherished Master Breeder Award for 2025 during an exciting live, virtual event on January 17th. Among the 21 Master Breeders are three respected Western Canada prefixes who are winning their very first Shield – CRESTOMERE (AB), MISSIONTRAIL (MB) and MOSNANG (AB).

In addition to these, the list of Master Breeders for 2025 includes 12 from Quebec, five from Ontario, and one from Nova Scotia. Remarkably, 18 of the 21 honorees are earning their first Master Breeder title! Three Quebec herds are now multiple winners with MICHERET picking up its fourth Shield, and NAULY and HECTARE both 2X winners. Holstein Canada has awarded more than 1000 Master Breeder Shields to deserving herds who excel in production, conformation, reproduction, health and longevity since establishing the award in 1929.

Of the 70 herds who made it into the Top 10 of their respective Master Breeder categories, based on their farm's number of female registrations per year, there were three more deserving finalists from Western Canada: CHUBANNA (AB), PLEMARK (MB), and MEADOW GREEN (BC).

The "Master Breeder Reveal" program was hosted by Western Canada's Toby Kleinsasser, Holstein Canada Lead Field Service Business Partner, and Véronique Jaquet, a Holstein Canada classifier. Several special guests joined the 80-minute program. Holstein Canada's new CEO, Greg Dietrich, speaking in both English and French, spoke of his

vision for the industry and his excitement of being part of Holstein Canada's next chapter.

2019 Master Breeder winner, Chris McLaren of Larenwood Farms in Ontario, encouraged breeders hoping one day to become a Master Breeder to "be patient and determined with your goals, listen to others and draw on their experience and wisdom, and do what is best for your cows, and you will get where you want to go."

Pascal Lemire, Melissa Kemmere and Tammy Oswick, all of Holstein Canada's staff, additionally lent a hand with the presentations. Short video messages of congratulations to the winners were also extended during the evening from Holstein Canada President Gilles Côté and representatives of six Holstein Branches.

The 2025 Master Breeders will be recognized at a special Gala on Saturday night, April 18th, at the Delta Hotels Burnaby Conference Centre, Burnaby, BC, as part of Holstein Canada's National Convention in British Columbia from April 15-19. Joan Wikkerink, Suzanne Cuthbert and Morgan Sangster, co-chairs of the 2026 National Convention, along with Tammy Oswick, Holstein Canada Events Specialist, shared a special message and video during the Master Breeder Reveal inviting Holstein breeders and industry colleagues from across Canada to attend this year's "Spirit of the West" National Convention in British Columbia.

2025 MASTER BREEDERS

Prefix	Province
BIRDOLM	ON
BOISVERT	QC
BOKMA	NS
CHEVRIER	QC
CRESTOMERE	AB
DESSAUGES	QC
DESROSS	QC
EASTEDGE	ON
H-BRIDGE	ON
HECTARE	QC
HIDDENSPRING	ON
MIBOIS	QC
MICHERET	QC
MISSIONTRAIL	MB
MOSNANG	AB
NAULY	QC
RINGO	QC
ROCHELET	QC
ROCLAIRSON	QC
SAINTOUR	QC
VONBURG	ON



Crestomere Holsteins,
Ponoka, AB

Central Alberta is home to the respected Crestomere Holsteins owned by Ev and Marylee Simanton and their son Lee and his wife Lisa and their two young children. In 2018, the farm changed from tie-stalls to a free-stall barn with two robots and expanded to 100 milk cows. The Simantons have always striven for cows who can last a long time and that belief and consistency in their breeding system has yielded great results. The Crestomere herd presently consists of 13 ME, 4 EX, 48 VG and 42 GP cows. They have bred 106 EX cows and two at EX-95, CRESTOMERE G D LILLIE EX-95-5E and CRESTOMERE TATOO VEZ EX-95-2E (the latter owned by Benbie Holsteins, SK). This 3X "Alberta Breeder of the Year" has had immense success in the showing and was Premier Breeder at Westerner Dairy Showcase in 2024-25. The bulk of Crestomere's Master Breeder points came from the families of ACME STAR LILY EX-2E-8*, the World Dairy Expo Supreme Champion and 3X Royal Winter Fair Grand Champion, and WEEBERLAC TRIUMPH VICKI VG-88. Dedicated and down-to-earth, the Simantons love what they do and give generously of their time to the Holstein industry, community and church.



Mosnang Holsteins Ltd.,
Rimbey, AB

Heini and Ruth Hehli established Mosnang Holsteins in 1980 after emigrating from Switzerland. Today, they and their son Markus and his wife Amanda and their four children, Wyatt, Adair, Sawyer and Georgia, are partners in this farm, with Markus handling the daily breeding and management decisions. They milk 110 Holsteins and 10 Jerseys in a free-stall barn with a step-up parlour. The herd includes 12 ME, 9 EX, 69 VG and 36 GP. At Mosnang they aim for long living cows with type and production who can compete at the shows. A 3X "Alberta Breeder of the Year," the farm has been Premier Breeder and Exhibitor at many Alberta shows and in 2022 was runner-up for Premier Breeder at the Royal Winter Fair. The Hehlis' "L Family", led by MOSNANG SALOON LIQUOR EX-94-2E, her granddaughter MOSNANG SOLOMON LIQUIFY EX-95-3E and Liquify's daughters, MOSNANG UNIX LIPSTICK EX-95 and MOSNANG BRIDGESTONE LIVE WIRE VG-87, have been the source of many show achievements for Mosnang and their new owners. Markus is an Official Judge, won the Curtis Clark Achievement Award in 2023, and has served on numerous show committees, while Heini is a former Alberta Milk director.

Congratulations to all the Master Breeder winners! We look forward to presenting in-depth stories on the three Western Canada winners in an upcoming issue.



Current Holsteins (Missiontrail),
Woodlands, MB

New Master Breeders Darren and Allison Hueging of Current Holsteins (prefix Missiontrail) have come a long way in just 20 years. In 2006, the Huegings bought Darren's aunt's farm, an unregistered bull-bred 50-cow tie-stall herd. They BB recorded the entire herd through Holstein Canada's upgrading registration program (Full Spectrum). Today the herd is fully registered at purebred status. Darren and Allison currently milk 80 cows in their tie-stall barn who average 13,500+ litres on 2X with 4.4% fat for 597 kg fat and 449 kg protein per lactation. The herd includes 6 ME, 4 EX, 50 VG and 49 GP and this was their first year being nominated for Master Breeder. Since they first started collecting points in 2010, 14 different cows from this well-rounded, balanced herd each contributed 10+ points to their Master Breeder Shield. The Huegings credit their success to "keeping a sharp pencil when decision-making, teamwork and focusing on production and longevity." The couple, who share this achievement with their three children, say, "It is an honour to be in the same company as the great breeders who came before us who we have long respected and learned from. This award represents years of early mornings and late nights and the steady commitment to improve each day."