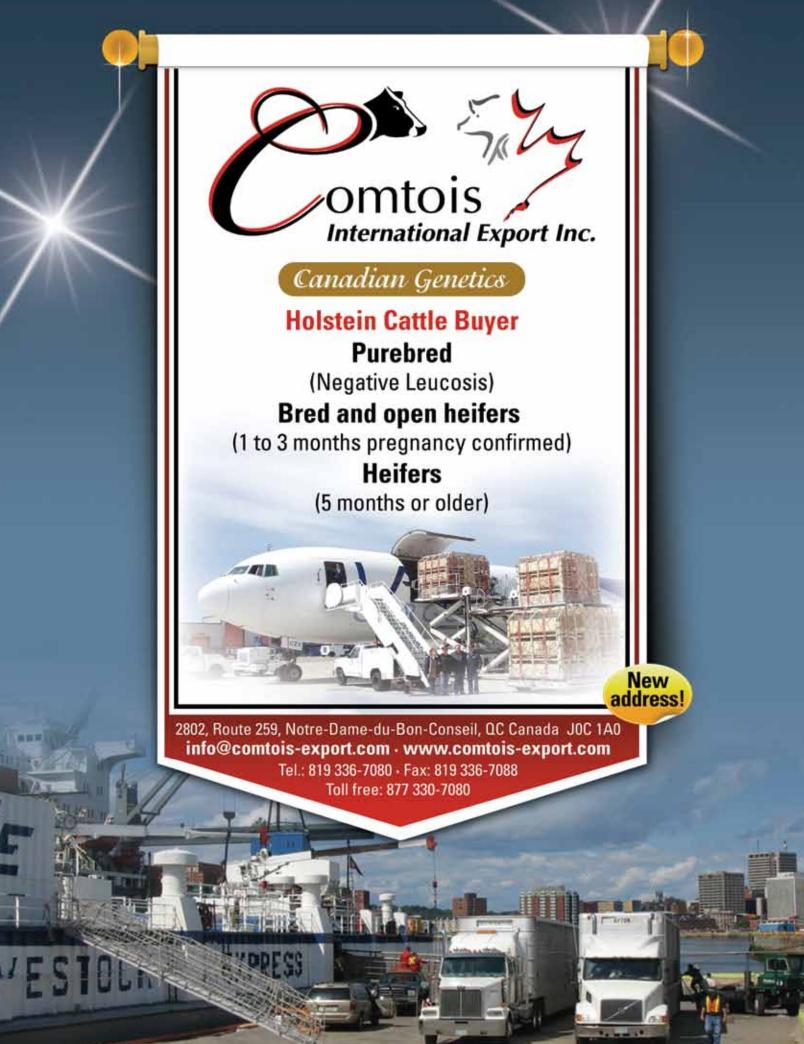
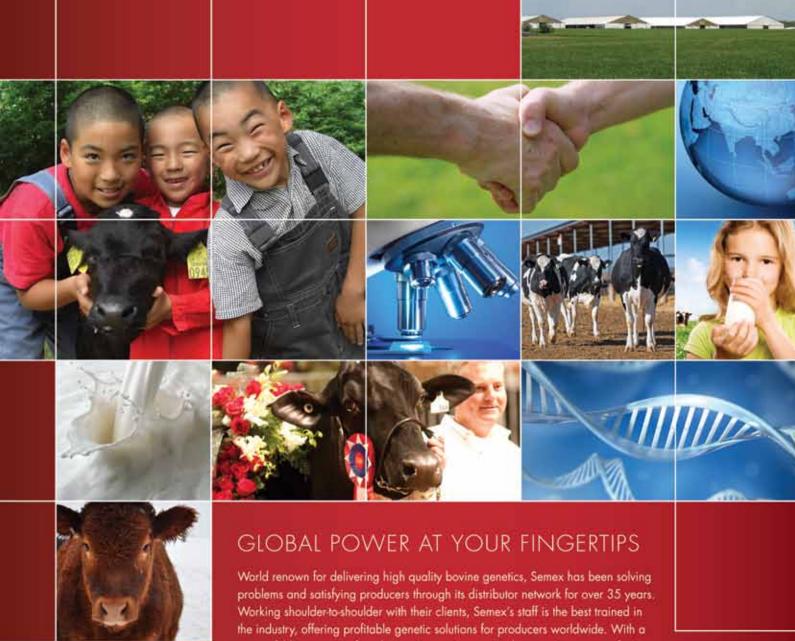
The Summer 2011

The official magazine of the Canadian Swine Exporters Association, the Canadian Livestock Genetics Association and the Canadian Beef Breeds Council







successful history as its foundation, Semex is committed to ensuring success for its clients, owners, employees and partners for generations to come.

- Global Housing Facilities with over 1,600 Bulls on 5 Continents
- 110 Distributors in 80 Countries
- 1,800 Semex Employees Worldwide
- Owned by 3 Canadian Partners, Each with 60+ Years Experience
- 35+ Years Marketing Semen to Meet Global Demand
- Extensive Internal Reproductive, Embryo & Semen Technology R&D Centre - L'Alliance Boviteq
- Comprehensive Embryo Export Program
- State of the Art Distribution Center
- Millions of Doses Exported Each Year





Your Passport to Canadian Genetics









1-800-493-2627 www.osi.org Genetics available through



Greaveston delivers Canadian Embryos to you!

Greaveston has sourced and delivered embryos, A.I. - quality males and female breeding stock to buyers in 19 countries worldwide. Our clients include many of the world's most respected A.I. companies, governments and top breeding establishments. Continually, we work with leading cattle breeders from across Canada. Although our largest market involves the Holstein breed, our services encompass all dairy and beef cattle breeds.

With over 20 years of success in sourcing and exporting Canadian genetics, our greatest satisfaction comes from helping our clients succeed. Greaveston offers a full range of services to easily complete your order. From locating donors that meet your requirements to shipping the embryos, we can make all the necessary arrangements. Whether your objective is a few embryos from very elite donors or enough to create an entire breeding program, put our experience to work for you.



& Genetic Services.

Ph. 1 905-877-7356, Fax 1 905-877-3983 www.greavestongenetics.com

Paul Greaves



FEATURED ARTICLES

- Healthy Hogs, Healthy Industry, Healthy Food
- Porcine Reproductive and Respiratory Disease (PRRS) Biofilters
- Freedom Stalls
- The Canadian Beef Breeds Council (CBBC)
- The Power of the Pedigree
- Genetic Improvement
- **28** Bull Proof Accuracy and Stability
- Canadian Sheep Options and Opportunities
- Goat Sector Grows with Increasing Consumer Demand



NEWS AND UPDATES

- Upcoming Industry Events
- Buyer's Guide

UP FRONT

- A Message from the President of the Canadian Swine Exporters Association
- A Message from the President of the Canadian Livestock Genetics Association
- A Message from the President of the Canadian Beef Breeds Council



CANADIAN SWINE EXPORTERS ASSOCIATION: RESOURCE GUIDE

- CSEA's Vision and Member Benefits
- Resource Guide

CANADIAN LIVESTOCK GENETICS ASSOCIATION: RESOURCE GUIDE

- CLGA's Vision and Member Benefits
- Resource Guide

CANADIAN BEEF BREEDS COUNCIL: RESOURCE GUIDE

- CBBC's Vision and Member Benefits
- Resource Guide





Published for:



Canadian Swine Exporters Association

408 Dundas Street, Suite 2 Woodstock, On N4S 1B9 Tel: (519) 421-0997 Fax: (519) 421-0887

E-mail: csea@rogers.com Web: www.canadianswine.com



Canadian Livestock Genetics Association (CLGA)

660 Speedvale Avenue West, Suite 205 Guelph, ON N1K 1E5 Tel: (519) 821-5200 Fax: (416) 850-8213 E-mail: clga@clivegen.org Web: www.clivegen.org



Canadian Beef Breeds Council (CBBR)

320, 6715 - 8th Street N.E. Calgary, AB T2E 7H7 Tel: (403) 730-0350 Fax: (403) 275-8490

E-mail: info@canadianbeefbreeds.com Web: www.canadianbeefbreeds.com



Published By: Matrix Group Publishing Inc. Canada Post Mail Publications

Agreement Number: 40609661 Return undeliverable copies to: 52 Donald Street, Suite 300 Winnipeg, MB R3C 1L6 Tel: (204) 953-3120 Toll free: (866) 999-1299 Fax: (866) 244-2544 E-mail: sales@matrixgroupinc.net Web: www.matrixgroupinc.net

President & CEO

lack Andress

Senior Publisher

Maurice LaBorde mlaborde@matrixgroupinc.net

Editor-in-Chief

Shannon Savory ssavory@matrixgroupinc.net

Editors

Alexandra Walld awalld@matrixgroupinc.net Karen Kornelsen

Finance/Accounting & Administration Shoshana Weinberg, Nathan

Redekop, Pat Andress accounting@matrixgroupinc.net

Director of Marketing & Circulation Shoshana Weinberg

Sales Manager - Winnipeg Neil Gottfred

Sales Manager - Hamilton Jessica Potter

Sales Team Leader

Ken Percival

Matrix Group Inc. Account Executives

Albert Brydges, Rick Kuzie, Miles Meagher, Peter Schulz, Benjamin Schutt, Rob Choi, Brian Davey, Jim Hamilton, Chantal Duchaine, Brian Macintyre, Thomas Campbell, Colleen Bell, Cole Williams, Declan O'Donovan, Matthew Oliphant, Trish Bird, Aaron Hoeflaak, Theresa Teixeira, John McDougall

Layout & Design

Travis Bevan

Advertising Design

James Robinson

©2011 Matrix Group Publishing Inc. All rights reserved. Contents may not be reproduced by any means, in whole or in part, without the prior written permission of the publisher. The opinions expressed in this whole in the permission of the publisher. publication are not necessarily those of Matrix Group Publishing Inc. Printed in Canada.





WHERE FARMERS MEET

"As a producer, I take my international clients to Canada's Outdoor Farm Show to share leading edge technologies"

Jim Donaldson

President, Canadian Swine Breeders Assoc Hickson, Ontario

CANADA'S OUTDOOR FARM SHOW 2011

TILLAGE FOR CORN STALKS DEMO

SWINE TECHNOLOGY DEMOS

LIVE ROBOTIC MILKING DEMOS . Featuring Lety & DeLaval.

GROBER YOUNG ANIMAL DEVELOPMENT CENTRE
• Featuring Dairy Call Technology Demos

CROP AND INPUT PLOTS

QUALITY BEEF CARCASS COMPETITION

SHEEP AND GOAT PAVILION

FORAGE HARVESTING DEMOS

CANADIAN ENERGY EXPO . Presented by Ag Energy Co-operative

39.200 fet ATTENDEES











CANADA'S LARGEST AGRICULTURAL TRADE SHOW

OutdoorFarmShow.com 1-800-563-5441

A Message from the President of the Canadian Swine Exporters Association (CSEA)



Bill Young President Canadian Swine Exporters Association

As the newly elected president of Canadian Swine Exporters Association, I welcome the opportunity to bring greetings from CSEA on behalf of the swine industry. It is with great pleasure that I present to you the first resource guide that is dedicated to the Power of Canadian Genetics.

Canadian swine breeders continue to work hard producing the finest swine breeding stock. With emphasis on high health, strength and uniformity, our purebred genetics excel in fast growing and prolific characteristics. The Canadian Pedigree Certificate of Registration ensures the purity and ancestry traced back many generations and offers the foreign buyer the assurance of quality. Years of genetic evaluation and research in the swine industry has made Canada a leader in swine genetics, and a respected supplier of superior, high health genetics that our global customers desire. This investment in genetic evaluation and research has resulted in substantial genetic improvement and has allowed Canada to produce a very efficient animal that performs extremely well in leanness, feed conversion, prolificacy, growth rate and carcass aualities.

The Canadian Swine Exporters Association, a not-for-profit legal corporation, assists the members in market development, promotion and training programs

for clients. Members reach buyers from all regions of the world and are pleased to offer technical expertise for informed marketing and purchasing decisions. Our dedicated and passionate members have exported elite Canadian swine to over 50 countries worldwide and have experience that extends over 40 years. The membership has a great deal of expertise and can satisfy the needs of small and large customers with their swine genetic needs.

Canadian swine breeders continue to work hard producing the finest swine breeding stock. With emphasis on high health, strength and uniformity, our purebred genetics excel in fast growing and prolific characteristics.

I hope you will find this issue of The Power of Canadian Genetics to be informative and an excellent tool for making contacts with the best suppliers from Canada. Do not hesitate to contact us if we may be of assistance to you.

A Message from the President of the Canadian Livestock Genetics Association (CLGA)



Roger Turner
President
Canadian Livestock Genetics Association

When it comes to market access, animal health and market development, the CLGA has been the modern voice of the dairy genetics industry since our founding in 1999—all the while building on the traditions of previous trade associations going back to the 1970s. Along the way, the sheep, goat and poultry genetics sectors have joined us so, when CLGA partners with the swine and beef genetics sectors, together we truly can present the power of Canadian livestock genetics!

Live animal exporters, artificial insemination companies, embryo exporters, herdbooks, industry associations and those who provide support services have joined together at CLGA to develop, produce and market the highest quality of livestock and genetics products. We focus on producer needs and customer expectations by building on the strength of effective partnerships, accessible information and proven genetic performance.

The Canadian Livestock Genetics Association is pleased to partner with the Canadian Swine Exporters Association and the Canadian Beef Breeds Council to present, The Power of Canadian Genetics.

A Message from the President of the Canadian Beef Breeds Council (CBBC)



Allan Marshall President Canadian Beef Breeds Council

Welcome to The Power of Canadian Genetics! This is the first national industry resource guide ever produced in Canada for dairy, swine, beef and sheep genetics. Being published on an annual basis, this publication will provide current information as to the state of Canada's genetics industry and advance the commercial success of Canada's herd.

Throughout these pages we invite you to read about the diversity of the Canadian livestock sector—its successes and challenges. We trust that the information contained within this publication will provide you with a reference guide for the Canadian genetic industry to encourage international awareness and transfer of information.

Canada enjoys an enviable reputation as a source of productive and safe beef cattle genetics—a record unmatched in the world. A number of factors contribute to this high level of success. The list includes a clean environment fostered by careful stewardship, healthy livestock supported by a national animal health and safe food policy, mandatory identification, provincial programs, dedicated professionals, careful record keeping, accurate genetic improvement programs delivered by national breed associations, leading edge research conducted by leading universities and corporate entities.

The Canadian Swine Exporters Association (CSEA).
Visit their website at

www.canadianswine.com.



The Canadian
Livestock Genetics
Association (CLGA).
Visit their website at
www.clivegen.org.



The Canadian Beef
Breeds Council
(CBBC).
Visit their website at
www.canadianbeefbreeds.com.









Our primary focus is built on four Ps—performance, predictability, profitability andpedigree. Whether you are an importer or producer and breeding for performance traits, carcass traits or maternal traits, one or several of Canada's purebred breeds has the genetics to enhance your herd, and your business success.

A focus on carcass merit has led to innovation and refinement of national and international genetic evaluation programs emphasizing the development of tools to increase accuracy of selection for improvements in carcass yield and meat quality using applications of ultrasound technology and advanced genetic evaluation methods. A maternal index has been developed with the objective to increase genetic merit for sustained production of calves while maintaining input costs. A feedlot index has also been developed that utilizes bull test information to

increase profitability in their progeny by increasing efficiency.

We are seeking to showcase a healthy genetics industry with specialized breeding techniques of purebred breeding stock and with ongoing efforts in genetic advancements. The growth and promotion of the purebred sector in foreign markets is our primary focus and we anticipate distribution to members of the Canadian livestock industry as well as international government agencies, buyers, Canadian Embassies, trade shows and world conferences. Our primary focus is built on four Ps—performance, predictability, profitability and pedigree. Whether you are an importer or producer and breeding for performance traits including birth weight, growth and feed efficiency, or carcass traits such as marbling and cutability, or maternal traits like ease of calving or milking ability—one or several of Canada's purebred breeds has the genetics to enhance your herd, and your business success.

We encourage you to contact Canadian Beef Breeds Council to link you to the source of genetic results that you seek. Our website, www.canadianbeefbreeds.com, includes profiles of each breed and contact information for each breed association and its members. In addition, you can obtain information as to exporters and service providers.







manitobapork.com (204) 237-7447

Products and Services that Help you Maximize the ROI for your Herd











Visit www.merial.ca



Healthy Hogs, Healthy Industry, Healthy Food Initiatives of the Canadian Swine Health Board.

By Bob Harding, Executive Director for the Canadian Swine Health Board and Brian Sullivan, Chief Executive Officer, Canadian Centre for Swine Improvement



anada is recognized for its high health status in livestock along with the national programs and government policies that minimize the risk for introduction of new diseases. This is very important not only for the health of the animals but also for a healthy industry and to produce healthy food for a global market. Canada has some natural advantages with its wide open

spaces, but maintaining high health requires a constant and ever increasing level of vigilance. This is achieved through leading edge science-based government policies and procedures along with the cooperation and direct involvement of industry. A recent very important development was the creation of the Canadian Swine Health Board as a non-profit industry organization to provide leadership and coordination in support of the management of the health of the Canadian swine herd.

About the Canadian Swine Health Board



The Canadian Swine Health Board (CSHB) was established in 2009 in collaboration with industry stakeholders, as a national industry organization with a mission to "provide leadership and coordination in support of the management of the health of the Canadian swine herd". The CSHB

is supporting the development and implementation of three program areas: Biosecurity and Best Management Practices, Research, and Long Term Disease Risk Management. These three program areas were identified by an industry-government group formed in early 2008 to explore program options to assist the Canadian hog industry, which was dealing with an outbreak of circovirus at the time. The CSHB initiative was initially funded by the Government of Canada.

The CSHB is governed by a board of directors setting its policy and direction, and representing a broad range of swine industry stakeholders. It consists of representatives from the Canadian Pork Council (CPC), the Canadian Meat Council (CMC), the Canadian Centre for Swine Improvement (CCSI), the Canadian Association of Swine Veterinarians (CASV), and the Veterinary Colleges of Canada (VCC). The board also works closely with Agriculture and Agri-Food Canada (AAFC), the Canadian Food Inspection Agency (CFIA) and the Canadian Chief Veterinary Officers (CCVO's).

Biosecurity and best management practices

The CSHB conducted a national Biosecurity Benchmarking Study, in order to determine the current levels of biosecurity in practice on Canadian swine farms. An in-depth study of this magnitude has never been conducted before in Canada for any sector. The survey findings are being used to plan appropriate and targeted steps to further enhance the health status of the Canadian swine industry.

Disease
Prevention Area

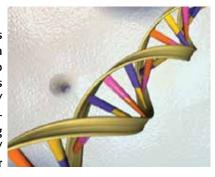
STOP

Check with Management
Prior to Entry

The CSHB has also developed the National Swine Farm-Level Biosecurity Standard, with the involvement of technical experts from within Canada and also reviewed by international experts. A user guide has also been developed for use with the Standard. To foster adoption of the Standard, a National Biosecurity Training Program has been developed. This training program involves producers and veterinarians, and is currently being rolled out across Canada. The program is designed to improve biosecurity best management measures, adapted to each specific site, as well as to build awareness of disease control. Implementation requires working closely with provincial producer associations.

Research

The CSHB provides funding for research projects related to Porcine Circovirus Associated Diseases/ Postweaning Multisystemic Wasting Syndrome (PCVAD/ and PMWS) other emerging, Canadian-



based and targeted diseases to improve diagnostic testing, field trials, biosecurity and best management practices, new vaccines as well as genetic resistance. A repository of the current research resources and projects in Canada and in the world with regards to PCVAD/PMWS has also been developed.

Research priorities related to emerging and re-emerging diseases have been determined, with research funding allocated to several programs. Some of this programming is helping to address knowledge gaps relative to PCVAD, as well as emerging and re-emerging diseases.

It was recognized that there was a need for more swine health research capacity in Canada. A series of Post-Doctoral Fellowships were initiated, resulting in eight young researchers working on pig health matters. These researchers and their supervisors will be brought together for a seminar and scientific exchange forum on an annual basis.

Projects were also approved to help conduct research in the application of genomics to swine health improvement, specifically gilt acclimation and sow health phenotyping, as well as developing genetic selection tools for sow health.

Long-term disease risk management



A main objective of the CSHB is to develop, implement, deliver and maintain a framework that would monitor and provide benchmark data on the overall health of the hog herd.

Identification of the requirements for such a framework is underway, including the stakeholder requirements.

The financial impact of PCVAD on the Canadian swine industry has been assessed, and long-term risk management solutions currently in place in the Canadian hog industry are under review.

Research priorities related to emerging and re-emerging diseases have been determined, with research funding allocated to several programs. Some of this programming is helping to address knowledge gaps relative to PCVAD, as well as emerging and re-emerging diseases.

An assessment of the surveillance process currently in place has been initiated including potential enhancements to the system and a plan to monitor zoonotic developments.

In June 2010, a suspect vesicular disease case resulted in the temporary shutdown of a processing facility. While official results were negative for all reportable vesicular diseases, a CSHB report on the investigation identified several recommendations to improve Canada's response in the future. A technical bulletin was also developed to help producers recognize the clinical signs of vesicular diseases.

A secure national swine health program for a secure economic future



Good herd health enhances production competitiveness and provides opportunities for market access which is critical for our industry which exports over 50 per cent of its production. CSHB's initiatives have been developed to support long-term competitiveness of the industry. The successful track record at maintaining high health allows Canada to export genetics and livestock products to countries all around the world. The initiatives of the Canadian Swine Health Board are further strengthening the security of Canada's high health status and will help ensure that Canada remains a top choice global supplier of swine genetics and pork products.

Please visit www.swinehealth.ca for more information on the Canadian Swine Health Board.

Porcine Reproductive and Respiratory Disease (PRRS) Biofilters

A new weapon for North American hog farmers.

By Murray Elliott, FGC Ltd.

orth American hog farmers have a new weapon against Porcine Reproductive and Respiratory Disease (PRRS). It's a mechanical and engineering solution to a viral health issue that has been plaguing our industry for 20 years.

This is the most exciting change to barn design since the concept of three-site production. The biofilter is coming of age and will be an important tool in the long term solution to PRRS.

The concept of the filter system is neither new nor revolutionary in and of itself. It is the new application of filtering incoming air before it reaches the animals in a commercial barn setting that is revolutionary. HEPA filters have been used in hospitals and research facilities to stop virus transmission for decades.

The filter itself is quite simple. It is not unlike a furnace air filter that we are all familiar with. The filter system is a tin box that is placed over an air inlet with several filters mounted in the box.

Because the filter creates resistance to air flow, the filter area must be larger than the air inlet it is covering. This provides more surface area so that the existing air inlet still gets its required air supply. Then the filter simply catches the PRRS virus and traps it in the filter before it can pass into the air space where the animals live.

The PRRS filters are protected by prefilters that stop dust and debris from clogging the main filters prematurely. These pre-filters need changing approximately twice a year. The main filters come in two options, either L6 or L9. These numbers denote the particle size that they will stop. The L9 filters have been in use the longest and stop 95 per cent of PRRS size particles. The L6 filters drop to 82 per cent efficiency and have proven successful in research settings, but have a shorter track record in the field.

They reduce the cost of the system but raise the risk of failure to some degree but they are currently being used in the field. The main filters have approximately a three-year life span. The life span is determined simply by how quickly they fill up. The filter is actually more effective six months after its initial installation. As the filter collects virus, other virus coagulates to the existing trapped particles making the filter more effective over time.

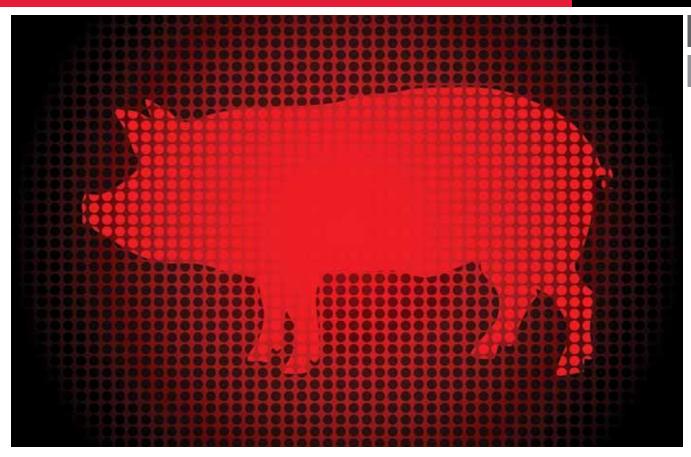
In the U.S. and Canada, many sow barns have tunnel ventilation for summer and air inlets for winter. To reduce costs, some of the test facilities opted for the inlets to be protected and the tunnel to be left as it was. The thinking behind this was that PRRS virus is far more likely to travel in the winter than in the summer because the virus has a much shorter life in temperatures above 62F. Of the 47 applications there were 21 boar studs, 21 sow barns, two finishing sites and three research facilities. The following results are for 39 of the farms.

For the five years prior to filtration, the 39 farms had a total of 56 PRRS breaks, or a 36 per cent break rate per year. After filtration the partially filtered farms had four

breaks, or a seven per cent break rate and the fully filtered farms had two breaks, or a four per cent break rate. It must be emphasized that the sample size is small and the duration fairly short so the results are not guaranteed, but certainly are promising in highlighting a new tool against PRRS.

If filtration is used then any air leaks into the barn must be minimized as this air is not filtered and is therefore a potential source of contamination. Windows, fans and doors are the main leak points. When fans are not in use, winter covers must be used. The second stage fans that come on and off are the most serious offenders. Wind socks on the exterior of the fans and back draft dampers on the inside will significantly reduce leakage, but not entirely. This still remains a source of concern. Doors and entry areas need to be switched to a double entry system with positive ventilation to minimize unfiltered air entering the facility. Windows, even in lunch rooms, need to be caulked closed to prevent unfiltered air from entering. Much like biosecurity, when filtration is used the mind set and attitude of what is important is part of the success of the system.

Structurally, the barn must be adapted to make filtration practical. Fans will have to be added as the static pressure of the barn increases with the extra air resistance from the filters. Exterior entrances must be erected to install and service the filters. Stairs and landings up to the gable ends with doors into the attic are required. Gangways need to be put in the attics to install



and service the filter boxes. Making these filters easy to access is necessary to make the system successful in the long run.

The quality of the team installing filtration systems must be of the highest standards. We are talking about working in attics for weeks to cover every air inlet in the facility. Not the greatest environment to run a crew of installers. We are talking about making every controllable CFM of air entering the barn pass through the filter units. We are changing the static pressure of the barn and must correct the fan requirements to this new reality. To make this expensive alteration

to the facility it is imperative that the correct training and attitude of the installers be paramount.

The cost of the system will vary depending on the structure it is installed in, but some ball park numbers for full filtration through air inlets with L9 filters are \$190 - \$220 a sow for initial installation, and \$30 a year maintenance to replace filters. With the L6 filters the costs drops to \$170 - \$200 a sow initial installation and \$25 year maintenance. These are significant costs, but a PRRS break costs between \$100 - \$250 a sow, depending on the type and severity.

Every traditional means of stopping PRRS transmission must be exhausted before considering air filtration. Showers, entry systems, dead stock removal, feed delivery, livestock transport and a dozen more transmission vectors need to be crossed off the list as accomplished before going after air filtration. Then all of these cost estimates need to be assessed on a farm by farm basis. Filtration is not for every situation but if you're in a hog dense area and you've tried to do everything right but still have a history of multiple breaks, it might be the answer you are looking for. It truly is an exciting new technology for our industry.



Canadian Centre for Swine Improvement www.ccsi.ca 1-613-233-8872

- Providing genetic improvement services for one of the world's largest nucleus populations
- ✓ National standards, database and research
- ✓ Web access to management and genetic tools
- ✓ International services for herds anywhere in the world to use the Canadian program

GoatGenetics.Ca



Dairy goat genetic evaluation services
Who's Who in Canadian Goat Genetics
Top Goats, a list of top ranked bucks and does
by breed across Canada

On-line mating plans and much more!

www.GoatGenetics.Ca 1-613-233-8872

Freedom Stalls

Some producers have to replace worn out dry sow stalls and are seeking alternatives to the traditional stall design.

By Murray Elliott, FGC Ltd.

n the Canadian pork industry over the last three or four years, not much money has been spent on repair and maintenance, for obvious reasons. Now that it looks like we are through the worst of this market, producers are looking at their structures and equipment and have begun to prioritize some much needed reinvestment.

Some producers have to replace worn out dry sow stalls and are seeking alternatives to the traditional stall design.

Some producers are concerned that the traditional two-foot by seven-foot stall is not going to be an option for the long term. Certainly, other jurisdictions around the globe and a handful of states in the U.S. have put deadlines on the end of the dry sow stall. The EU date is January 2013; Australia and New Zealand have both set 2017 as their deadline.

Smithfield is again starting to research reconfiguration options in their massive system to accommodate the change to some type of less restrictive housing system, as they promised five years ago. Even more locally, some Ontario producers are

considering the options as they prepare to replace their aging stalls.

I certainly don't know where this is going, nor do I advocate the end of the traditional stall, but I do understand the need to consider options when reinvesting in sow housing. The reason we don't want to give up stalls is because they work so well for all the requirements of both the sow and the operators. They protect the animals from each other. They allow us to get the right amount of feed to each individual animal. They allow us to safely interact with livestock for breeding, pregnancy checking and vaccinating. They also let us keep individual records and locations. Lastly, they allow for reasonable housing costs that are durable. The downside, however, is the perception that they are too restrictive to the animal's movements.

The Freedom Stall is an option that gives us most of the above benefits and allows the sow the ability to leave the stall and interact with other animals at its discretion. This certainly solves the issues of the perception of restricted movement. The Freedom Stall is basically a two-foot

by seven-foot stall with a back gate that pivots open when the sow pushes against a release mechanism with her butt.

When she backs out of the stall, she enters into a common area that services two rows of stalls, and the back gate remains open. The common area is at least eight-feet wide between the two rows of stalls. This common area is divided by gates into sections that are normally about 10 stalls long to create groups of 20 sows.

This area can be larger or smaller to fit whatever group sizes make sense, depending on herd size and breeding groups. The eight feet of width appears to be one critical measurement with planning layouts to give the exiting sow room to maneuver.

The stalls can be locked down as full groups or individually. This allows for operators to use them as traditional stalls for breeding or whatever activity the operator requires. The individual lock down could be used for a sick or skinny individual sow that requires special care.

The negatives of this stall are that feeding is not individualized by animal. The sow





Freedom stalls allow the sow (mother pig) to have her own space but also allow her to leave for socializing in the straw area. They give the sow the freedom of moving around when pregnant.

still gets the benefit of a separate feeder, but the volume becomes generic. The second negative is cost. The stall itself is about twice the price of a traditional unit.

The footprint of the barn also becomes larger. A traditional stall with alleys included requires 19-square feet per animal. The Freedom Stall requires 25 square feet. That's a 31 per cent increase in dry sow space.

I believe we can get a little creative with penning and use that common area for alley space and reduce that to 22 square feet per animal, but that's still a 15 per cent increase. That adds about \$225 of cost per dry sow space above the traditional design. This cost could be reduced more on a new facility as the pit would not have to be as deep to meet the required 240 days of manure storage because of the increase square footage of the barn.

The positive is that these units do work and the sows do use the common area. Interestingly, in the two facilities I've seen, the sows still spend quite a bit of time locked in their stalls. That is their choice. One facility videoed the sows, as they thought some sows never left the stall. This proved to be incorrect. Virtually every sow left her stall at some point during the day to use the common area. There was fighting during mixing for the first couple of days.

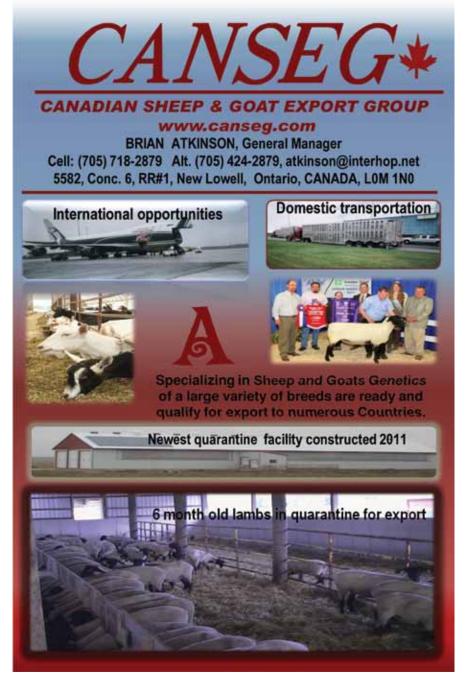
The sows that didn't want to fight had a safe stall. The dominant sows went at it until one of them won. Not a pretty sight, but part of group behaviour with pigs.

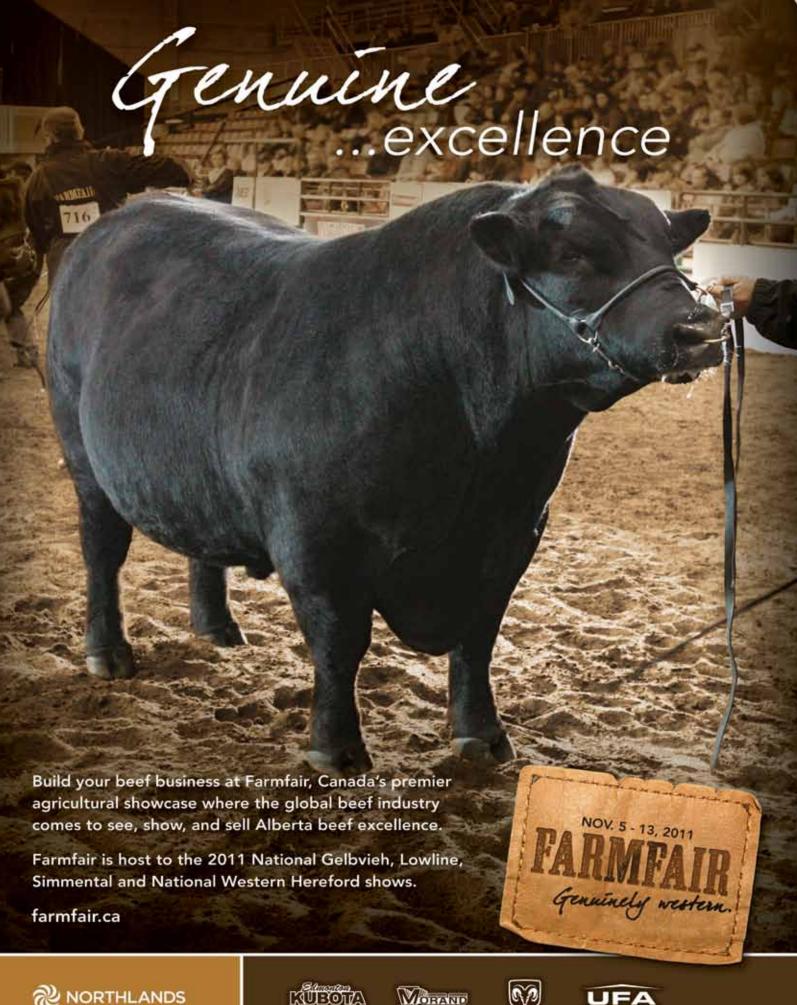
Certainly Freedom Stalls are not the only option available. Loose sow pens and electronic sow feeders are both viable alternatives. I personally have been impressed with the Freedom Stall as it gives us most of the benefits we currently have with traditional stalls, with the least amount of management changes.

The biggest downside is the cost compared to current stalls or loose sow housing options. We, as an industry, need to begin this discussion of how we are going to house sows or mitigate the criticism of those who disagree with our current practices. It would be proactive to engage in this discussion before we retool our barns for the next 15 years.

The Freedom Stalls are manufactured in Canada by Crystal Springs Hog Equipment.

















The Canadian Beef Breeds Council Representing the Canadian purebred beef cattle industry. (CBBC)

Representing the earliadian parebled beer eattle industry

By Doris Rempel, Canadian Beef Breeds Council





ur members include national breed associations that collectively represent producers of purebred beef breeding stock. Associate CBBC members are exporters and sector service providers, including domestic livestock shows. The Canadian Beef Breeds Council exists to represent and promote Canadian pedigreed beef cattle genetics domestically and internationally. The Canadian Beef Breeds Council is the recognized representative of Canadian seed stock producers by government and industry, while effectively promoting Canada as the source of quality beef cattle genetics.

We help individuals and organizations throughout Canada and around the world to access Canadian purebred beef cattle genetics and related services.

The following attributes have been identified to support the value proposition and the Canadian Beef Advantage: Canadian beef breeds and genetic improvement system; beef profitability and value; animal health and on farm food safety system; food safety system at slaughter and fabrication plants; beef grading system; beef product specification and processing

characteristics; supplier sales and service standards; eating quality, shelf-life and appearance; beef nutrition and health; animal welfare and efficient cattle production system.

On behalf of its membership, CBBC annually develops a Long Term International Strategy (LTIS) that is integrated with those of other industry stakeholders and is consistent with industry-wide objectives and goals. The LTIS enables the council and in particular, its breed and exporter members, to meet their own objectives and goals through a public-private partnership. Activities include global-market intelligence gathering, setting of market access priorities, sponsorship of outbound activities, hosting of inbound study groups, development of collateral promotional items, and training programs.

CBBC participates in meetings in government round tables, policy discussions and trade talks on behalf of its members and the overall purebred sector. CBBC also liaises with the wider Canadian cattle industry and agricultural community on topics and issues of common interest.

CBBC promotes the purebred cattle sector through diverse public relations and

media strategies including attendance at Canadian and international events, dissemination of breed profiles in several languages, presentations and seminars, sponsorships, news releases and conferences, published articles and print advertising.

On behalf of the purebred cattle sector, CBBC collaborates with the Canadian Cattle Identification Agency in the system designed for the containment and eradication of animal disease. All purebred beef





From **Farrow** to Finish...



SWINE PRODUCTS





Penning Crates -Stalls **Flooring Drinkers** Feeders



Corporate Office 2157 Parkedale Ave. Brockville, ON K6V 5V6 Canada PH: 613-342-5424 Fax: 1-800-263-4598



Arthur Manufacturing Facility Email: agsales@canarm.ca www.canarm.com

#7686 Concession 16, RR4 Arthur, ON NOG 1AO Canada PH: 1-519-848-3910 Fax: 1-519-848-3948

cattle are tattooed with unique breed and herd identification.

CBBC is frequently consulted by government representatives, policy makers and the wider cattle industry on issues and best practices pertaining to animal health. We also counsel and comment on farm safety and animal transportation issues.

The Canadian Beef Breeds Council is the recognized representative of Canadian seed stock producers by government and industry, while effectively promoting Canada as the source of quality beef cattle genetics.

CBBC monitors all Canadian purebred cattle registrations through data supplied to us by individual breed associations. We are committed to enhancing, streamlining and aligning breed associations' registration criteria to present a more uniform synopsis of purebred cattle in Canada.

Our breed profiles showcase the distinct traits and qualities of the purebred cattle breeds and available in a variety of languages.

CBBC, as a founding partner together with the Canadian Cattlemen Association (CCA), has built a value chain platform established through the CCA Beef InfoXchange System (BIXS). Participants are linked through a network to capitalize on the sharing of information...reducing risk, and leading to increased quality and profitability.

IT'S ALL IN THE GENERAL CONTROL OF THE SECOND SERVICE OF THE SECOND SECOND SERVICE OF THE SECOND SECON

Producing the best cattle and the best beef — is achieved with Canadian purebred genetics

Whether you're breeding for performance traits including birth weight, growth and feed efficiency, or carcass traits such as marbling and cutability, or maternal traits like ease of calving or milking ability — one or several of Canada's purebred breeds has the genetics to enhance your herd, and your business success.

Ask CBBC to link you to the source of genetic results you seek. Read breed profiles and reach our national Breed Association members, 10,000 Canadian purebred producers, exporters and service providers, via our website.



Registered purebred stock... insist on it!

Canadian Angus Association
Canadian Blonde d'Aquitaine Association
Canadian Brown Swiss and Braunvieh Assoc
Canadian Charolais Association
Canadian Galloway Association
Canadian Gelbvieh Association
Canadian Hays Converter Association

Canadian Hereford Association
Canadian Highland Cattle Society
Canadian Limousin Association
Canadian Lowline Association
Canadian Luing Association
Canadian Maine Anjou Association
Canadian Murray Grey Association

Canadian Pinzgauer Association Canadian Shorthorn Association Canadian Simmental Association Canadian South Devon Association Canadian Speckle Park Association Salers Association of Canada



The Canadian Beef Breeds Council (CBBC) represents the Canadian purebred cattle industry. Its members include national breed associations that in turn represent producers of breeding stock. Associate CBBC members are exporters and service providers. The Canadian Beef Breeds Council exists to represent & promote Canadian pedigreed beef cattle genetics domestically and internationally. The Canadian Beef Breeds Council is the recognized representative of Canadian seed stock producers by government and industry, while effectively promoting Canada as the source of quality beef cattle genetics.

www.canadianbeefbreeds.com

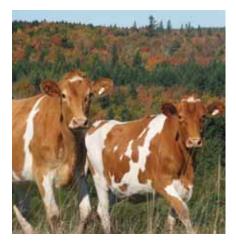
The Power of the Pedigree



By Doris Rempel, Canadian Beef Breeds Council

ncreasingly, countries importing Canadian genetics are recognizing the value of the pedigree. Most recently countries within the Commonwealth of Independent States have sought out assistance of Canadian breed associations to develop breed registries within these countries. The need for organiza-

tions to facilitate international collaboration in beef cattle recording and genetic evaluation is becoming increasingly evident.



Foundation Sires

The Animal Pedigree Act in Canada defines registration of purebred cattle and transfer requirements upon sale as legislated by law. Purposes of the Animal Pedigree Act are:

- a. To promote breed improvement; and
- b. To protect persons who raise and purchase animals.

By providing for the establishment of animal pedigree associations that are authorized to register and identify animals that, in the opinion of the Minister, have significant value.

The principal purpose of breed associations shall be the registration and identification of animals and the keeping of animal pedigrees.

The scope of associations is defined as

- 1. An association may be incorporated under this Act in respect of a distinct breed, an evolving breed or one or more distinct breeds and one or more evolving breeds. Limit of one association per breed or evolving breed.
- 2. Only one association may be incorporated in respect of each distinct breed and each evolving breed.
- 3. Where an association is incorporated in respect of one or more distinct breeds and one or more evolving breeds, the distinct breeds and evolving breeds must all be of the same species.

The Act includes the following requirement: no person shall, without an express statement that the animal's registration, identification or status as a purebred is from a jurisdiction other than Canada and that the animal will not be registered or identified, or as eligible to be registered or identified in Canada by the person, sell as registered or identified, or as eligible to be registered or identified, or as a purebred, any animal without providing to the buyer thereof within six months after the sale the animal's duly transferred certificate of registration or certificate of identification.







Genetics Service Inc. CUSTOM COLLECTION FACILITY

> 7970 Perth Road 147, R. R. #4 Listowel, ON, N4W 3G9 Telephone: (519) 291-9916 Fax: (519) 291-3532 Email: info@foundationsires.com www.foundationsires.com

Foundation Genetics Service Inc. is a custom bovine semen collection Center. This genetics entity collects and processes semen from all breeds of cattle for private owners as well as Companies. Product quality is unsurpassed in the industry with Foundation Genetics currently rated as the #1 bull stud for fertility in North America.

Foundation Sires Inc. runs a sire proving program for dairy and beef bulls. With sales in over 25 Countries around the world and growing, Foundation Sires can meet your genetic needs. A new venture is a donor cow, embryo collection facility to compliment our semen business with high quality embryos.





Genetic Improvement

The use of DNA and other tools to improve genetic makeup and increase profit.

By Doris Rempel, Canadian Beef Breeds Council

urrently, heightened market forces are advancing pressure on the livestock industry in Canada. Canada continues to improve several key performance attributes to maintain and enhance its position as a major contributor. Genomics technologies

have already helped the Canadian dairy industry make tremendous advances in breeding, yield and health. Other livestock industry sectors are reaping similar benefits as a result of ongoing efforts.

Advanced genomic tools are developed to assist livestock producers in:

- Determining economically relevant traits;
- Making selection decisions earlier by identifying preferred genetics at a younger age;
- Improving difficult to measure traits such as fertility and reproductive efficiency;
- Enhancing return on investment by use of more efficient breeding management procedures and techniques;
- Improving health and reducing use of antibiotics resulting in lower cost of production;
- Increasing feed efficiency;
- Producing new high quality food and value-added products; and
- Enhancing traceability.

Genetic evaluations are conducted by each breed association based on the data submitted by individual producers of purebred seedstock. The evaluations include the compilation and utilization of performance and pedigree records to improve efficiency, profitability and sustainability of beef production. The use of Expected Progeny Differences (EPDs) is the comparison

of the genetic merit of various traits within the same breed. An EPD predicts the difference in performance of future offspring of a parent, as compared to progeny from other parents, when each are bred to mates of equal value. EPDs are calculated for birth, growth, maternal and carcass traits and are reported in the same units of measurement as the trait.

Genetic research is concentrated on enabling partners to focus on the development, implementation and adoption of genomics-based solutions to increase the profitability and sustainability of the livestock industry. The single-nucleotide polymorphism (SNP) is a DNA sequence variation occurring when a single nucleotide in the genome differs between members of a biological species or paired chromosomes within an individual. EPDs measure an additive effect of all genes, divisible by

two, and genes are unknown. The use of molecular breeding values (MBVs) is based on the sum of additive effects of the whole genomic analysis tool, (SNP) multiplied by copy number. They are associated with genetic variance and can theoretically be collected at birth. Incorporating molecular data into EPDs mitigates the risk of using younger animals, resulting in faster genetic progress.

Recent achievements within the research community in North America include in excess of 200 genetic markers developed and commercialized for parentage, carcass and meat quality traits, feed efficiency, and dairy traits. Whole genome mapping technologies have been developed with assays over 77,000 point mutations in cattle in a single reaction. Similar assays are now available for many species, including pig, chicken and sheep.





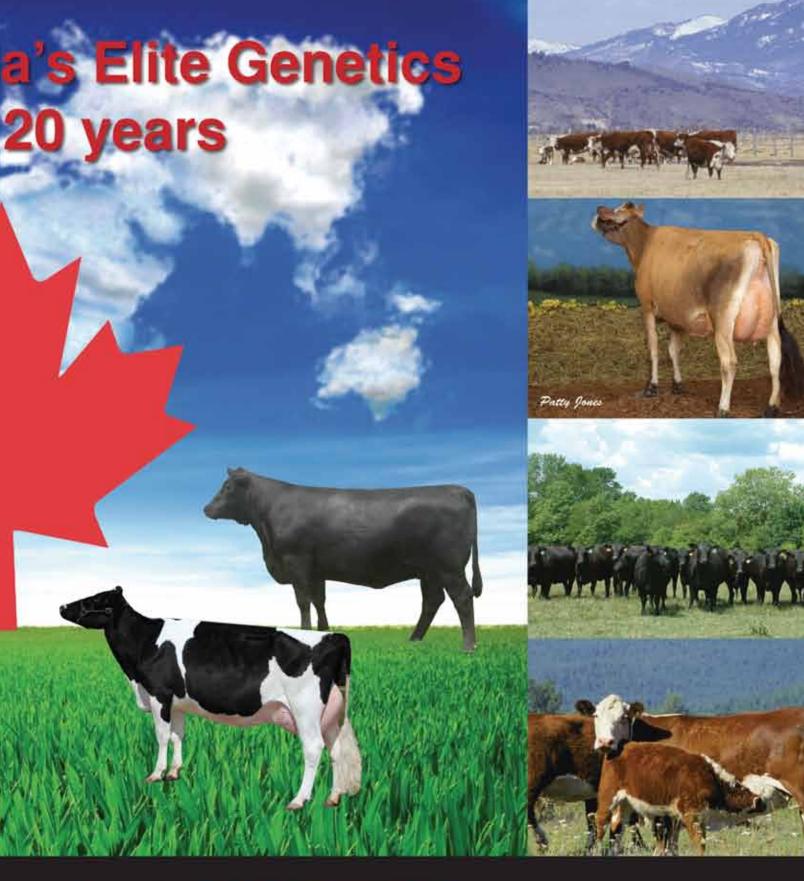


INTERNATIONAL GENETICS LTD

17 Homestead Dr., Collingwood, Ontario, Canada, L9Y 3Y9 Tel: 705-445-2734 Fax: 705-445-6255 info@internationalgenetics.com

www.internationalgenetics.com







IGL offers high health genetics, nutrition and management programs to ensure customer success.

Bull Proof Accuracy and Stability

With the globalization of genetics, the accuracy and stability of domestic genetic evaluations within any country is of great importance.

By Brian Van Doormaal, Canadian Dairy Network

iven that Canada exports twice as much semen internationally compared to what is needed to meet the needs of Canadian dairy producers, proof accuracy and stability is even more critical. Of course, the primary goal at Canadian Dairy Network (CDN) is to provide timely genetic evaluations to assist Canadian dairy producers and industry partners in making accurate genetic selection and mating decisions in order to maximize profitability at the farm level.

Defining proof accuracy versus stability

With traditional young sire testing programs, bulls are normally five years of age before achieving progeny proven status and receiving an official LPI. On average, bulls proven in Canada have a Reliability of at least 85 per cent for both production and type when they attain their first official LPI. When CDN refers to proof accuracy, the goal is to provide genetic evaluation services such that each bull's first official proof closely resembles what it becomes years later when the performance of several thousand daughters is included. Proof stability, however, makes reference to any changes that may occur from one genetic evaluation release to another over time. The ideal scenario is to have each bull's first official proof as close to what it will be years later (i.e. high accuracy) and that very little change occurs over time between these start and end points (i.e. very stable).

Factors affecting proof stability

Once a bull receives its first official progeny proof and associated LPI, there are numerous factors that can affect how stable it remains from run to run. The most obvious source of proof change is the addition of more daughters as well as more performance data on daughters already included. Since genetic evaluations

for production traits are based on test day records, the addition of more performance data means that test day records later in first lactation are added to those already recorded with fewer days in milk. In addition, once daughters progress to second and third lactation more test day records contribute to the sire's published proof and LPI. Other traits, such as somatic cell score, daughter fertility and herd life also have daughter data being continually added as a bull ages, which may result in some change to their official proof over time.

Since August 2009, genomics has also become a potential source of change in published genetic evaluations for males and females. While a change may be expected for newly genotyped animals, since genomics is an independent source of information for predicting an animal's genetic merit, other animals may also be affected. For example, the published evaluation for an animal may change when either or both of its parents are newly genotyped even if the animal itself is not genotyped. Also, with the release of new official genetic evaluations in April, August and December of each year there is a group of over 500 newly proven sires genotyped in North America that are then also included in the process for estimating genomic evaluations in Canada. The addition of these new sires

creates changes in direct genomic values for various animals in the population.

A third factor affecting proof stability includes changes in the genetic evaluation methods and models. For example, in 2009 the genetic evaluation system for production traits was modified to account for the number of days pregnant each cow was on each test day compared to open cows as well as the inclusion of an adjustment for extreme test day yields relative to normal expectations. More recently, proofs released in January 2010 experienced increased change following the implementation of updated estimates of heritabilities and genetic correlations across each of the first three lactations. These new genetic parameters had little impact for the majority of bulls but did result in more variability from the August 2009 proofs for bulls adding daughters in second and/or third lactation.

Analysis of proof stability

Geneticists at CDN recently conducted an analysis to quantify the degree of change in proofs calculated for the August 2010 release compared to April 2010 evaluations. The graph (see Figure One) shows the results for LPI for all bulls first proven since February 2000, grouped by the genetic evaluation release when they received *Continued on page 30*

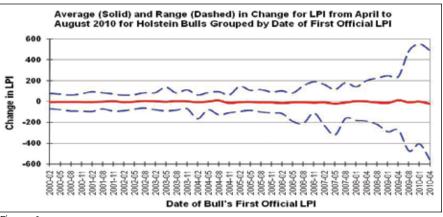


Figure 1.

Focus on Dairy

- Canadian milk and dairy products are world-renowned for their excellence.
 Enforcement of strict quality standards on dairy farms and in processing plants adds to this international reputation.
- In 2010, dairy production in Canada generated total net farm receipts of \$5.5 billion and generated sales of \$13.7 billion, representing 15 per cent of the Canadian food and beverage sector. The dairy industry ranks third in the Canadian agricultural sector following grains, and red meats.
- About 81 per cent of Canadian dairy farms are located in Ontario and Quebec, 13
 per cent in the Western provinces and 6 per cent in the Atlantic Provinces. There
 are 455 milk processing plants (including 274 federally-inspected) contributing to
 more than 22,650 jobs across Canada.
- The Canadian dairy cattle population totals 1.4 million. Based on milk recording records, the typical Canadian dairy farm has 72 cows.
- The Canadian dairy sector operates under a supply management system based on planned domestic production, administered pricing and dairy product import controls.
- The Canadian dairy industry is famous for the superior genetic quality of its herd as well as its strong dairy cattle improvement and genetic evaluation programs.
- The Holstein breed is the most common dairy breed (93 per cent of the dairy herd); Ayrshire, Brown Swiss, Canadienne, Guernsey, Jersey and Milking Shorthorn breeds are also found on Canadian farms.
- In 2010, Canadian cows enrolled in official milk recording programs produced on average 9,768 kg of milk per lactation (305 days) with an average content of 3.79 per cent fat and 3.21 per cent protein.
- Canada is at the forefront of new and innovative research into dairy genetics.
 Through genotyping, geneticists determine animals DNA profiles and are currently estimating genomic evaluations for over 60 different traits. Genomic evaluations published by the Canadian Dairy Network (CDN) are calculated using imputed genotypes (3K and 50K) since October 2010.
- Canada is a net exporter of dairy animal genetics (bovine embryos, semen and live dairy cattle). Exports totalled about \$101 million in 2010 among a total of 98 countries. Canada's dairy bull semen exports represent about 20 per cent of world exports.
- For exports of Canadian live breeding cattle in 2010, the United States was the top market accounting for 58 per cent of total dairy cattle exports.
 Source: AAFC
 - For additional information, please refer to: "Statistics of Canada's Animal Genetics" at http://www.dairyinfo.gc.ca/pdf/genetics_publication_2010e.pdf.



Ferme Jeandon Inc. in Saint-Roch-Des-Aulnaies, QC.



THE BEST BRAND NAMES IN THE INDUSTRY





- White polyethylene flush mount housing
- (black available in some sizes)
- Standard design self draining Designed to meet the rigorous demands of
- farm/agricultural ventilation
- Energy efficient Multifan or Performa+ Leeson motors
 10" 60" sizes available

GREENBREEZE BASKET FAN

- · designed for more air flow and con-
- precise guard spacing reduces air restriction · easy to open front guard allows easy
- includes hanging bracket to allow direction
- variable speed , efficient motor 115/230v





Unvented Unit Heater

RECOV-AIRE HEAT EXCHANGERS

Many installations in poultry, swine and commercial applications

New Feed Bin monitoring control
 New Genius 420LS Control system – larger screen and capacity

have proven these models are cost efficient and effective

. Becovers in excess of 50% of wasted exhaust heat

Varifan/ Genius Controls

Select Doser dispenses products accurately into low and high pressure watering systems through its tubing via compression and peristalic action.

Aggressive products and powders never pass

through the pump's mechanism that can cause

New improved Model 640 is now simple to use with one tube size

New Select Doser Max can now operate in high

premature wear and maintenance.

- · Total stainless steel construction
- · Hi-Low switch
- · Watertight enclosures

pressure and volumes

SELECT DOSER

- Propane and natural gas
- Available in 40.000 to 225,000 BTU units

· Recovers wasted heat from exhaus and transfers to incoming air

Reduces humidity and improves air quality for improved livestock performance • Large tube type heat exchange core

. New improved ECS "C' control line

curtain controls
 Multiple applications Genius controls

from 3 – 10 stages
Genius 420 Series Control,
up to 4 variable, 20 off/on
New Genius Dimmable Light control

72" fan

Heavy Duty Fiberglass housing

. Twin gates Size A belts with

· 3 hp, single or 3 phase motor

· Optional cone for max air flow

· Heavy Duty 6 blade alum. Propelle

simple to set and use
 Varifan Poultry Scales, Heat mat,

vs plate type stays cleaner longer and is fully accessible for easy cleaning

Available in pilot or spark



"AIRCOOL" Centrifugal **Cooling System**

- · A cooling system without using nozzles
- Adjustable water volume
- · Mobile or stationary unit available
- . Use for cooling air, humidity, recirculation, dust and odor control

- **RECIRCULATION FANS**
- 16" and 20" diameters
- 360° coverage using directional wind vanes
 Superb alternative to race tracking
- . With Multifan or Performa+ Leeson
- Circulating Fan
- 24" diameters Polyethelyne housing
- · with Multifan or Performa+ Leeson motors

Genius picture Ge-430

- Genius 430LS Livestock Climate Control
 User Friendly Interface (hot Keys)
 Large Display Screen for easy viewing
 Up to four variable stages and 30 off/on relays . Expandable to 50 relays with relay module Up to 12 temperature sensors, one Humidity
- Up to 12 heat zones, 12 cool stages, 2 light
- Up to 5 water metering, 2- 0-10volt outputs for dampers
- Can operate Dual, natural and turiner verification.
 "Solarwall boost", outdoor, humidity over-ride logic

Poultryhouse Fan

- High quality material and aerodynamic air inlet
- Variable speed Performa+ motor
 Dual voltage, fully enclosed motor
- Low energy consumption and
- noise level · 16" and 20" models producing
- 2792 and 4770 cfm
- Includes hanging hardware



LIGHT TRAP/ DARK OUT

- High light reduction · Low resistance to air flow
- Simple Installation
- Easy to clean
- · Uses P.V.C. snap release spacers



■ o o :

Plus • MidWest Radiant Tube Heaters • Infraconic Radiant Heaters Greenhouse Heaters • Trusscore Wall/Ceiling Panel • Norlock PUC Planking

Contact your local dealer or call us for a dealer near you



254 Thames Road E. Exeter. Ontario NOM 1S3

1-866-335-1431 Tel: (519) 235-1431 Fax: (519) 235-2852 E-mail: info@exacon.ca web site: www.exaconinc.com



Ferme Lansi in Saint-Albert, QC.

Continued on from page 28

their first official LPI. The solid line represents the average LPI change from April to August, which is very close to zero for all groups of bulls. This line demonstrates that no systematic bias exists and bulls have an equal chance of increasing or decreasing from run to run. The two dashed lines reflect the most extreme LPI change within each group that generally includes more than 100 proven sires. As expected, individual bulls newly proven in the past year may experience a wider range of change (i.e.: up to 500 LPI points in either direction), due to the numerous factors possibly affecting their proof. In addition, there is a second group of individual bulls first proven three to four years ago that may also experience increased proof variability as they add their second crop of daughters.

Summary

Genetic evaluations are used daily to make sire selection and mating decisions at the farm level and by AI companies for future young sire purchases. Pregnancies and resulting calves represent an important investment in the advancement of the herd and breed improvement in general. Also, given the lengthy time period that each cow is expected to remain productive in the herd, breeding decisions today have a long term impact on herd profitability. For these reasons, CDN aims to provide the highest possible level of proof accuracy and stability given the various factors that may contribute to their variability. A recent look at proof stability over time has shown no systematic bias in terms of average LPI change and a maximum range in change as expected given the average LPI Reliability near 85 per cent for newly proven sires. Analysis in this area will continue at CDN as it relates to the accuracy of first official proofs versus those three to four years later.

BULL POWER!



The Complete Package

From a High Indexing Family of Show Cows

From 3 Generations of Show Cows Nominated either All Cdn or All Amn

Lexor's Dam is the Highest Genomic Tested Cow in the World ever Nominated All Cdn or All Amn #1 GPA-LPI in World +3288 (DGV +3504)

Milk +1676 kg

Fat 94 +0.31%

Prot 91 +0.34%

Conf +11

MS +8

F&L +10

SCS +2.71

(Cdn 06-11)

GenerVations LEXOR 250H001010 CANM11098658 Man-O-Man x Comestor Goldwyn Lilac (VG-89) x Lylehaven Lila Z (EX-94 8*) Bred by O'Connor's, Mapel Wood, Comestar & GenerVations

Highest New Releases in Canada at #5 LPI

#1 GTPI Baxter in World

#5 GTPI Bull in World (#2 GTPI Bull with Semen Available)



Gillette WILDTHING (EX-EXTRA) 250H00903 CANM7816547 aAa 531



Gillette WILLROCK (EX-EXTRA) 250H00902 CANM7816548 gAg 234 Marion Sons x Gillette Blitz 2nd Wind (VG-88 25*)



Tramilda-N ESCALADE (VG-87 2vr) 250H000933 USAM139232802 gAg 234 Baxter x Wabash-Way Evett (VG-86 2yr) Full Brother to Epic's Dam



GenerVations EPIC 250H001002 CANM11104016 aAa 432 Superstition x Tramilda-N Baxter Emily (VG-85 2yr)

Smaller. Faster. Better.

It's not about the number of bulls sampled, it's about the quality.

PO Box 568 Campbellville, Ontario Phone: 905.873.8700 Fax: 905.877.1394 info@genervations.com



If it's in the genes, we'll help you find it...

Selection status-Whole genome analysis performed above average breeding value

Parentage testing

Pedigree confirmed

DNA markers can tell you a lot about your germplasm while at the same time protecting your most valuable asset.



Canadian Sheep Options and Opportunities

Sheep have been a part of agriculture in Canada since the first settlement.

By The Canadian Sheep Breeders' Association

s the early pioneers pushed westward, sheep followed almost immediately as they offered the early settlers a steady supply of wool and meat. Sheep thrived on rough pastures that were unable to support cattle and were an important part of the country's early livestock industry.

Commercial lamb production has resulted in the selection of breeds with maternal traits such as prolificacy and mothering ability to cross with terminal sires, which excel in the production of lamb meat. The introduction of hair sheep has been the result of increased emphasis on meat production and a negative net return on wool sales. More recently, sheep dairying has become part of the Canadian industry. Consumer demand for high quality, specialty cheeses has stimulated recent growth in this area of sheep production. Canada still maintains a number of breeds raised primarily for supplying fleeces to hand spinners and specialty wool producers. This dedication to constantly improve and adapt production to a changing international marketplace has resulted in the development of a variety of breeds and individuals to produce a range of products.

The registration system is supervised by the Canadian Sheep Breeders' Association and administered by the Canadian Livestock Records Corporation. Four generation pedigrees provide accurate ancestry for each animal and random DNA blood testing of every 500th animal registered helps insure the integrity of the registration system. There are many breeds but by numbers of animals registered, the most popular are: Dorset, Suffolk, Arcott (Rideau), Romanov and Katahdin.

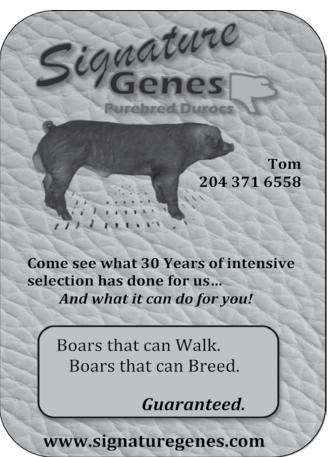
Genetic evaluation and improvement programs are available to Canadian producers. These programs are important management tools, which offer performance data to both the breeder and the purchaser of Canadian genetics.

A variety of federal and provincial health and safety programs provide a mechanism for monitoring, control and verification of both individual animals and the national flock.



As a result of the systems and programs available to Canadian breeders, buyers of Canadian genetics can make their selections with confidence.





Put the power of Ontario goat genetics in your herd!

Whether pure bred or commercial focus, Ontario goat herds provide superior genetics for top producing goats.



Come to Ontario to see proven results in action.

Canadian goat genetics are available to grow your herd.

Ontario Goat proudly serves the meat, milk and fibre sectors.



449 Laird Road, Unit 12 Guelph, Ontario, Canada, N1G 4W1 Tel: 519-824-2942 Fax: 519-824-2534 www.ontariogoat.ca





Come to the 2011 IGS and stay for the Goat Shows at the RAWF





November 2-6th, 2011 Orangeville/Toronto

Farm tours, expert International Speakers and education program, Trade Show, Dairy and Boer Goat Shows at the Royal Agricultural Winter Fair, and more!

PLAN TO ATTEND!

For more details check out www.goatsymposium.com



Hoken AgriTech International Inc.

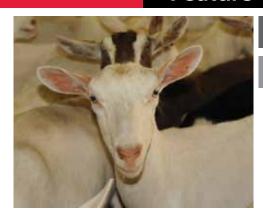
Holsen Agrillech International Inc. was incorporated in Ontario, Canada in 1988 and is a proud member of the CPGA. Our mission is to export Canadian animal genetics and technical training programs to China and South-East Asia. We have exported to China, bovine semen, embryo, swine, and live cattle with technical training programs since 1984. Our major activity is in China, Indonesia, and Malaysia with Research Institutes, Universities, and Jarge animal breeding centers. Our expertise is to set up cooperation projects and organize technical training programs.

Distributor in Asia for:

Dr. Kit Shum (President) 17 Medairmid Road Foronto, Ontario Canada, M18 125 Tel/& Fax: 416-298-4006 Cell: 647-968-9788 Semey Alliance Canada (Indonesia)
Bioniche Animal Health Canada Inc.
KBJ Agritech Development Ltd.
IGL Canada
Kittling Ridge Winery
Geld Scientific Corporation
Can Ma Agri Fech Holdings

Beijing Office:
Room 9023, Rui An Mansion.
No. 102, 3rd Ring South East,
Chaoyang District, Beijing, P.R.
Tel: 10-8870-4635 Fax/10-8870-4691
Cell:1391-1391-032
Email: kitshum o rogers.com

Goat Sector Grows with Increasing Consumer Demand



By Jennifer Haley, MBA, CAE, P. Ag., Executive Director for the Ontario Veal, Ontario Goat, Ontario Rabbit

he Canadian goat industry, while relatively young, is growing by leaps and bounds. With a thriving dairy goat sector and a flourishing meat goat sector, the industry has been able to respond to the growing consumer demand.

While traditional livestock systems have had their challenges in recent years, Ontario goat producers have been able to bring the goat industry into the mainstream as a viable farming option through hard work and perseverance. Unlike other livestock production, goats are less capital intensive and provide the farm family the opportunity to match growth with demands in the market place.

Ontario represents almost 50 per cent of Canada's goat population and almost one-third of Canada's goat farms. While there is a thriving smaller scale or hobby sector within the goat industry, Ontario goat producers are commercially focused on the viability, profitability and sustainability of their operations.

The dairy sector is a driving force in the growth of the Ontario goat industry. With just over 30 million litres of goat milk produced in 2010, Ontario's dairy goat farmers and processors are projecting steady and increased growth year over year for the foreseeable future. Almost 85 per cent of the milk produced is currently processed into goat cheeses of various varieties with the remaining processed for the fluid milk market and other goat dairy products.

The average goat dairy herd would be approximately 200 milking does. Ontario's dairy goat producers are shifting from seasonal breeding to a more year-round breeding schedule to ensure that milk supply will be available for processors on a consistent basis. Popular dairy breeds include Saanen, Alpine, LaManchas, Nubians and Toggenburgs and top quality genetics with desirable production traits have been the focus for breeders.

Ontario Goat, a producer organization dedicated to serving the needs of the goat sector, has implemented a number of programs to help fulfill this mandate. GoGen is a goat genetic improvement program designed to look at milk recording, classification, registration, breeding strategies and herd health status as important benchmarks that will help producers make sound management decisions on their farms.

Another important project has been the development of generic consumer marketing programs for the dairy goat sector. Currently, Ontario Goat has launched a goat cheese awareness campaign in order to expand the category, drive sales and provide an opportunity for goat producers to grow their volumes of milk



A meat goat. Photos by Kendra Keels, Ontario Veal, Ontario Goat, Ontario Rabbit.

produced. Future campaigns will look at fluid milk consumption and other dairy goat products.

Raising meat goats is gaining more popularity with the number of operations growing. There are two predominant types of goats raised for meat—Boer and dairy buck kids. The Boer breed was only introduced into Canada in the very early 1990s. Boer goats have a high yielding carcass and excellent conformation, while dairy buck kids are raised to lower weights than Boers. Goat meat is also known as chevon. Currently, meat goat consumption is largely driven by various ethnic communities and their celebrations.

Fibre goats, while a small niche sector, is perhaps another area for growth for Canadian goat breeders, given the right opportunity. Angora breeders supply small quantities of mohair for processing in local mills. Currently, there is not a large demand for this natural fibre from the mills. Chewing lice is a problem that affects the quality of the fibre, however, like other goat breeders, fibre producers have limited access to approved pharmaceuticals that are labelled for use in the goat sector.

Make plans to come to Canada to take part in the International Goat Symposium, November 2-6, 2011, which is being held in conjunction with the 2011 Royal Agricultural Winter Fair from November 4-13, 2011. Perhaps the premier goat event of the year, the International Goat Symposium has a program for everyone. Expert speakers, farm tours, an industry trade show, the Royal Goat Shows and so much more. Full program and registration details can be found at www.goatsymposium.com. We look forward to seeing you in November!

Canadian Angus

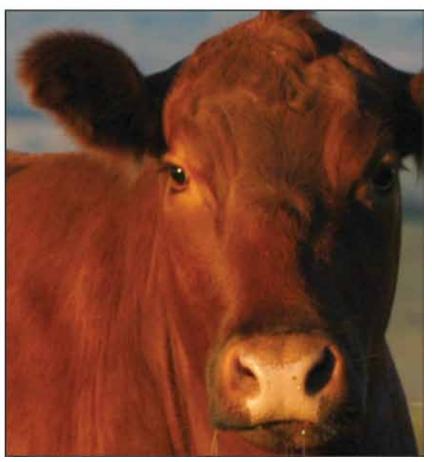
- Canada's leading beef breed
- 140,000+ active registered breeding cows
- 3,000 members
- 100+ years of worldwide exports
- Register both Black and Red Angus

Search www.angusmarket.com for breeders selling Angus genetics

142, 6715 - 8 Street NE Calgary, AB T2E 7H7 Canada Phone: 1-403-571-3580 Fax: 1-403-571-3599 www.cdnangus.ca cdnangus@cdnangus.ca







Canadian Swine Exporters Association: Resource Guide

CSEA's Vision and Member Benefits

The Canadian Swine Exporters Association's (CSEA) mission is to assist the Canadian swine industry and promote and market Canadian swine genetics worldwide. CSEA represents the top exporters from across Canada. Working very closely with Canadian Swine Breeders Association (CSBA) and Canadian Centre for Swine Improvement (CCSI), our members produce and sell the best genetics with guaranteed purity, high health, and a reliable network of technical support for the client.

The main objective for every purebred swine producer is to breed profitable animals. The purebred industry has enjoyed successes for many years with exports to over 50 countries. Canadian swine genetics have made, and continue to make, a difference in the profitable breeding business globally and at home. Our success is credited to the dedication of the family farm, the larger multi-site producer alliances, Canadian technology, our high health status, our environmental stewardship, the low density of swine production, superior fast growing genetics with high sow productivity and good carcass quality.

As stated by the late Warren Stein, "Canada has become one of the largest exporters of pork, and it stands to reason that the success is based on the quality of our genetics. To get first-class meat, you must begin with first-rate genetics."

Canadian Swine Exporters Association is a national, notfor-profit, trade association assisting with market access and animal health interests of those involved in the sale, service and promotion of swine genetics both domestically and internationally. CSEA members supply the finest Canadian swine breeding stock, fresh and frozen semen, as well as technology, training and consultation.

Canadian Swine Exporters Association is a high profile respected entity that can keep its finger on the pulse of market access and health issues and speak on behalf of the industry on a daily basis. Together, the members exhibit at international trade show events and coordinate marketing activities and training programs for international clients. From a marketing perspective, the association represents the best genetic suppliers in Canada and are able to promote the quality and value of Canadian purebred genetics internationally.

Canada has become one of the largest exporters of pork, and it stands to reason that the success is based on the quality of our genetics. To get first-class meat, you must begin with first-rate genetics.

For more information:

Rosemary Smart

The Canadian Swine Exporters Association

Executive Director

408 Dundas Street, Suite 2, Woodstock, Ontario, N4S 1B9

Tel: (519) 421-0997

Fax: (519) 421-0887 Email: csea@rogers.com

Web: www.canadianswine.com





ADSGO Trading Corporation

Contact: Mark Ross

- **1** (204) 474-2399
- **453-0532** (204)
- adsgo@shaw.ca



Alliance Genetics Inc.

Contact: Gordon Waters

- **1** (519) 462-1100
- **462-2891** (519)
- ag@execulink.com





Comtois International Export Inc.

Contact: Mario Comtois

- **(819) 336-7080**
- 🚢 (819) 336-7088
- info@comtois-export.com
- www.comtois-export.com



Designed Genetics Inc.

Contact: Paul Riese

- **1** (204) 482-4941
- 🚢 (204) 785-8114
- p_riese@designedgenetics.com
- www.designedgenetics.com



Donaldson International Livestock Ltd.

Contact: Jim Donaldson

- **1** (519) 462-2401
- **462-2891**
- @ dill@execulink.com



FGC LIMITED

FGC LTD.

Contact: Fred Groenestege

- **1** (519) 393-6579
- **(**519) 393-6532
- fredg@fgc.ca
- www.fgc.ca



Contact: Albert Eringfeld

- T (780) 499 9937
- @ aeringfeld@hotmail.com

Gen Global Inc.



Genesus Genetics

Contact: Jim Long

- **1** (204) 267-2813
- **(204)** 267-2841
- genesus@bellnet.ca
- www.genesus.net



Great Canadian Swine Exports Inc.

Contact: John Gough

- **1** (519) 264-1031
- (519) 264-9203
- movastar@bell.net
- www.novastargenetics.com



INTERNATIONAL **ENETICS** MD

International Genetics Ltd.

Contact: Bill Young

- **1** (705) 445-2734
- (705) 445-6255
- info@internationalgenetics.com
- www.internationalgenetics.com



Ontario Swine Improvement Inc.

Contact: Dave Vandenbroek

- **1** (519) 469-3010
- 📤 (519) 469-8692
- dvandenbroek@osi.org
- www.osi.org



"A New Standard in Production Systems"

Overseas Export Management Canada Ltd. - Pig Pro Systems

Contact: Darren Rose

- **1** (780) 419-3135
- 🚢 (780) 419-3145
- darren@pigpro.com
- www.pigpro.com

CSEA Resource Guide



Polar Genetics Group

Contact: Alfred Wahl

1 (780) 986-8098

(780)986-4694

polar@polargenetics.com

www.polargenetics.com



Richard Stein - Stein BMR Genetics Ltd.

Contact: Richard Stein

1 (519) 655-3363

(519) 655-3546

rstein84@sympatico.ca



York Point Farms

Contact: Andrew Lavoie

1 (902) 832-4434

(902) 832-4771

yorkpointfarms@hotmail.com

yorkpointfarms.com

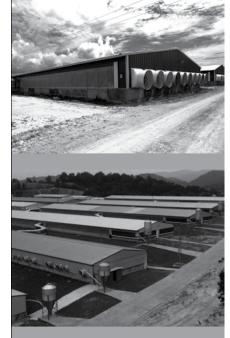


Setting New Standards in Production Systems

PigPro Systems specializes in:

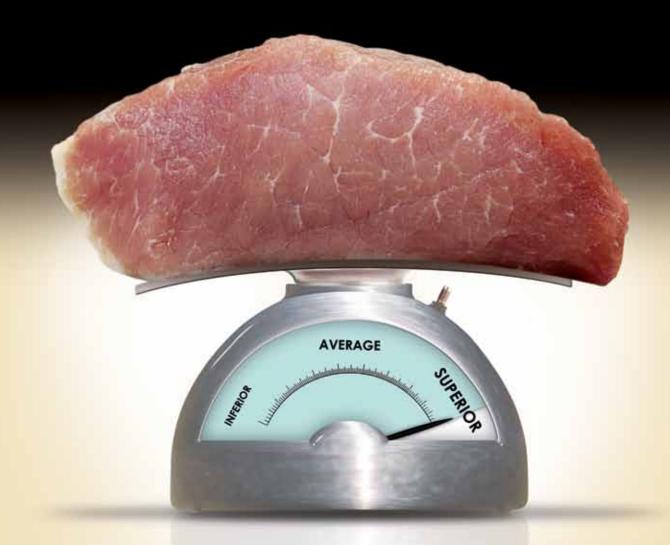
- Swine genetics and breeding programs
- Farm design, consultancy and supervision
- Turnkey facility packages for livestock production (pigs and poultry)
- Maximizing productivity, efficiency and return on investment





HEAD OFFICE

Superior Genetics



Delivering more.

Backed by world-class service and technical support, Fast Genetics^{IM} delivers a superior portfolio of terminal and maternal products. We are experienced in the export of high health breeding stock. Our prolific parent females produce large litters that make it to market, and our terminal sires deliver rapid growth and excellent carcass composition. As part of a large scale integrated production system, we understand the importance that genetic improvement has on the bottom line for pork producers and pride ourselves on delivering quality service from people you can count on.

Fast Genetics Corporate Office #2-2175 Airport Drive Saskatoon, SK Canada • S7L 7E1 T 306.667.1420 E contactus@fastgenetics.com



www.fastgenetics.com

The Canadian Livestock Genetics Association: Resource Guide

CLGA's Vision and Member Benefits

CLGA Vision

To maximize global market access for Canadian livestock genetics.

CLGA Mission

CLGA acts of behalf of its members on issues related to market access, market development and animal health through government liaison, fostering industry partnerships and international governmental and non-governmental affiliations.

For over half a century, Canada has been a source of high quality, disease-free livestock genetics. CLGA is a not-for-profit trade association (NGO) with a membership composed of livestock exporters, artificial insemination companies, embryo transfer companies, poultry genetics exporters, herdbooks and other companies, agencies and associations that provide support to the genetics industry. Membership includes the dairy, sheep, goat and poultry genetics sectors.

CLGA members work together to continuously improve the livestock genetics industry and focus on providing high quality live animals, semen, embryos, hatching eggs, day-old birds and related products, services and technologies to customers in almost one hundred countries. We recognize the importance of fostering the development of strong technical skills to enhance the management and decision-making capabilities of the client and this provides the client with assurance that imported Canadian genetics will perform to the promised potential. Genetics are important; the effective management of those genetics is critical in terms of profitability. Thus, Canadian exporters can provide the international client with a complete package of value added genetics combined with profit building advice and training provided by recognized industry experts. The credibility and integrity of the programs and systems become the Canada Brand for the genetics export sector.

CLGA builds consensus among and then speaks on behalf of its members on all matters related to animal health (domestic and international) and market access. To enhance the strength of our message in support of member needs, CLGA also participates in broader agri-food industry initiatives and actively develops strategic partnerships.

In addition, CLGA is responsible for maintaining current long-term international marketing strategies for dairy and small ruminant genetics and for securing and administering funds that support market development activities.

In carrying out our mandate, we work very closely with the Canadian Food Inspection Agency, Agriculture and Agri-Food Canada and the Department of Foreign Affairs and International Trade.

With commitment, leadership, passion and vision, Canadian livestock owners will always be improving. The CLGA is ready to work with you.

CLGA members
work together
to continuously
improve the
livestock genetics
industry and focus
on providing high
quality live animals,
products, services
and technologies
to customers in
almost one hundred
countries.

For more information:

Rick McRonald Executive Director The Canadian Livestock Genetics Association Tel: (519) 821-5200 Fax: (416) 850-8213

Email: clga@clivegen.org Web: www.clivegen.org



CLGA Resource Guide

MEMBERSHIP LISTINGS

Abbotsford Veterinary Clinic/ Canadian Pacific Genetics

Phone: (604) 850-7577 Fax: (604) 853-2545 E-mail: rvanderwal@abbvet.ca Web: www.abbvet.ca

ABS Global (Canada) Inc.

Phone: (519) 664-3776 Alt. Phone: (519) 635-7897 Fax: (519) 664-3631 E-mail: dhodgkin@absglobal.com Web: www.absglobal.com

Alta Exports International Ltd.

Phone: (403) 547-4389 Alt. Phone: (403) 861-8311 E-mail: info@altaexports.com Web: www.altaexports.com

Alta Genetics Inc.

Phone: (403) 226-0666 Fax: (403) 226-4255 E-mail: info@altagenetics.com Web: www.altagenetics.com

Ayrshire Breeders' Association of Canada

Phone: (450) 778-3535 Fax: (450) 778-3531 E-mail: lindan@ivic.qc.ca Web: www.ayrshire-canada.com

BEL International Inc.

Phone: (905) 793-7415 Fax: (905) 793-8554 E-mail: agrifred.ca@gmail.com

CANSEG Canadian Sheep and Goat Export Group

Phone: (705) 718-2879 Alt. Phone: (705) 424-2479 E-mail: atkinson@interhop.net Web: www.canseg.com

Canadian Brown Swiss & Braunvieh Association

Phone: (519) 821-2811 Fax: (519) 763-6582 E-mail: brownswiss@gencor.ca Web: www.browncow.ca

Canadian Dairy Network

Phone: (519) 767-9660, Ext. 301 Fax: (519) 767-6768 E-mail: vandoorm@cdn.ca Web: www.cdn.ca

Canadian Goats International

Phone: (306) 922-1767 E-mail: abg@sasktel.net

Canadian Guernsey Association

Phone: (519) 836-2141 Fax: (519) 763-6582 E-mail: guernsey@gencor.ca Web: www.guernseycanada.ca

Canadian Milking Shorthorn Society

Phone: (519) 824-2119 Fax: (519) 824-2566

E-mail: milking.shorthorn@gmail.com

Web: www.cmss.on.ca

Canadian Poultry Genetics Exporters Association

Phone: (519) 837-3369Alt. Phone: (519) 831-4653
Fax: (519) 837-0729
E-mail: bstevens@sentex.net

Canadian Sheep Breeders Association

Phone: (866) 956-1116 Fax: (506) 328-8165 E-mail: office@sheepbreed

E-mail: office@sheepbreeders.ca Web: www.sheepbreeders.ca

Clinique Veterinaire St-Louis - Embryobec

Phone: (450) 377-3010 Fax: (450) 371-8938 E-mail: guy@embryobec.com Alt. E-mail: roger@embryobec.com Web: www.embryobec.com

Comtois International

Phone: (819) 336-7080 Fax: (819) 336-7088 E-mail: info@comtois-export.com Web: www.comtois-export.com

Cormdale Exports Ltd.

Phone: (819) 357-4537 Fax: (819) 357-4539 E-mail: yvon@cormdale.com Web: www.cormdale.com/cormdale_ex/

default htm

default.htm

Cormdale Genetics Inc.

Phone: (905) 873-8700 Alt. Phone: (905) 691-0740 Fax: (905) 877-1394 E-mail: homefarm@netcom.ca Web: www.cormdale.com/

Cowsmopolitan

Phone: (403) 335-3780 Fax: (403) 335-9230 E-mail: lexi@cowsmo.com Web: www.cowsmo.com

Dairy Farmers of Canada

Phone: (613) 236-9997 Alt. Phone: (613) 791-0274 Fax: (613) 236-0905

E-mail: rejean.bouchard@dfc-plc.ca Web: www.dairygoodness.ca

EastGen

Phone: (519) 539-9831 Fax: (519) 421-7221 E-mail: mweber@gencor.ca

Export Development Canada

Phone: (613) 598-3586 Alt. Phone: (613) 513-5516 Fax: (613) 594-3824 E-mail: sbray@edc.ca Web: www.edc.ca

Foundation Sires Inc. / Foundation Genetics Service Inc.

Phone: (519) 291-9916 Alt. Phone: (519) 291-0291 Fax: (519) 291-3523 E-mail: info@foundationsires.com Web: www.foundationsires.com

Friesvale Farms International Inc.

Phone: (519) 424-9189 Fax: (519) 424-9250

E-mail: friesvalefarms@execulink.com Web: www.friesvalefarms.com/

GenerVations Inc.

Phone: (905) 873-8700 Fax: (905) 877-1394

E-mail: dave@genervations.com Web: www.genervations.com

Grand Valley Fortifiers

Phone: (519) 621-4400 Fax: (519) 621-0999 E-mail: ianross@grandvalley.com Web: www.grandvalley.com

Grasshill Farm Ltd.

Phone: (705) 738-2787 Fax: (705) 738-4580 E-mail: lwicks@nexicom.net Web: www.nexicom.net/~grasshil/

Greaveston Genetics Inc.

Phone: (905) 877-7356 Alt. Phone: (905) 873-4288 Fax: (905) 877-3983

E-mail: paul@greavestongenetics.com Web: www.greavestongenetics.com

Hays Genetics International Ltd.

Phone: (519) 647-3523 Alt. Phone: (905)-912-2697 Fax: (519) 647-3523 E-mail: hgenetics@sympatico.ca

Hoken Agritech International Inc.

Phone: (416) 298-4006 Fax: (416) 298-6809 E-mail: hoken@rogers.com

Holstein Canada

Phone: (519) 756-8300 Fax: (519) 756-8202 E-mail: kflaman@holstein.ca Web: www.holstein.ca

CLGA Resource Guide

Holstein Journal

Phone: (905) 866-4222 Alt. Phone: (416) 407-4293 Fax: (905) 886-0037

E-mail: peter@holsteinjournal.com Web: www.holsteinjournal.com

IND Embryontech Inc.

Phone: (604) 522-1619 Alt. Phone: (604) 317-0068 Fax: (604) 522-6331 E-mail: selen@ind.ca Web: www.indlifetech.com

International Genetics Ltd.

Phone: (705) 445-2734 Fax: (705) 445-6255 E-mail: byoung 17@rogers.com Web: www.internationalgenetics.com

J.C. Matheson Livestock

Phone: (519) 638-5838 Alt. Phone: (519) 570-6708 Fax: (519) 638-2930

E-mail: jcmatheson@on.aibn.com

JAY-LOR Canada/Fabricating Inc.

Phone: (519) 787-9353 Alt. Phone: (519) 830-7000 Fax: (519) 787-7053 E-mail: mp@jaylor.com Web: www.jaylor.com

Jersey Canada

Phone: (519) 821-1020 Fax: (519) 821-2723 E-mail: phyllis@jerseycanada.com Web: www.jerseycanada.com

Kire Agro Canada Inc.

Phone: (905) 702-9288 Alt. Phone: (416) 565-5040 Fax: (905) 877-2844 E-mail: kireagro@hotmail.com

Luzza International - Lil Farm Corp

Phone: (289) 344-0710 Alt. Phone: (416) 844-6908 E-mail: jorgel@luzza-intl.com Web: www.luzza-intl.com

McIntosh Embryo Transfer

Phone: (519) 475-4262 Alt. Phone: (519) 421-8341 Fax: (519) 474-6092 E-mail: info@mcintoshembryo.com

Web: www.mcintoshembryo.com

Medicine Ridge Agricultural Services (Ovigene Partner)

Phone: (403) 748-2624 Fax: (403) 748-2667

E-mail: iandebc@telusplanet.net Web: www.medicineridgefarm.com

Morsan Farms Ltd.

Phone: (403) 783-8712 Alt. Phone: (403) 357-2101 Fax: (403) 783-3780 E-mail: morsanfarms@hotmail.com Web: http://www.morsan.com

Nipponia Export Ltd.

Phone: (519) 822-1197 Alt. Phone: (519) 835-9647 Fax: (519) 822-3340

E-mail: nipponiaexport@yahoo.com

Web: www.nipponia.ca

OC Flock Management (Ovigene Partner)

Phone: (403) 357-8652 Fax: (404) 224-2431 E-mail: lynn@ocflock.com Web: www.ocflock.com

Ontario Goat

Phone: 519-824-2942 Fax: 519-824-2534

Ovigene Canada Inc.

Phone: (780) 499-9937 Alt. Phone: (780) 399-3439 E-mail: info@ovigenecanada.ca Web: www.ovigenecanada.ca

Rapid Bay Jerseys

Alt. Phone: (450) 921-1189 Fax: (450) 829-4147 E-mail: rapidbay@rocler.qc.ca Web: www.rapidbay.ca

Rocky Mountain Holsteins

Phone: (403) 932-3793 Alt. Phone: (403) 690-5029 Fax: (403) 851-1432

E-mail: info@rockymountainholsteins.com Web: www.rockymountainholsteins.com

Sea Air International Forwarders Limited

Phone: (905) 677-7701 Fax: (905) 677-3279 E-mail: robinson@seaair.ca Web: www.seaair.ca

Select Sires Canada Inc.

Phone: (613) 258-3800 Alt. Phone: (705) 446-7857 Fax: (613) 258-7257 E-mail: byoung17@rogers.com Web: www.selectsirescanada.com

Shore Holsteins Corp. International

Phone: (519) 633-2990 Fax: (519) 633-5218 E-mail: shores@gtn.on.ca Web: www.shores.ca

Stanton Bros. Limited

Phone: (519) 666-1865 Alt. Phone: (519) 859-1865 Fax: (519) 666-2344

E-mail: stantonbros@sympatico.ca Web: www.holsteinworld.com/stanton/

The Canadian Sheep Federation

Phone: (519) 824-6018 Alt. Phone: (888) 684-7739 Fax: (519) 824-9233 E-mail: info@cansheep.ca Web: www.cansheep.ca

The Royal Agricultural Winter Fair

Phone: (416) 263-3400 Alt. Phone: (416) 263-3488 Fax: (416) 263-3488 E-mail: kmcfadden@royalfair.org Web: www.royalfair.org

The Semex Alliance

Phone: (519) 821-5060 Fax: (519) 821-7225 E-mail: plarmer@semex.com Web: www.semex.com

Trudeau International Livestock Sales Ltd.

Phone: (450) 649-1122 Fax: (450) 649-4491 E-mail: trup@videotron.ca Web: www.trudintl.com

Veterinary Management Services Ltd.

Phone: 902) 859-1843 Alt. Phone: 902-853-7013 Fax: (902) 859-1843 E-mail: gmorgan@vetmanagement.ca

Walker Dairy Sales Inc.

Phone: (519) 765-2406 Fax: (519) 765-2411

E-mail: walkerds@amtelecom.net

Weavercroft International Ltd.

Phone: (519) 268-2570 Alt. Phone: (519) 868-0328 Fax: (519) 268-8452 E-mail: jw@weavercroft.com Web: www.weavercroft.com

West Port Holsteins

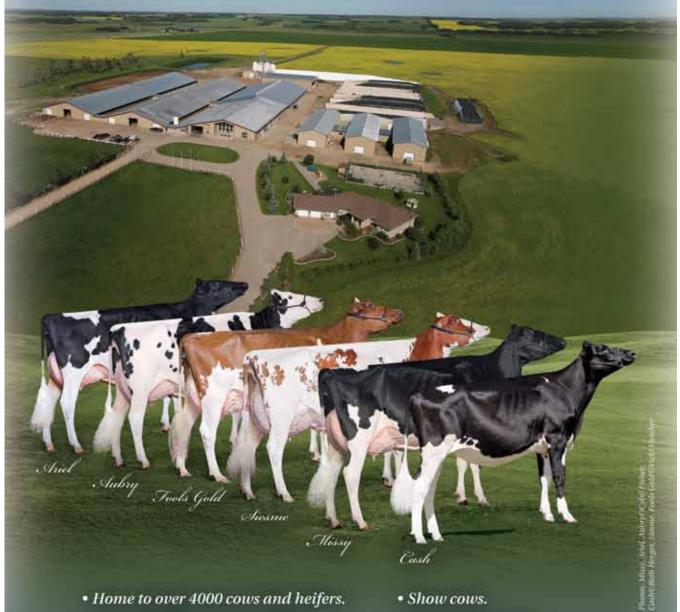
Phone: (905) 852-3827 Fax: (905) 852-2486

E-mail: info@westportholsteins.ca Web: www.westportholsteins.ca

Willjill Farms Inc.

Phone: (519) 637-0767 Alt. Phone: (519) 878-9471 Fax: (519) 633-6079 E-mail: willjill@gtn.net

Morsan Farms



- Over 200 different cow families.
- Some of the world's most famous cows.
- · Genomics.

- Deep Cow families.
- Embryos always available.

Morris & Sandra Thalen and Family Box 5, Site 15, RR1, Ponoka, Alberta T4J 1R1 Phone: 403-783-8712 • Cell: 403-783-1333



www.morsan.com

Marketing Manager: Chris Parry Cell: 403-357-2101 • Office: 403-783-8784 Fax: 403-783-8733 • chris@morsan.com

The Canadian Beef Breeds Council: Resource Guide

CBBC's Vision and Member Benefits

The Canadian Beef Breeds Council is the recognized representative of Canadian seed stock producers by government and industry, while effectively promoting Canada as the source of quality beef cattle genetics.

The Canadian Beef Breeds Council's mission statement is "to represent and promote Canadian pedigreed beef cattle genetics domestically and internationally."

The Canadian Beef Breeds Council annually develops a marketing plan together with the focused engagement and participation of its various members, including 20 breed associations, as well as sector service providers, livestock shows and exporters.

CBBC is engaged with its membership organizations in representing Canadian seed stock producers to promote international marketing activities that best achieve developed goals and objectives. The coordinated activities are planned based on the identified needs in various markets and whether these prospects will result in potential sales of cattle and genetics. Activities are itemized and categorized in terms of achieving market penetration, promotion, and training and after sales support and technical transfer.

Comments from members:

"The CBBC is an essential partner in the success of our producer-members. CBBC helps us develop and execute our international marketing strategy. It plays a key role in the industry and stakeholder negotiations here and internationally that promotes and drives our sales of breeding cattle and genetics."

"Our Association benefits by CBBC membership through the availability of funding to support our in- and out-bound missions—which have generated substantial sales of genetics to international buyers."

"We appreciate CBBC's liaison with the Canadian Cattlemen's Association (CCA) and the Canadian Food Inspection Agency (CFIA) to keep us informed of changing health regulations in regard to export markets. Thanks to CBBC's involvement with government officials, the profile and best interests of the purebred beef cattle sector are always promoted."

"The Canadian Beef Breeds Council (CBBC) has assisted our business with access to essential funding sources to support the promotion and sale of our services internationally. Our specialization is purebred beef cattle embryo sales, implantation and technical training for clients."

"CBBC helps us to develop and utilize relationships in Canada and internationally with government and industry representatives, and customers, that are essential to us in reaching our business goals."

We welcome your inquiries regarding Canadian purebred cattle genetics and related technologies. We offer presentations, support inbound and outbound trade missions, assist in hosting international beef cattle industry guests and can link you to diverse industry, business and government experts.

CBBC is engaged with its membership organizations in representing Canadian seed stock producers to promote international marketing activities that best achieve developed goals and objectives.



CBBC Resource Guide

EXECUTIVE

President

Allan Marshall (Charolais)

Phone: (403) 227-2594 E-mail: futureal@telusplanet.net

Vice President

Byron Templeton (Hereford)

Phone: (403) 345 3889 Cell: (403) 308 9971 E-mail: xtcherf@shockware.com

Executive Member

Doug Fee

c/o Canadian Angus Association Phone: (403) 571-3580 E-mail: doug1@cdnangus.ca

Executive Member

Dr. Roger Davis

c/o Davis Rairdan Embryos International

Phone: (403) 946-4551 Fax: (403) 946-5093

E-mail: embryos@davis-rairdan.com

Past President: Don Mackenzie (Angus)

Phone: (403) 653-2539 Fax: (403) 653-1927

E-mail: redmac@toughcountry.net

MEMBERS

Canadian Angus Association

Phone: (403) 571-3580 Fax: (403) 571-3599 E-mail: ceo@cdnangus.ca E-mail: cudlobe@platinum.ca Web: www.cdnangus.ca

Canadian Blonde d'Aquitaine Association

c/o Canadian Livestock Records Corp.

Phone: (613) 731-7110 E-mail: cbda@clrc.ca

E-mail: westwind@telusplanet.net Web: www.canadianblondeassociation.ca

Canadian Brown Swiss and Braunvieh Association

Phone: (519) 821-2811 Fax: (519) 763-6582 E-mail: brownswiss@gencor.ca www.canadianblondeassociation.ca

Canadian Charolais Association

Phone: (403) 250-9242 Fax: (403) 291-9324 E-mail: cca@charolais.com E-mail: ngillies@charolais.com E-mail: futureal@telusplanet.net Web: www.charolais.com

Canadian Galloway Association

Phone: (613) 731-7110 ext 303

Fax: (613) 731-0704 E-mail: galloway@clrc.ca E-mail: galair@telusplanet.net Web: www.galloway.ca

Canadian Gelbvieh Association

Phone: (403) 250-8640 Fax: (403) 291-5624 E-mail: gelbvieh@gelbvieh.ca Web: www.gelbvieh.ca

Canadian Hays Converter Association

Phone: (403) 245-6923 Fax: (403) 244-3128

E-mail: haysconverter@shaw.ca Web: www.clrc.ca/haysconverter.shtml

Canadian Hereford Association

Phone: (403) 275-2662 Fax: (403) 295-1333 E-mail: gm@hereford.ca E-mail: xtcherf@shockware.com Web: www.hereford.ca

Canadian Highland Cattle Society

Phone: (519) 229-6220 Fax: (250) 877-7783 E-mail: highland@chcs.ca Web: www.chcs.ca/eindex.htm

Canadian Limousin Association

Phone: (403) 253-7309 Fax: (403) 253-1704 E-mail: aburgess@limousin.com Web: www.limousin.com

Canadian Lowline Association

Phone: (780) 486-7553 Fax: (403) 248-5216

E-mail: theodorejensen@gmail.com Web: www.canadianlowline.com

Canadian Luing Cattle Association c/o Canadian Livestock Records

Corporation

Phone: (403) 843-0094 Fax: (403) 843-0094 E-mail: ieaitken@hotmail.com Web: www.clrc.ca/luing.shtml

Canadian Maine Anjou Association

Phone: (403) 291-7077 Fax: (403) 291-0274

E-mail: cmaa@maine-anjou.ca E-mail: rcranch795@telus.net Web: www.maine-anjou.ca

Canadian Murray Grey Association

Phone: (403) 938-7643
Fax: (403) 938-0042
E-mail: cmga@xplornet.com
Web: www.canadianmurraygrey.ca

Canadian Pinzgauer Association

Phone:(403) 507-2255 Fax: (403) 507-8583

E-mail: tracy@oldsagsociety.com Web: www.pinzgauer.ca

Canadian Shorthorn Association

Phone: (306) 757-2212 Fax: (306) 525-5852

E-mail: info@canadianshorthorn.com E-mail: red_rig@hotmail.com Web: www.canadianshorthorn.com

Canadian Simmental Association

Phone: (403) 250-7979 Fax: (403) 250-5121

E-mail: cansim@simmental.com E-mail: bholmquist@simmental.com E-mail: bjudd@simmental.com Web: www.simmental.com

Canadian South Devon Association

Phone: (403) 289-3836 Fax: (403) 289-3886 E-mail: info@southdevon.ca Web: www.southdevon.ca

Canadian Speckle Park Association

Phone: (403) 946-4635 Fax: (403) 946-4635

E-mail: info@canadianspecklepark.ca E-mail: remindachs@xplornet.com Web: www.canadianspecklepark.ca

Salers Association of Canada

Phone: (403) 337-5851 Fax: (403) 337-3143 E-mail: salers@telusplanet.net Web: www.salerscanada.com

ASSOCIATE MEMBERS

Alta Exports International Ltd.

Phone: (403) 547-4389 Fax: (403) 547-5893 Cell: (403) 861-8311 E-mail: info@altaexports.com Web: www.altaexports.com

Balog Auction Services Ltd.

Phone: (403) 320-1980 Fax: (403) 320-2660

E-mail: sold@balogauction.com Web: www.balogauction.com

CBBC Resource Guide

Bouchard Livestock International Ltd.

Phone: (403) 946-4709 Fax: (403) 946-4919 Cell: (403) 813-7999

E-mail: info@bouchardlivestock.com Web: www.bouchardlivestock.com

Canada Livestock Services Inc.

Phone: (780) 808-2815 Fax: (780) 808-2816 Cell: (306) 821-1410

E-mail: sydney.palmer@canadalivestock.com Web: www.canadalivestock.com

Canadian Bull Congress/Camrose Regional Exhibition

Phone: (780) 672-3640 Alt. Phone: (800) 296-8112 Fax: (780) 672-8140 E-mail: info@bullcongress.com Web: www.bullcongress.com

Davis Rairdan International

Phone: (403) 946-4551 Fax: (403) 946-5093 Cell: (403) 804-0213

E-mail: embryos@davis-rairdan.com Web: www.davis-rairdan.com

Export Development Canada

Phone: (613) 598-6601 Fax: (613) 594-3824 E-mail: lynn.cote@edc.ca E-mail: jhendricks@edc.ca Web: www.edc.ca

Hawkeye Land and Livestock Ltd.

Phone: (306) 677-2589 Fax: (306) 677-2589 E-mail: gdeobald@gmail.com

Livestock Reproductive Technologies

Phone: (403) 286-8193 Fax: (403) 286-8185 E-mail: mwenkoff@shaw.ca

Northlands Park

Phone: (780) 471-7210 Fax: (780) 471-8112 E-mail: sfelkar@northlands.com Web: www.northlands.com

Olds Agricultural Society

Phone: (403) 556-3770 Fax: (403) 556-3333

E-mail: tami@oldsagsociety.com Web: www.oldsagsociety.com

Peterosa Exports Ltd.

Phone: (403) 828-9815 Fax: (403) 233-7205

E-mail: roger.peterosa@gmail.com

Royal Agricultural Winter Fair

Phone: (416) 263-3402 Fax: (416) 263-3488 E-mail: bjadavji@royalfair.org Web: www.royalfair.org

Semex Alliance

Phone: (519) 821-5060 ext 236

Fax: (519) 821-7225

E-mail: mimmerkar@semex.com

Web: www.semex.com

Xports International Inc.

Phone: (204) 873-2637 Fax: (204) 873-2294

E-mail: rod.g@xportsinternational.ca Web: www.xportsinternational.ca

For more information about the Canadian Swine Exporters Association, contact Rosemary Smart at (519) 421-0997 or visit their website at www.canadianswine.com.

For more information about the Canadian Livestock Genetics Association, contact Rick McRonald at (519) 821-5200 or visit their website at www.clivegen.org.

For more information about the Canadian Beef Breeds Council, contact Brett Campbell at (403) 730-0350 or visit their website at www.canadianbeefbreeds.com.







Upcoming Industry Events

CANADIAN SWINE EXPORTERS ASSOCIATION EVENTS

November 9-11, 2011 Hanoi, Vietnam Vietstock

March 22-24, 2012 HCMC, Vietnam Ildex

March 28-29, 2012 Red Deer, Alberta Alberta Pork Congress

April 2012 Quebec, Quebec Expo Congres du Porc du Quebec

ADVERTISE HEERE

Did vou know that this resource guide is distributed to thousands of swine, beef and livestock genetics exports in Canada, including members of CSEA, CBBC and CLGA!



Don't miss out on advertising in the next edition of this resource guide! There are many options to fit many budgets!

Call (866) 999-1299 or e-mail sales@matrixgroupinc.net for more information! June 6-8, 2012

Des Moines, Iowa World Pork Expo

June 26-27, 2012 Ontario Pork Congress

November 13-16, 2012 Eurotier Hannover, Germany

CANADIAN BEEF BREEDS COUNCIL EVENTS

September 30-October 2, 2011 Olds, Alberta Olds Fall Classic

November 3-6, 2011 Brandon, Manitoba Manitoba Livestock Show

November 4-13, 2011 Edmonton, Alberta **FarmFair**

November 4-13, 2011 Toronto, Ontario Royal Agricultural Winter Fair

November 21-26, 2011 Regina, Saskatchewan Canadian Western Agribition

January 20-21, 2012 Camrose, Alberta Canadian Bull Congress

March 2012 Calgary, Alberta Calgary Bull Sale

March 2012 Ottawa, Ontario Canadian Cattlemen's Association

March 26-31, 2012 Brandon, Manitoba Royal Manitoba Winter Fair

July 2012 Calgary, Alberta Summery Synergy

July 6-15, 2012 Calgary, Alberta Calgary Stampede

June 20-22, 2012 Regina, Saskatchewan Farm Progress Show

September 2012 Olds, Alberta Olds Fall Classic

November 2012 Brandon, Manitoba Manitoba Livestock Show

November 2012 Edmonton, Alberta FarmFair

November 2012

Toronto, Ontario Royal Agricultural WF

November 2012

Regina, Saskatchewan Canadian Western Agribition

International September 7-18, 2011 Montivideo, Uruguay Expo Prado October 4-6, 2011 Kuala Lumpur Livestock Asia Expo and Forum

October 7-10, 2011 Moscow, Russia Golden Autumn-AgroTech

October 10-13, 2011 Poznan, Poland Farma

October 19-22, 2011 Billings, Montana

November 5-18, 2011 Louisville, Kentucky NA International Livestock Expo

November 9-11, 2011 Hanoi, Vietnam Vietstock Expo & Forum

November 23-25, 2011 Uzbekistan, Tashkent Uzagroexpo

January 7-22, 2012 Denver, Colorado National Western Stock Show

January 31-February 3, 2012 Kiev, Ukraine Inter Agro

February 2012 Kiev, Ukraine Kiev AgriHort

February 1-4, 2012 San Antonio NCBA (1) January

February 13-17, 2012 Moscow, Russia ProdExpo

February 28-March 18, 2012 Houston, Texas Houston Livestock Show

March 2012 Chihuahua, Mexico Expogan Chihuahua

March 14-16, 2012 Astana, Kazakhstan **Exhibition AgriTek Astana**

April 2012 Houston, Texas **Beef Improvement Federation** April 2012 Londrina, Brazil Expo Londrina

April 7-9, 2012 Moscow, Russia AgroFarm

April 5-18, 2012 Sydney, Australia Sydney Royal Easter Show

April 30-May 4, 2012 Ribeirao, Brazil Agrishow

May 7-12, 2012 Rockhampton, Australia Rockhampton

May 16-18, 2012 Almaty, Kazakhstan AgriTekAlmaty 2012

June 2012 Kiev, Ukraine Agro Expo

June 2012 Sao Paulo, Brazil Feicorte

June 13-16, 2012 Auckland, New Zealand **Fieldays**

June 21-24, 2012 Edinburgh, Scotland Royal Highland

July 2012 Bogota, Colombia AgroExpo

July 2012 Palermo, Argentina La Rural

July 25-28, 2012 Orlándo, US NCBA Summer Conference

August 2012 Porto Alegre, Brazil Expointer Show

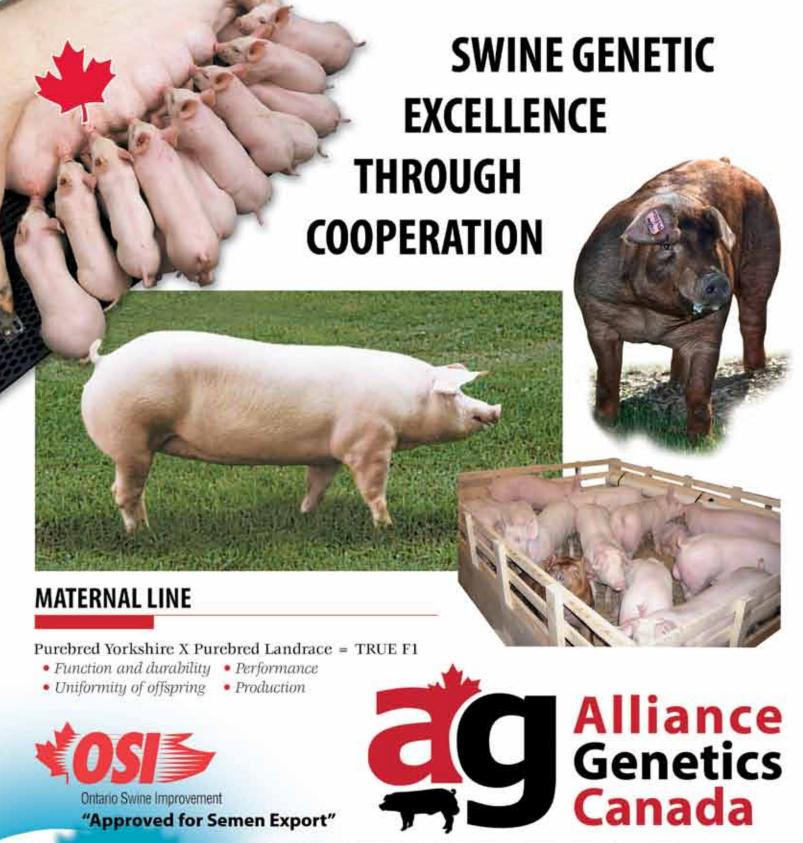
CANADIAN LIVESTOCK GENETICS **ASSOCIATION EVENTS**

November 4-13, 2011 **Exhibition Place, Toronto** The Royal Agricultural Winter Fair www.royalfair.org

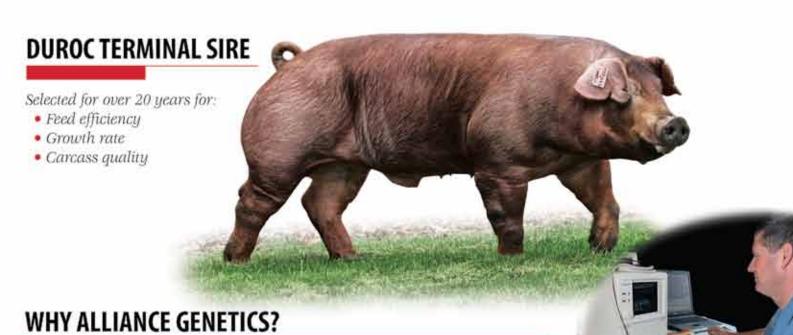
November 1-5, 2011 Toronto and area (including the goat shows at the Royal Winter Intérnational Goat Symposium

Buyer's Guide

Animal Health		Swine Breeding Stock	
Merial Canada	13	Alliance Genetics Inc.	50, IBC
		Fast Genetics	40
Bovine Embryos		Genesus Inc	49
Greaveston Genetics Inc		International Genetics Ltd	26, 27
Hoken Agritech International Inc		Signature Genes	
Morsan Farms Ltd		31811414 30115	
Semex	3	Swine Genetics Exporters	
Bovine Semen		ADSGO Trading	ОВС
Foundation Genetics Service Inc. / Foundation Sires	24	Alliance Genetics Inc.	50, IBC
GenerVations		Comtois International Export Inc	IFC
Semex		Genesus Inc	
JCITICA		International Genetics Ltd.	
Equipment Supplier			,
Canarm / BSM Agri Products	22	Swine Semen	
Exacon Inc.	30	Alliance Genetics Inc.	.50. IBC
Overseas Export Management Canada Ltd	39	Genesus Inc.	•
SMB Manufacturing Inc.	29	Ontario Swine Improvement Inc.	
SyrVet Canada Inc	25	Offiano Swiffe Improvement inc	Т
Financial Services		Trade Shows	
Export Development Canada	8	Canada's Outdoor Farm Show	9
		Northlands FarmFair	20
Genetic Consulting & Testing			
Canadian Centre for Swine Improvement	17		
DNA LandMarks Inc	32		
GoatGenetics.ca	17		20
Merial Canada	13	The state of the s	100
Signature Genes	33		100
		The state of the s	4
Industry Associations			irst Power In Genetics
Canadian Angus Association			-5US
Canadian Beef Breeds Council	23		
Ontario Goat	34		
Live Cattle Supulions		THE TRUE ALTE	RNATIVE
Live Cattle Suppliers Comtois International Export Inc	IEC		
International Genetics Ltd.		Genesus has the world's largest regis	stered high health
International Genetics Eta	20, 21	purebred herd of Yorkshire, Landra	ace and Duroc.
Nutritional Products		Genesus customers have the first herd over 30 pigs weaned. Record breaking	
Agribrands Purina	19	superior growth and excellent carcass a	III creditably backed
7,811010103 1 01110		up by government sanctioned pureb	red registration.
Provincial			_
Manitoba Pork Council	12	The first Power in C	Senetics
Sheep and Goat Genetics Suppliers		To get in on our winning way contact us at info⊜genes	us.com or www.genesus.com
CANCEC	10		







Alliance Genetics Canada is the largest supplier of purebred genetics in Canada, with more than 8000 sows, and 12 breeders.

Alliance Genetics Canada's Market Pig:

- Higher feed intake High lean yield Durable and vigorous Uniform
- = HIGH CARCASS VALUE



INTERNATIONAL INQUIRIES:

596122 Strathallan Rd. • RR#6 Woodstock • Ontario • Canada • N4S 7W1

COMPREHENSIVE GENETIC SELECTION PROGRAM

Producing the most uniform, genetically superior swine in the Industry today. Alliance Genetics Canada accounts for 20% of the nucleus swine tested on Canada's National Genetic Testing Program.



RELIABLE, EFFICIENT, SINCERE



CONTACT Mark Ross, M.Sc.

661 Cordova Street ■ Winnipeg, Manitoba, Canada ■ R3N 1A9
Telephone: +1 204 474 2399 ■ Fax: +1 204 453 0532

Email: adsgo@shaw.ca



Exporting from North America to Global Markets since 1986
All Inquiries welcome ... With no obligations