



**2024
ANNUAL
REPORT**



Pic @ Dale Layton



Alberta Holstein Association Annual General Meeting

Friday, February 7, 2025 – 10 am
Coast Hotel & Conference Centre – Lethbridge, AB

2025 Agenda

1. Welcome – Tim Hummel
2. Review of Agenda
3. Minutes of the 2024 Annual General Meeting
4. Business arising from minutes
5. Consideration of resolutions
6. Address of President – Tim Hummel
7. Secretary Treasurer Report
 - a. 2024 Financial Statements – Benita Hummel
 - b. 2025 Budget – Benita Hummel
 - c. Appointment of Auditor
8. Nominations of Directors.
 - a. The term of the following directors at large has expired: Tim Hummel

Milk Break

- b. Nominations for Directors continued
9. Holstein Canada - National Director Report – Willem Vanderlinde, Toby Kleinsasser
10. Lactanet – Bob Reck, Regional Sales and Service Manager
11. Westgen – Kevin Naughton – Westgen, Sales Manager
12. Social Media/Advertising Marketing Report – Amanda Hehli and Randy Slomp
13. Show and Judging Report – Fred Hofstra
14. Youth Report – Chad Crest
15. Awards Report – Rolf Van Benthem
16. Announce Director at large
17. Invitation to the 2026 Annual Meeting – NAHC
18. New Business to be followed up by Alberta Holstein
19. Adjournment



It is hard to believe that 2024 has come to a close, it seems like just yesterday I was doing my rounds to all the club AGMs, as I get older the years seem to fly by faster.

The 2024 AGM was held in Olds by the Southern Alberta Holstein club on Feb 9. Many members from through out the province attended the event. The AGM was held in the morning and various tours in the afternoon which were enjoyed by those that took part. In the evening the awards banquet was held where the following awards were handed out,

1. Breeder of the year – Crestomere Holsteins, Ev, Marylee, Lee & Lisa Simanton
2. Presidents Cow – Marsfield Denzel Kimmy EX-93 8E - Mars Dairy, Gert and Sonya Schrijver
3. Scholarship winners – Darrick Nicol and Tyson Reitveld

Holstein Canada AGM was held in Hamilton, ON. Four youths were sponsored to attend Kristy Vandebrake, Jason Boeve, Sharissa Dijkstra and Katelynn Falconer. At the Master Breeder Gala Alberta was proud to have Corlane Holsteins, Fred, Melissa and Chance Hofstra receive their Master Breeder shield. Congratulations on a job well done

Best bred and owned awards were sponsored at several shows this year. Starting with the Green Acres Show in May in Lethbridge, Alberta Dairy Congress in Rimbey in June for both Red & White and Black & White and the Westerner Dairy Showcase in October in Red Deer. Judging schools were also held this year by Hugh Hunter at the Dairy Congress and Neil Kittle at the National Westerner Dairy Showcase. Several official and aspiring judges participated in these schools as well as various youth. The future is bright with many judges learning the ropes. This year also marked the inaugural year of the Westerner Dairy Showcase as a National show. Lots of quality cattle were exhibited.

Various club's held heifer shows as well which Alberta Holstein was proud to sponsor. Alberta also had several farms show animals at the Western Dairy Expo in Saskatoon. Congratulations goes out to everyone who exhibited animals as this takes up a great deal of time and effort.

In July the Alberta Youth Dairy Show in Rimbey and followed by WCC in Armstrong BC in August. Team Alberta represented the province well.

Congratulations to Markus Hehli for being the official red and white judge at the Royal Winter Fair this past November in Toronto. Several youths from Alberta were part of the show this year. Thank you to Myla Avey, Wyatt Baas, Silas de Lange, Keaton & Graison Wildeboer & Owen Vanderlinde who represented Alberta so well.

This years Holstein Canada AGM will be in Halifax, April 1-5. Head on out and enjoy the East Coast.

I would also like to welcome Arjan de Lange who has joined the Board as a new member. A well-run branch can only see success when there is a great team. I would like to thank Amanda and Benita for the great work they do for the branch. Thanks also to the rest of the board for their leadership as we have had some good discussions and ideas at our various meetings. Also, to Willem who represents Alberta on the Holstein Canada Board. If you have any questions or concerns, please do not hesitate to contact your local board representative or myself. We are always happy to help.

At this time, I would like to invite everyone to Lethbridge for the AB Holstein AGM on Friday, February 7 at the Coast Hotel. Lots of events are being planned including a Hockey game Friday morning, so bring your gear.

Thank you,

Tim Hummel





In 2024, Holstein Canada announced the addition of a new National Show for 2024, the Westerner Dairy Showcase in Red Deer, Alberta. As one of the largest dairy cattle events in Western Canada, the Westerner Show is known for drawing exhibitors from across the four western provinces, making it a natural fit for national status. This milestone highlights the importance of the Western Canadian dairy community and its contributions to the Holstein breed. For Western Canadian breeders, the new national status means increased visibility and the opportunity to gain national recognition and allows exhibitors to showcase their hard work on a national stage. This addition to the Holstein Canada National Show lineup provides a valuable platform for breeders and continues to build momentum for Holstein excellence across Canada.

Congratulations to Emma Van Steekelenberg joining the Young Leader Committee.

Emma Van Steekelenburg

Emma is the second generation on her family's dairy farm, Quintus Dairy, in Brooks, Alberta. They milk 60 cows under the prefix "Quintus" in a free-stall robotic barn and farm on almost 500 acres of land. Her role on the farm includes calf care and herd health management. In 2022, Emma graduated from the University of Saskatchewan with a degree in Animal Science.

Emma joined the Young Leader Committee because she enjoyed the Young Leader program at a previous National Convention and she wanted to provide other young people with the same experience she had. Emma wants to be more involved in engaging the future of the dairy industry and informing them of opportunities available to them.



Holstein Canada will be marking the 100th anniversary of our Canadian Classification service. For a century, this service has been at the heart of improving genetics and supporting producer success.

We're planning a series of celebrations throughout 2025 to reflect on this incredible legacy and highlight its importance for the future of the global dairy industry. We only need to look at the evolution of our classification system and registration efficiencies to find evidence of the willingness and need for continual improvement. As we celebrate 100 years of evolution and success, we look forward to working cohesively with our members to set our path to continued success.

We look forward to seeing members at the National Holstein Convention, where the Nova Scotia-Newfoundland Holstein Branch and members are happy to extend an East Coast welcome to Holstein enthusiasts April 1-5, 2025 in the capital city of Halifax, Nova Scotia.

Willem Vanderlinde





HOLSTEIN ASSOCIATION OF CANADA COMPARATIVE ACTIVITY STATEMENT December 2024



	MONTH					YEAR TO DATE				
	Actual 2024	Budget 2024	Last Year 2023	Δ to Budget	Δ to Last Year	Actual 2024	Budget 2024	Last Year 2023	Δ to Budget	Δ to Last Year
REGISTRATIONS	19,648	20,882	21,961	-6%	-11%	263,149	257,282	272,815	2%	-4%
TRANSFERS	1,639	1,929	1,440	-15%	14%	27,997	22,946	24,135	22%	16%
GENOMIC TESTS	814	1,422	1,402	-43%	-42%	18,103	19,952	18,637	-9%	-3%
MEMBERSHIPS	294	306	286	-4%	3%	8,124	8,183	8,385	-1%	-3%
CLASSIFICATION - ANIMALS	13,926	17,002	14,616	-18%	-5%	235,500	258,460	236,423	-9%	-0.39%
HERD VISITS	655	791	709	-17%	-8%	11,658	12,021	11,092	-3%	5%
SPECIAL VISITS	3	2	2	50%	50%	20	24	19	-17%	5%
ANIMAL CARE ASSESSMENTS - CHARGEABLE	6,123	8,313	7,886	-26%	-22%	128,821	129,048	126,707	-0.18%	2%
ANIMAL CARE VISITS - CHARGEABLE	87	144	133	-39%	-35%	2,019	2,230	2,095	-9%	-4%
ANIMAL CARE VISITS - NO CHARGE	137	171	156	-20%	-12%	2,680	2,660	2,666	1%	1%



FIELD SERVICES REPORT- Clarence Slingerland

2024 Field Service Update – Western Provinces (Alberta)

2024 has been a great year for field service in the Western provinces, particularly in Alberta. Our activity numbers and special projects reflect this success, and I'd like to extend a warm welcome to all new members, new classifications, and genomic testing customers who joined us this year!

ACTIVITY NUMBERS

Activity numbers in Alberta have remained steady, with figures comparable to 2023. As of this writing, registration activity is on track to meet our budget goals. If you're behind in registrations or need assistance catching up, please don't hesitate to reach out. We have programs in place to help get you back on track.

This year, we also launched the CSR Reg Program. This initiative allows one of our customer service reps to log onto your computer and submit registrations on your behalf. If you'd like more information about this program, feel free to contact me.

CLASSIFICATION UPDATES

Our classifiers have been busy, with seven new herds starting classification this year. We also held several Classifier/Barn Nights across the province, which saw near-record attendance at most events. Looking ahead to 2025, we're excited to introduce new reports that will be available immediately after a classification visit. This will enable more efficient consultations with classifiers, eliminating some of the delays in syncing reports after the visit has been closed.

HOLSTEIN CANADA CENTENNIAL

2025 marks 100 years of classification with Holstein Canada! Stay tuned for more exciting details as we approach this significant milestone.

CONNEXION APP GROWTH

The Connexion app continues to grow steadily, with impressive numbers reported for the year:

1,223 active users

6,735 registrations submitted through the app (3.75% of all registrations)

4,059 genomic test submissions (31% of all tests)

1,553 genomic registrations (12% of all tests)

On November 27th, we launched a new feature: DairyTrace tag reissues. This allows users to reorder lost or damaged

DairyTrace ear tags and search animals by management number for ease of use.

GENOMIC TESTING

Genomic testing remains strong, and we're on track to exceed our budgeted targets. We are also running an ongoing promotion for new herds that sign up for genotyping: receive free TSUs and an applicator with your first group submission. If you're interested in genotyping or would like more details, please don't hesitate to contact me.

DAIRY DYNAMICS WORKSHOP

In March, we hosted our first-ever Dairy Dynamics Workshop in Lethbridge, AB. The workshop focused on tools for optimizing longevity, performance, and profitability. It was a great trial to gauge interest in this type of event. Producer workshops are aimed at recruiting new members and showcasing the value of breed improvement services such as registration, genotyping, classification, and milk recording. We had excellent feedback and attendance, and we're already planning the next workshop in Alberta for March 2025, in conjunction with our booth at the Western Canadian Dairy Seminar.

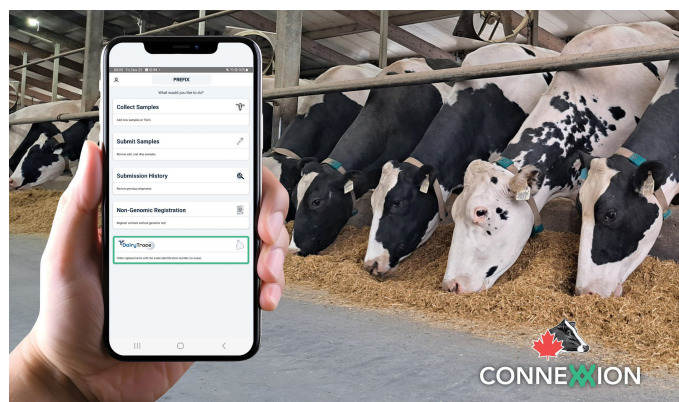
GET INVOLVED

If anyone is interested in becoming a member or scheduling a herd visit, please reach out to me or a board member.

Respectfully submitted,

Toby Kleinsasser

519-865-4367



NEW TO CONNEXION:

Easily order replacements for lost or damaged DairyTrace tags on the go, directly from your phone!

DU NOUVEAU DANS L'APPLI CONNEXION :

commandez des identifiants DairyTrace pour remplacer ceux qui sont perdus ou endommagés, directement à partir de votre téléphone!

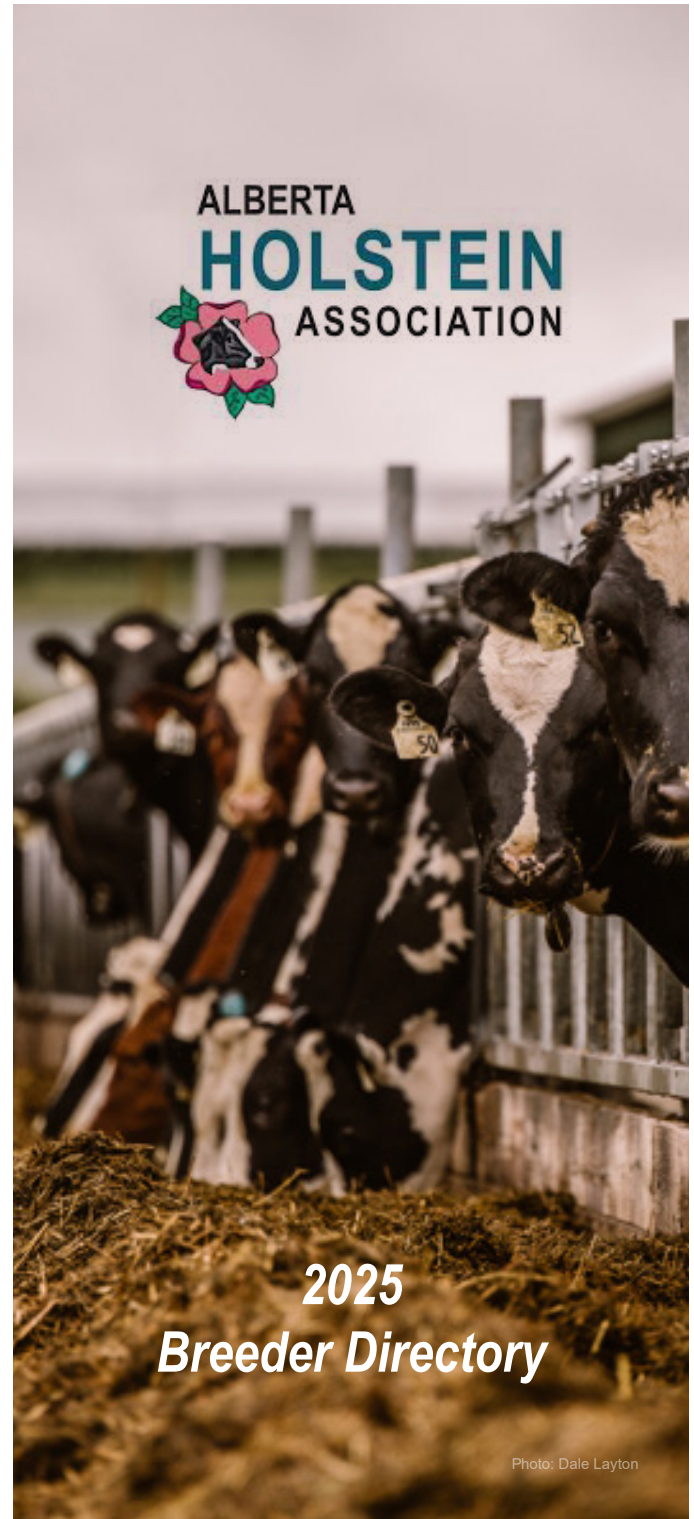


ADVERTISING & MARKETING REPORT- Randy Slomp

This was a busier year than normal as Alberta Holstein put-together the 2025 Breeder Directory, which is available now. Thanks to the breeders and industry members that advertised in the directory! We also put out the 2025 Calendar that will be our last until future notice. The postal strike delayed the mailing of the Alberta Holstein calendars, but thankfully they were able to be sent out in a reasonable time frame. If members have ideas for how you'd like to advertise your farm please let us know!

Once again the the Alberta Holstein Association booth was set up at the Western Canadian Dairy Seminar, the Alberta-Dairy Congress in Rimbey and at the Westerner Dairy Showcase in Red Deer. Some of the signage for this booth will be updated for the upcoming year.

As reported last year, for sure one and possibly two newsletters this year will be mailed out to the membership, with the rest of Alberta Holstein information being published in the Western Canada Dairy News. Once again, a friendly reminder to the different clubs to send in upcoming events, show results etc., to Amanda Hehli so she can keep everyone updated on the Alberta Holstein website. Thanks to Amanda for the work she does throughout the year with the advertising and social media!



JUDGING AND SHOW REPORT- Fred Hofstra

The Green Acres Holstein Show took place in May with judge Dr. David Chalack picking Quintus Sidekick Rena 777 as Grand Champion. Junior Champion was Decoy Sidekick Mind Eraser. Diamond Park Dairy were Premier Breeder and Exhibitor of the show!



The CAHC Mid-Summer Classic was held in Lacombe in July, judged by Lee Simanton. Grand Champion was Wendon Altitude Diedre from Mazylake Holsteins and Reserve went to Chubanna Amaethon Dione from Chubanna Holsteins.



The NAHC held their show in Millet in July, judged by Maxime Ten-Have. Grand Champion went to New Mars Alligator Virginia from New Mars Dairy. Detimdale Wacey Ferinand from Detimdale Holsteins was Junior Champion.



Alberta Dairy Congress was held in Rimbey, judged by Pat Conroy. R&W Junior Champion went to Kozak Willows Red Desire and Reserve Junior Champion to Kozak Warrior Briana Red P. B&W Junior Champion went to Mosnang Driven to Succeed and Reserve Champion to Lovhill Eyecandy Desperato.



R&W Grand Champion was Tramilda Rubels Amy owned by Hamming Holsteins and Reserve Champion was Maple Grove Mirandor P-Red, R&F Livestock. B&W Grand Champion & Supreme was Jendro Delta Lambda Sandy owned by R&F Livestock, and Reserve Champion went to Beaverbrook Sirwood Addy, R & F Livestock.



The Westerner Dairy Showcase ran its first year as a National Holstein Show in 2024! It was once again held in Red Deer in October judged by Dominic Fortier, QC. It was a Central Alberta sweep for Junior Champion! Chubanna Amaethon Di-one from Chubanna, Benbie & Prospect Holsteins was JC, Crestomere Master Devise, T&L Cattle was Reserve JC & Mosnang Synergy Sweepstakes was HM Junior Champion!



Another Alberta sweep for R&W Junior Champion with Crestomere Warrior Lovesong from Crestomere Holsteins for Junior Champion, Kozak Warrior Red Beauty was Reserve Junior Champion and Kozak Warrior Red Blush was HM for Kozak, Fred Fornwald & Sons & Ryan DOnohoe.



B&W Intermediate Champion was awarded to Olortine Avenger Design, R&F Livestock & Walker Dairy. Reserve to Crestomere Cellular Twinkle, Roswitha Holsteins.



The R&W Intermediate Champion was Excelerant Phoenix Red for Westcoast & T&L Cattle. Reserve went to Kozak Warrior Red Blaze P owned by Kozak, Ells, Southrise & R&F Livestock.



Grand Champion of the B&W show was Olortine Avenger Design, R&F Livestock & Walker Dairy and Reserve went to Bernalta Dude Dressy, Westcoast Holstein & HM was Jendro Delta Lambda Sandy, R&F Livestock. R&W Grand Champion was Westcoast Swingman Maze for Westcoast Holsteins And Reserve was Kozak Warrior Red Blaze P owned by Kozak, Ells, Southrise & R&F Livestock.

2024 JUDGING CLINICS FOR ALBERTA HOLSTEINS

The year 2024 has been a significant one for Alberta Holsteins, marked by a series of judging clinics that have provided invaluable insights and opportunities for breeders and enthusiasts alike. These clinics, held in various locations across Alberta, have not only showcased the remarkable quality of Holsteins in the region but also fostered a deeper understanding of the standards and techniques involved in judging these exceptional animals.

JUNE: RIMBEY CLINIC

The first notable event of the year took place in June in the charming town of Rimbey. This clinic was graced by the presence of Hugh Hunter, who served as the official judge. Hugh Hunter, a respected figure in the field, brought his extensive experience and keen eye for detail to the event. Participants were treated to a thorough examination of the judging criteria, with Hugh offering insightful commentary on the attributes that define superior Holsteins.

The Rimbey clinic was not only educational but also highly engaging. Breeders and participants had the opportunity to present their Holsteins for evaluation, receiving constructive feedback that would prove invaluable for future competitions. Hugh Hunter's expertise was evident in his ability to articulate the nuances of conformation and performance, making the clinic a resounding success.

OCTOBER: RED DEER CLINIC

As the year progressed, the next major event on the calendar was the judging clinic held in October in Red Deer. This time, the esteemed Neil Kittle took on the role of official judge. Neil Kittle's reputation as a knowledgeable and fair judge preceded him, and he did not disappoint. His approach to judging was methodical and thorough, ensuring that every aspect of the Holsteins presented was carefully considered.

The Red Deer clinic attracted a diverse group of participants, all eager to learn from one of the best in the field. Neil Kittle's ability to provide detailed evaluations and constructive criticism was highly appreciated by all in attendance. His emphasis on both the traditional standards and the evolving trends in Holstein breeding made the clinic particularly relevant and informative.

KEY TAKEAWAYS

The 2024 judging clinics for Alberta Holsteins have underscored several key takeaways that are essential for breeders and enthusiasts moving forward:

- **Expert Guidance:** The presence of renowned judges like Hugh Hunter and Neil Kittle has been instrumental in enhancing the knowledge and skills of participants. Their expertise and willingness to share insights have been invaluable.
- **Continuous Improvement:** The feedback provided during these clinics has encouraged breeders to continually strive for excellence. Constructive criticism and positive reinforcement have motivated participants to improve their breeding programs.
- **Community Engagement:** These clinics have fostered a sense of community among Alberta Holstein breeders. The exchange of ideas and experiences has created a supportive network that benefits all involved.
- **Adaptability:** The emphasis on both traditional standards and modern trends highlights the need for breeders to adapt and evolve. Staying informed about industry developments ensures that Alberta Holsteins remain competitive on a global scale.

LOOKING AHEAD

The success of the 2024 judging clinics sets a promising precedent for the future. As the Alberta Holstein community continues to grow and evolve, these clinics will remain a cornerstone of education and development. The dedication of judges like Hugh Hunter and Neil Kittle, combined with the enthusiasm of participants, ensures that the standards of excellence in Holstein breeding will continue to rise.

In conclusion, the 2024 judging clinics for Alberta Holsteins have been a remarkable journey of learning and growth. The insights gained and the connections made during these events will undoubtedly contribute to the continued success of Holstein breeding in Alberta. As we look forward to future clinics, the commitment to excellence and the passion for Holsteins will remain at the heart of everything we do.



Our commitment to the emphasis on developing showmanship judges will continue. This dedication not only enhances the skills of those judging but also elevates the standard of competitions across the province. Additionally, the multi-breed aspect of classes seen across Alberta will be maintained and expanded. This diversity enriches the experience for participants and audiences alike, fostering a more inclusive and comprehensive understanding of livestock showmanship.

In 2024, Alberta Holsteins continued to support numerous shows across the province. By sponsoring various classes in both our two major shows, as well as providing sponsorship funding for many local club shows and various 4-H events, we aim to encourage the growth and participation of all our members. This support not only highlights our commitment to fostering excellence in Holstein breeding but also reinforces our dedication to nurturing the next generation of enthusiasts and breeders.



OFFICIAL JUDGES

- **Gordon Atkins**- Calgary- (403) 247-3645
- **Dale Bienert**- Sherwood Park- (780) 922-2433
bienertholsteins@hotmail.com
- **David Chalack**- Calgary- (403) 585-2455
dchalack@altagenetics.com
- **Markus Hehli**- Rimbey- (403) 783-0442
mhehli@hotmail.com
- **Linsey Whalen**- Millet- (780) 387-7406
lchalack@hotmail.com
- **Lee Simanton**- Ponoka- (403) 704-6692
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- **Joe Folkerts**- Lousana- (403) 505-1604
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- **Lee Morey**- Rochester- (780) 206-5164
morey.unique@gmail.com

ASPIRING JUDGES

- **Chad Crest**- Athabasca- (780) 689-9576
chad.crest@gmail.com
- **Casey Morey**- Rochester- (780) 307-5378
cmorey@ualberta.ca
- **Jan van de Brake**- Lacombe- (587) 377-3677
Jmvandebrake@outlook.com
- **Chance Hofstra**- Millet- (780) 271-6955
chancehofstra@gmail.com
- **Martin Staub**- Edmonton- (780) 231-1286
martin.staub9@gmail.com
- **Katelyn Kozak**-New Sarepta- (780) 686-4614
kkozak@xplornet.ca
- **Maxime Ten-have**- Didsbury- (450) 501-5739
maximetenhave007@hotmail.com

YOUTH REPORT- Chad Crest

We as the Alberta Holstein branch were happy to be a gold sponsor at the Alberta Youth Dairy Show Which Took place July 16th- 18th in Rimbey AB, judged by Kenton Lindenbach, SK with ringman Larissa Slingerland. Grand Champion showman went to Dorian de Lange with reserve grand champion showman went to Adyson Wildeboer.



Grand champion heifer of the show went to the first place fall heifer Dentimdale Damsel Armada shown by Dorian de Lange with reserve Grand Champion being second place, fall heifer Wendon Altitude Deidre shown by Levi Congdon.



This year the Western Canadian lassic youth show was held in Armstrong BC August 13-17. Team Alberta kicked some butt this year, being named Premier Province and taking home the grand champion honours with the winning Junior yearling Chubanna Amaethon Dione shown by Adyson Wildeboer. Team Alberta also won best group of three and Nicole Verhoef won the European Young Breeder School recipient. Congratulations to all participants, volunteers, organizers making this program such a success year after year where young dairy farmers create life long connections and friends.



Trinity Congdon was the recipient of the Logan Chalack Heart & Hustle Award.



Unfortunately we had no applicants for the scholarship this year so did not hand any out! We encourage members and clubs to get this information out to the youth! Annually we have 4 \$1000 scholarships that are available. Deadline is October 31st every year.

AWARDS- Rolf Van Benthem

The year started with the Alberta Holstein Association AGM and awards banquet in Olds hosted by the Southern Alberta Holstein Club. At this awards night Crestomere Holsteins (The Simanton Family) was named Alberta Breeder of the Year for 2023. Mars Dairy won the 2023 Alberta President's Club Cow Award with Marsfield Denzel Kimmy EX93-7E. She had a life-time production of 166,000 KG of milk at the time.



2023 Alberta Breeder of the Year- Crestomere Holsteins



2022 Presidents Club Cow Award- Marsfield Denzel Kimmy
Mars Dairy

The Marj Atkins Achievement Award is handed out to someone who has been a pioneer in the industry, paving a road for others that possesses characteristics to strive for. It's an Alberta Holstein special achievement award that includes breed involvement. At the Alberta Holstein AGM this special achievement award was handed out to John Iversen. Truly deserved with John's lifelong involvement and commitment to the Holstein breed.

A special recognition for this award was presented by the Alberta Holstein Association at the SAHC Awards banquet in December.



Big congratulations go out to Corlane Holsteins (Fred, Melissa, and Chance Hofstra) for becoming Master Breeder and receiving their Shield at the Holstein Convention in Hamilton, Ontario last April. What an amazing accomplishment!!!



Holstein Canada announced the winners of the 2023 Annual Awards.

The top herd of distinction in Alberta is Mars Dairy with 40,510kg herd avg.

The daily production champion for 2023 in Alberta are: Royal Hill Iota Talena (Cawithca Dairy) with 37kg milk avg/day of life and Marsfield Let It Snow Sam (Mars Dairy) with also 37kg milk avg/day of life.

AWARDS- Rolf Van Benthem

At the Royal this year the 2024 Curtis Clark Achievement Award was presented to Joel Phoenix of Dappleview Holsteins, Ontario. Joel Phoenix is the 36th recipient of this national award established by the Alberta Holstein Association. Joel Phoenix's love for dairy cattle business is boundless. Highly regarded among his peers for his work ethic, talent, professionalism and tireless promotion of the industry.



President's Club Cow Award:

2024 Club Winners:

CRHC- Rockymountain Lottomax Teatro- Enterprises Lavoie
NAHC- New Mars Fever Beyonce - New Mars Dairy
CAHC - Marsfield Denzel Kimmy- Mars Dairy
SAHC- Ostara Chief 912 - Ostara Holsteins
GAHC- Clearlake Christo Trudy 127 - Clearlake Colony Farming

PAST WINNERS:

2022- Marsfield Denzel Kimmy- Mars Dairy
2021- Deerfield Lynx Pamela- Deerfield Colony
2020- Rockymountain Super Teatro- Innislake Dairy
2019- New Mars Sanchez Eastern- New Mars Dairy
2018- Prehlea Igniter Coltmar- Chubanna Holsteins
2017- Mosnang Lightning Bolt- Mosnang Holsteins
2016- Summerdshade Icellene Baxter- Lucky Hill & Skywest Holsteins
2015- CRF Goldwyn Celine- Wendon Holsteins



New Mars Fever Beyonce - New Mars Dairy



Marsfield Denzel Kimmy- Mars Dairy



Ostara Chief 912 - Ostara Holsteins



Clearlake Christo Trudy 127 - Clearlake Colony Farming

AWARDS- Rolf Van Benthem

2024 Breeder of the Year Award

2024 Club Winners

CRHC- Baas Dairy Ltd.

Akke & Wiebe, Jan, Bert & Heather Baas & Family

NAHC- Corlane Holsteins

Fred & Melissa, Chance Hofstra

CAHC- Goselink Holsteins

Christiaan & Elisabeth Goselink & Family

SAHC- September Dairy

Merein & Kelsey Van Benthem & Family

GAHC- Decoy Holsteins

Dirk & Rika, Bas & Stacy Van der Kooij & Family



CRHC- Baas Dairy Ltd.- Akke & Wiebe, Jan, Bert & Heather Baas & Family



NAHC- Corlane Holsteins
Fred & Melissa, Chance Hofstra



CAHC- Goselink Holsteins- Christiaan & Elisabeth Goselink & Family



SAHC- September Dairy- Merein & Kelsey Van Benthem & Family



GAHC- Decoy Holsteins- Dirk & Rika, Bas & Stacy Van der Kooij & Family



Wiebe, Akke, Jan and Bert Baas were farming in the Netherlands with roughly 80 acres of land and 40 cows in a free stall barn. Their farm was backed onto a nature preserve and with two young boys that wanted to farm and no room to grow, they made the tough decision to relocate to Canada to see where big dreams could take them.

In 1996 after looking around, they settled on a farm in Barrhead starting with 1 quarter of land and 90 cows in a free stall barn and a double 6 parlour. In 1999 they bought more cows and added onto the barn and renovated again in 2004 making the parlour into a double 11 and expanded again in 2014 adding a pack barn and more cows bringing the total milking herd to the current average of 260.. Not to mention expanding the land base to 12 quarters of land over that time.

Aside from milking, they are self sufficient with grain and sell any extras and use canola as a rotation crop. They also do some custom manure spreading on the side and do all their own silaging, corn chopping and seeding as well.

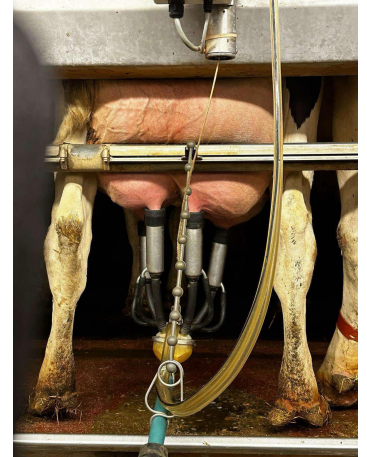
This is still very much a family run operation, Bert has since married Heather, and has 3 kids (Wyatt, Hannah and Abigail) and they are all interested in farming and actively involved in the operation in between school and extracurricular activities. There is a great team of hired hands that are committed as well, making the day to day running smooth and the opportunity to get the most out of a good routine possible.

The Baas Family is very involved in the community. Bert is a 4H leader in the local dairy club as well as a director on the Country Roads Holstein Board. Heather helps with 4H as well as with Wyatt and Abby's hockey teams, Hannah and Abby's riding club , Hannah's volleyball team and tries to volunteer for school activities when possible. Akke is very involved with the church community, visiting the Elderly or new babies or ones that are sick and also volunteers for Days for Girls making kits for girls in poor countries and another group that puts packages together for girls in Malawi.

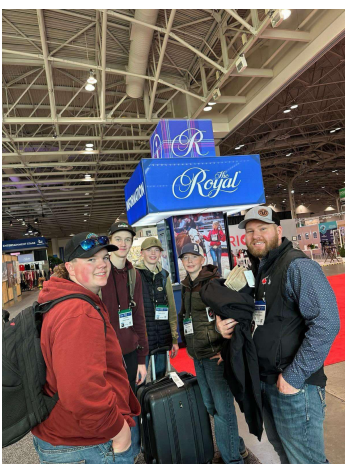
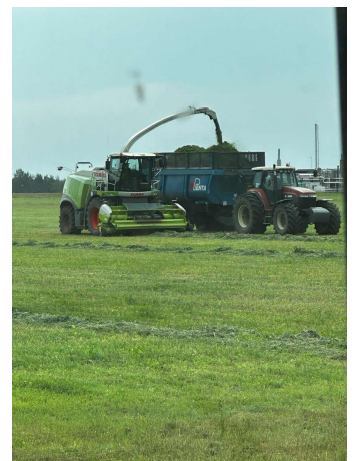
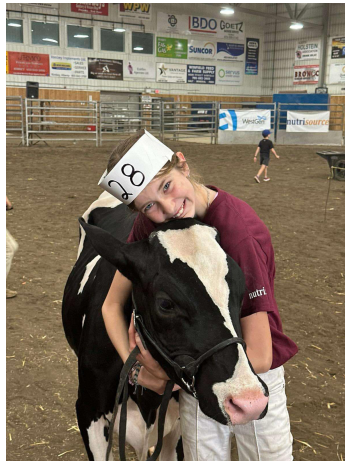
In what little spare time they do have, it's all about cows. While the focus isn't necessarily on specific families and more so on beautiful cows. With the help of classification and genomic testing the goal is to have consistency in the barn with a herd that produces and lasts through generations by picking up on those numbers through genomics and being hard on the breeding program through classification and selecting bulls that complement what we're trying to achieve. This along with using CowManager has been key to a lot of the success they've had in managing the herd and keeping them healthy and pregnant.

This last year was a big year for Baas Dairy Ltd. Showing cows was never high on the priority list but as the younger generation gets older, the dreams get bigger. Wyatt was invited to hand out ribbons at the Royal Dairy Expo in Toronto. Being around a show that big and around celebrity animals like that has been something Wyatt and Hannah could only dream about. Moos on the Moo-ve had their achievement day together with the Dairy Congress so they decided to put their first ever milking cow in a show. As a homebred 4H heifer, Baas Luster-P Champ went VG as a 2 year old and to have her there was an experience to build on. There are some high genomic heifers up and coming so the future is looking extremely bright!

- Currently the cows are milked twice a day at 37-40kg average with 4.7% Fat and 3.4% Prot
- 1.6-1.8kg Fat, 1.4kg Protein and the average 305 kg milk production is 11,500
- Current herd BCA of 252 - 291 - 272
- SCC is running around 100000
- 5 Superior Production Awards
- 10 cows at 60,000 +
- 5 cows at 80,000 +
- 1 cow at 100,000 (left the herd)
- 1 cow at 120,000 +
- 1* 3 Starbrood Cows
- 3* 1 Starbrood Cow
- 1 ME- 6 EX- 81 VG- 160 GP- 39 G- 1 F
- 31% VG or Better
- 86% GP or Better



Being nominated for this award is a great honour and also a great opportunity to take a step back and look at where this operation started and how far it's come since it started in 1996. We're proud to be part of this industry and do what we love every day.





Corlane Holsteins was founded in 1968 when Dutch Immigrants, Cor and Joyce Hofstra purchased a 40-cow tie-stall, purebred herd from Harry Bienert under the prefix Goldale Holsteins. After the purchase a new prefix was required, seeing that the farm had a long lane and his name was Cor The Prefix Corlane was established. Cor and Joyce moved to the farm in April of that year along with there 7 sons. Through the years Corlane saw many changes and expansions. The herd continued to thrive with brood cows such as Corlane Gerda Inspiration, Corlane Gwenore Lincoln, and Corlane Shelley Blaze being the herd’s foundation. In 2010 Cor stepped back from running the farm and eventually, he and Joyce moved into Leduc to enjoy retirement. Cor’s sons Harold and Fred had been farming alongside Cor for many years and had gradually taken over the running of the farm. In 2014 the decision was made to expand the herd to 120 milking cows and build a new free-stall barn with 2 delaval robots.

In 2017, the farm was split into 2, with Fred continuing with the dairy. After graduating from Lakeland College, Fred’s son Chance returned home to help carry on the running of Corlane Holsteins. Together Fred and Chance, with help as needed from Fred’s wife Melissa and the 2 daughters Sydney and Chandler, continue to grow and improve Corlane Holsteins.

Fred and Chance are both directors for the Northern Alberta Holstein Club. Fred is also a member of the Alberta Holstein board, and Chance is a coach for the Alberta WCC team.

Chance’s passion is to bring out the show cows and market the herd, and strive to bring the best genetics possible. We continue to strive for the true type high-producing cow that thrives in a robotic free stall environment while having a long lifespan.

Our biggest accomplishment of 2024 began in January when we were rewarded with a Master Breeder Shield. This had been a goal that we had envisioned for many years spanning a couple of Generations. We are extremely proud and humbled to be named Master Breeders and to be named in the same conversation as so many elite breeders is quite an honour.



Corlane has continued to have success in the show ring having market cows such as Corlane Seaver Misty, and Corlane Entrance Delaney both nominated All American and Delaney winning HM All American. In this past year we also saw the emergence of a young cow that was purchased at “Quality of Corlane” online sale in 2021. Salisbury had been purchased by Wendon Holsteins and in 2023 she has scored EX 95 and achieved Res Grand Champion at both Dairy Congress and The Westerner Dairy Showcase in Red Deer. In 2024 Salisbury in her 3rd lactation was scored excellent 95 for Wendon. After being purchased by Milksource, she went on to place 7th as a 5-year-old at World Dairy expo.

Corlane’s show highlights for the year also included a red and white Spring 2-year-old Corlane Robin Sparkle, who won best bred and owned at both the Dairy Congress and the Red Deer Dairy showcase. Also, we had the highest producing milking yearling in the Northern Alberta Holstein Club with Corlane Fuel Gumboots.

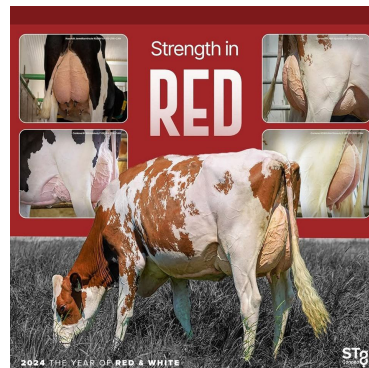
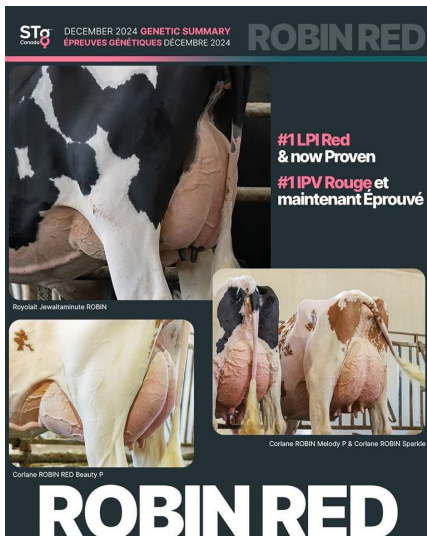
Other Highlights for Corlane Holsteins in 2024, We had a record 10 animals score EX, 7 in our herd and 3 that had been sold previously. Also in classification results we had 10 Vg 2yr olds. Also Awarded 2024 are 7 star brood cows.

At Corlane we continue to breed for longtime production. We are proud to have another three 100,000 kg cows this year along with, three 80,000 and five 60,000 kg production cows. Corlane continues to improve in herd production with a herd average 11,431 kg milk, 464 kg fat and 383 kg protein.

Corlane Holsteins is extremely proud to represent Northern Alberta Holstein Club’s Breeder of the year. The recognition is humbling but also an indicator that we are achieving our long-term goals and consistently improving.



Corlane Delta Gumdrop EX-90-4E 1*



Corlane Unix Salisbury EX-95



September Dairy was founded in 2012 by Merein and Kelsey van Benthem, west of Spruce View Alberta. Participating in the New entrants program, they began milking 50 cows that Merein had bred together with his brother. They chose the name September Dairy due to both their birthdays, and anniversaries being in September. In 2013 the first calves from their own prefix Bentermonth were born. Merein and Kelsey farmed as a partners for 5 years and when growth proved difficult, and another farm became available, they opted out of the new entrants program and became an Ltd with Merein’s parents near the end of 2016. They grew to be milking 110 cows on their current location south of Glennifer Lake. Today, Merein and Kelsey are now transitioning back to full ownership.

In 2018 they installed 2 milking robots, and in 2023 they expanded their operation by purchasing a second quarter of land. Together with their 4 daughters, Annelief (10), Everlene (10), Mabel (8) and Fleur (5), they currently milk 120 cows with over 250 livestock, and farm 400 acres. September Dairy has now made the big decision to remove the milk robots (for sale) in spring 2025 and replace them with an 18/36 swing over parlour, with a vertical lift. “The goal is to be close to the cows again, managing cows and not robots. I just want to milk cows.” – says Merein. Merein and Kelsey felt that they had a better grasp on health, breeding decisions, and overall management when they had a hands-on connection with the cows. While they recognized the benefits of the robots, they had missed the act of Milking, and they hope one day soon their daughters will be helping them in the milking parlour. They chose a swing over parlour for its efficiency and size, wanting to be capable of milking all the cows quickly with just one or two participants in the parlour. They will have a group of 36 cows in the parlour at a time and will benefit from the flexibility of milking more, or less cows when needed. The plan for the future is to expand further and milk more cows, and they are very much looking forward to milking again.

September Dairy uses many tools to manage breeding, including DHI, genetic testing, and classification. They also used on farm ET transfer for many years, which Merein learned to do working with a Vet in Holland. Merein spends his days reading Holstein magazines and planning his breeding choices. He gets the kids involved when they participate in the Southern Holstein barn cow competition and in naming the new calves. Merein and Kelsey take great pride in their cows and see classification as a special event. They get the farm tidied up, clip cows, and enjoy showing and receiving feedback from the classifiers. Afterwards is always coffee and a discussion about the results, a new excellent cow always warrants a celebration. Merein feels being nominated and named Breeder of the Year for a second year in a row means they’re on the right path, the ultimate dream being a Master Breeder award one day, but in the meantime, they enjoy each improvement. September Dairy’s breeding program focuses on good conformation, butterfat, herd longevity, A2A2 bulls, and polled bulls as a bonus. Their entire herd has become approximately 50% A2A2, as well as nearly 50% of the cows milking currently.

Merein obtained a degree in Agricultural Management at Olds college. In his free time he is watching Go Ahead Eagles or Liverpool on TV and coaching kids soccer in Spruce View, as well as volunteering at the Red Deer Speed Skating club where Mabel has started speed skating. He works tirelessly in order to be involved in the kids' events and sports. Kelsey, who has a degree in Fine Arts from Red Deer College, can be found in the barn often, feeding calves and cleaning the bedding packs. She loves to paint and likes to work the mornings in the barn, then spends the afternoons bussing the kids to their various activities. The kids participate in dance, soccer, martial arts, gymnastics, guitar, and skating. They love to help out in the barn and will pitch in wherever they can, feeding bottle calves, pushing up hay and helping to sweep the calf barn. Without regular employees Merein and Kelsey trade their weekends for occasional camping trips with the kids, at home movie nights each weekend, anniversary hiking excursions, and the occasional trip abroad. They are grateful to have family who will take amazing care of the farm so they can get away. When they aren't hiking, Merein and Kelsey have also taken up cycling and go riding together or train together at home on the indoor bike.

Some favorite and influential cows of September Dairy's;

- Bentember Kronenbourg Boris EX92-5E -1* who produced over 90 000kg in 7 lactations. She has 1EX(sidekick) and 1 VG(orion) daughter, and 2 breeding age heifers by Loyall and Macnut-PP. She was also first cow in the barn cow competition for the 4th lactation group and reserve champion overall.
- Bentember Rambo Mogul EX-3E who produced over 80 000kg in 6 lactations. She has 1EX (Beemer) and 1VG (Epic) daughter and two Luster-P expected this summer.
- Bentember lady pulsar VG 85-1* who produced over 90 000kg in 6 lactations, and her daughter was awarded excellent this year.
- Bentember Lady Dragonheart EX90. She has a Respect daughter calving out soon and a Courage daughter that is breeding age.

September Dairy achievements this year:

- 11x - VG 2 year olds
- 7x – EX or ME cows
- 5x – Starbrood cows
- 3x – Superior production awards
- 5x -60 000kg awards
- Total Rolling herd BCA – 782 pts
- VG or higher – 48%
- GP or higher – 95%



Bentember Janet Overwing VG-85-2 YR



Bentember Kronenbourg Boris EX92-5E -1*

Results of the Southern Holstein Barn cow competition,

- 1st lactation 1st place Bentember Else Rex PP Very good 85
- 1st lactation 4th place Bentember Rian Rubicon Very good 85
- 2nd lactation 2nd place Bentember Corona Horizon Very good 87





Goselink Holsteins began 2007 with Christiaan, Elisabeth and one employee. Now with 5 girls between the ages of 4-13 also involved on the dairy. We do what we love, and try to improve every year. We want to be progressive and economical but still with family values. We milk ~350 cows in a 40 stall rotary parlour. Current Herd BCA is 260-302-275 and Herd Classification is 6 ME, 6 EX, 90 VG, 213 GP, 46 G.

Influential Cow families include:

- Goselink Outbound Conny VG-87 2*
- Goselink Reflector Susa GP-82 1*
- Goselink Hangtime Patsy EX-90
- Goselink Pharo Kathy EX-92 2E

Highlights from the year include:

- 6 VG 2 Year Olds
- 5 EX, 8 ME cows
- 6 Star Brood Cows
- 1 120,000 kg cow- Goselink Classman Conspire EX-90
- 2 100,000 kg cows
- 6 80,000 kg Cows
- 22 60,000 kg cows
- 1st 4th+ Lactation cow 2024 Barn Cow Competition- Goselink Hangtime Vanessa EX91-2E



Goselink Pulsar Eudora EX-90-3E



We are involved with the Central Alberta Holstein Club as well as 4H. In 2024 we participated in the CAHC Holstein Show with the girls showing their 4H calves in their Achievement Day.

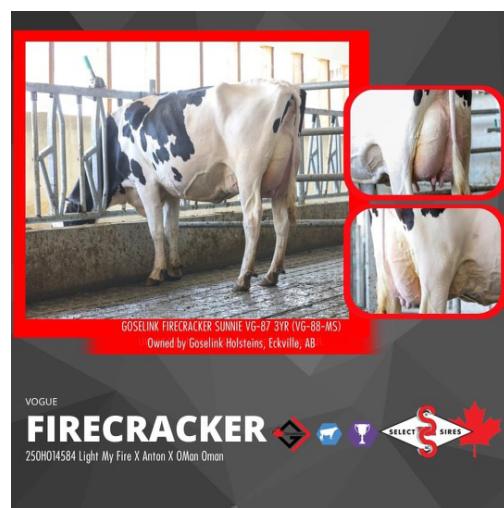
The kids are also involved in the Nauticals Swim Club, basketball, volleyball and choir.

An Interesting fact, we sold 120 cows to other farms in that time frame!

And got married! :)

Valuable service we get from being involved with the holstein clubs include socializing, sharing of ideas and experiences, and a little competition is always fun!

Holstein Canada- classification is a very useful tool in getting a baseline of seeing our strengths and weaknesses of the herd, it's great to watch the process of improvement within the herd over time.





We are happy to be nominated Breeder of the Year for 2024

2024 has been a great year at Decoy Holsteins. Working with 3 generations van der Kooij is very special. Ever since the barn expansion in 2021, we are seeing herd improvements both on the conformation and production side of things. This is making dairy farming very exciting and rewarding.

We had 17 VG 2yr olds this year in 3 classification rounds. This is the most ever and speaks volumes about the quality of young animals entering the herd, which is now almost 63% VG or better. Decoy Master Blacklight VG87 2yr was very exciting as this was our first MAX score cow ever.

Decoy Legend Arimodel VG88 is a young 3yr cow with a great udder showing lots of potential. She was awarded Grand Champion barn cow 2024 for the club. She is a cow with loads of potential for the future.

Our show season was good as well. A highlight was having 3 of our kids; Roman, Adalyn and Pierce enjoy leading calves in the pee wee class. This is very promising for the future! We loaned out 2 Sept calves to 4H members Brielle and Rylan van den Berg. They both did exceptional work getting them to look their best at the GAHC show in May. Decoy Sidekick Mind Eraser ended up Grand Champion heifer! Both heifers went on to the Alberta Youth Dairy Show where Decoy Hasitall Venom placed 3rd in a competitive Fall Heifer class. Chloe van den Dool and Larissa Slingerland furthered these calves show season and showed them at the Western Canadian Classic in Armstrong BC.

Herd production has been steady, and cows are loving the robot set up. We are now 3 years in and we are noticing higher peak milk and the two year olds average production is higher. Our rolling herd BCA 279-310-285. Highlights of our homebred production awards are Decoy MovieInk Ember VG87 completed a Super 4, Decoy Control Jorge EX92 3E BCA 1096 in her 6th lactation, while Decoy Jacoby Sylvester EX 2E completed a lactation totalling 1456 kg components.



Decoy Bradnick Brittanay EX-90-2E



Decoy Master Romance
-1st Spring Heifer GAHC 2024

Decoy Master Frisco
-2nd Spring Heifer GAHC 2024

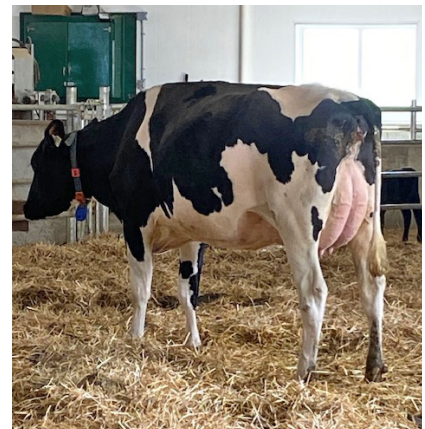
Decoy Sidekick Mind Eraser
-1st 4H Project Fall Heifer calf 2024
-1st Fall Heifer GAHC 2024
-4H Junior Champion
-Junior Grand Champion GAHC 2024
-Attended Alberta Youth Dairy Show (Brielle van den Berg)
-Attended Western Canadian Classic in Armstrong BC (Larissa Slingerland)

Decoy Hasitall Venom
-3rd 4H Fall Heifer project calf 2024
-3rd/25 Fall Heifer Alberta Youth Dairy Show
-Attended Alberta Youth Dairy Show (Rylan van den Berg)
-Attended Western Canadian Classic in Armstrong BC (Chloe van den Dool)

Decoy Master Blacklight VG-87
-4th Senior 2yr GAHC 2024

Decoy Stan Magnesium
-1st Jr. 3 yr Old GAHC 2024
Decoy Bradnick Brittanay
-3rd 4yr old GAHC 2024

GAHC Barn Cow Competition
Decoy Chief Prestige 2nd place first lactation
Decoy Legend Arimodel 1st Place second lactation
Decoy Control Jorge 3rd place 80 000 plus
Decoy Legend Arimodel- GRAND CHAMPION BARN COW 2024



Decoy Master Blacklight VG-87



Decoy Legend Arimodel VG-88

CLUB REPORTS- Country Roads Holstein Club



This year the Board of Directors set a goal to get more involvement and a better showing for events from our members. We feel like we accomplished this goal this year.

We had a golf tournament and dinner during the summer, which we had a great turnout for even though it rained the whole time, everyone enjoyed themselves. We also had a Christmas party award night which we had over 100 members attend which was great. Congrats to all the winners of the awards.



NAHC



2024 has been an eventful year for the Northern Alberta Holstein Club, filled with opportunities to connect, learn, and grow as a community.

We started with our AGM, which set the stage for the year. Shortly after, we hosted a tour of Supreme International, where members had the chance to explore feed mixer production. This event was well-attended and received positive feedback.

In July, we held our annual Millet Show in collaboration with the Rollyview 4-H Club. While participation among contenders was lower than usual, the event drew a great crowd of viewers. We encourage everyone to mark their calendars for next July to join as participants or spectators.

Later in October, we partnered with the Central Alberta Holstein Club to host a seminar featuring Daniel Scothorn at Poly-C Farms. With nearly one hundred attendees, this event on feed efficiency was one of the highlights of the year and is something we aim to replicate in the future.

We closed the year with our annual Christmas party, which was well-attended as always. However, we're looking to elevate the experience next year with added entertainment to make it even more memorable.

As we look ahead to 2025, we're committed to making the club better for all our members. We would love to see you at our events next year!

A promotional poster for a seminar. The background is a close-up of a black and white Holstein cow's face. A blue semi-transparent box contains the following text: "Optimizing Feed Efficiency with Daniel Scothorn", "October 22, 2024", "9:30 am - 3:30 pm", "Poly C Farms Ltd", "430081 HWY 795", "Ponoka, AB". Below the text is a QR code with the instruction "Scan for registration link and details." At the bottom, it lists "Event Sponsors:" with logos for "Central Alberta Holstein Club", "NAHC", "fsc", "nutrison", and "WestGen".



CLUB REPORTS- Central Alberta Holstein Club



2024 was another successful year for the Central Club. It started out with our 2024 AGM hosted by Beautiful Holsteins. It was an opportunity to engage more members and sponsors in the agm. We welcomed Mark Luymes of Luymes Hoof Trimming as he did a live demonstration. We continue to host many events throughout the year.

- family bowling event in Ponoka
- had members attend the club relations meeting in March
- judging school
- Mid-Summer Classic in conjunction with Udderly Unique 4-H Dairy Club
- first annual golf tournament
- summer BBQ open house at Neilson Farms
- joined with the Northern Club to host a feed conversion Seminar at Poly-C Farms
- joined with ST Genetics and Noble Equipment to host an information session then a hockey game at which we awarded the first ever Noble Cup. The next game is planned to take place at the agm in lethbridge
- Barn cow competition, thank you to Lee Simanton for organizing and John Hylkema for judging. Congratulations to Marsfield Denzel Kimmy for winning again!
- annual Christmas party and awards banquet with a jeopardy theme, Highlighted by our breeder of the year announcement of Goselink Holsteins

We continue to face some challenges as a club, how to engage more members, what are members looking for, how to work with sponsors, how much can sponsors afford. What events are worthwhile. How to reach more people. How to promote the club, the branch and holstein canada. What are members looking for from the club?

Our Christmas party continues to be our most expensive event but is often very well attended.

Without our sponsors none of these events would take place so we are extremely happy to have their support. We look forward to hosting more events and new ideas in 2025



CLUB REPORTS- Southern Alberta Holstein Club



We've had a great 2024 for our club this year. I'd like to once again welcome our new members that joined last year: Ricki Grove, Liza Van Der Gun, and Dianne Philipsen. I'd also like to extend another thank you to Berend Ridder for agreeing to stay on through 2024. I'd also like to say a huge thank you to Rebecca Mullen for doing so much for our club and keeping us all organized, a secretary like you is very hard to come by and our club is very lucky to have you! I'd also like to thank the vice president, Glen Hansen. Our treasurer Kaly Boom for doing lots of reconciling at the beginning of the year to clean up our audit. Finally, Rolf van Benthem as past president and still helping with the questions that arise throughout the year and being our AHA contact for the year.

We had a busy winter hosting the Alberta Holstein Association AGM last February, as well as a full calendar of events for us. We believe we are gaining traction with participation in our events with members and industry partners.

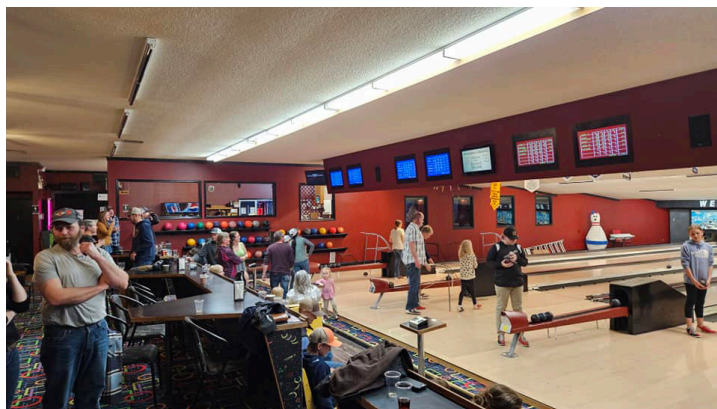
We were able to host

- The AHA AGM in February
- Transition Cow workshop in February
- Curling in March
- Bowling Night in April
- Golf Day in July
- Classification Night we moved to the fall due to concern over gathering with the avian flu
- Barn Cow Competition in October over thanksgiving weekend
- Then our Awards Banquet in December



Some highlights from the year, our longtime member, previous president of our club and of AHA, and all around great cow man, John Iversen was awarded the Marj Atkins Award at the AHA AGM last February. We highlighted this one more time at our Awards Banquet this fall as such a prestigious award.

We would also like to congratulate September Dairy as being our clubs Breeder of the Year for 2024. They continue to have excellent breeding strategies that place them in the top of our



CLUB REPORTS- Green Acres Holstein Club



Our year started off with the AGM on January 25, 2024 at Elk-creek Dairy with pizza sponsored by Nutrisource and refreshments by sponsored by Westgen. Nominations were held for two board positions. Tim Hummel and Ard van der Kooij will serve a three-year term.

Our executive for 2024 is:

Tim Hummel – President

William Slomp – Vice president

Ard van der Kooij – Treasurer

Justin Weiss – Secretary

Randy Slomp – AHA Rep.

Board directors are: Alan Oudshoorn, Clarence Slingerland and John Muller.

In February the Alberta Holstein Association AGM was held in Olds hosted by the Southern Alberta Holstein Club. I am once again President and Fred Hofstra as vice-president of Alberta Holstein.

We hosted a bowling night on February 23, 2024. An enjoyable time was had by all those who attended. Our annual awards night was at the Coast Hotel on March 22, 2024. There was an excellent turn out and the evening was enjoyed by all. Joop Garretson was presented with the Pioneer Award.

In April the Holstein Canada AGM was held in Hamilton.

May 2024 saw our local show move to Taber. Thank you goes out to all the exhibitors for the time and effort to put on a good show. Grand Champion this year was Quintus Sidekick Rena from Quintus Dairy.

Barn cow competition was held in September. This award recognizes those cows in a breeder's barn who have never been to a show but are an integral part to the success of their operation. There are five classes in this competition. 1st, 2nd, 3rd and mature as well as an 80 000 kg class. The overall winner was the 2nd lactation winner Decoy Legend Arimodel, van der

Kooij Dairy. The judge for this event was Max Ten-Have, several farms were visited with a large number of cows shown over two days. These awards were sponsored by Lethbridge Dairy Mart and handed out at the classifier night hosted by Slomp Farms (Springbutte). Thank you goes out to our meal sponsors Nutrisource and Penner Farm Supply. It was great to see so many breeders come out and support this event.

I would like thank all our sponsors who help out with our various events without them it would be difficult to host them.

We would like to announce that Decoy Holsteins is our nominee for AHA Breeder of the Year and for AHA Presidents cow award is Clearlake Christo Trudy 127 – Clearlake Colony Farming Co. Ltd. Best wishes as your move on to the Provincial level.

I would like to extend an invitation to everyone to attend the Alberta Holstein Association AGM hosted by our Club on Friday February 7, 2024 in Lethbridge at the Coast Hotel.

Thank you goes out to our secretary Justin Weiss and the rest of the Green Acres board for all the work done throughout the year. If you have any questions or concerns, please do not hesitate to contact anyone of the Board members.



ALBERTA HOLSTEIN ASSOCIATION

FINANCIAL INFORMATION

Draft - February 3, 2025

For the year ended December 31, 2024

ALBERTA HOLSTEIN ASSOCIATION
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December 31, 2024
Draft - February 3, 2025

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COMPILATION ENGAGEMENT REPORT

Draft - February 3, 2025

To: The management of
Alberta Holstein Association

On the basis of information provided by the Association, we have compiled the statement of financial position of Alberta Holstein Association as at December 31, 2024, the statements of operations and changes in net assets for the year then ended, and note 1, which describes the basis of accounting applied in the preparation of the compiled financial information and other explanatory information ("financial information").

The Association is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, Compilation Engagements, which requires us to comply with relevant ethical requirements. Our responsibility is to assist the association in the preparation of the financial information.

We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by the association. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

Lethbridge, Alberta

February 7, 2025

Chartered Professional Accountants

ALBERTA HOLSTEIN ASSOCIATION
STATEMENT OF FINANCIAL POSITION
As at December 31, 2024
Draft - February 3, 2025

	2024	2023
ASSETS		
Current		
Cash and short-term investments (note 2)	\$ 214,232	\$ 218,183
Accounts receivable	4,778	3,150
GST receivable	-	464
	\$ 219,010	\$ 221,797
LIABILITIES AND NET ASSETS		
Current		
Deferred revenue (note 3)	\$ 21,675	\$ 24,409
GST payable	844	-
	22,519	24,409
Net assets		
Unrestricted	56,491	57,388
Internally restricted (reserve)	140,000	140,000
	196,491	197,388
	\$ 219,010	\$ 221,797

Approved on behalf of the board:

Members _____

Members _____

ALBERTA HOLSTEIN ASSOCIATION
STATEMENT OF OPERATIONS
For the year ended December 31, 2024
Draft - February 3, 2025

	2024 Budget	2024 Actual	2023 Actual
Revenue			
Holstein Canada	\$ 85,000	\$ 81,237	\$ 83,903
Advertising	15,000	22,175	13,925
Youth Fund - National Convention Surplus	-	16,659	13,749
Interest	-	1,437	1,374
	100,000	121,508	112,951
Expenses			
Meetings and events	27,500	31,527	21,365
Awards (schedule 1)	20,300	23,424	21,033
Youth expenses	15,000	19,700	13,276
Wages and benefits	18,000	16,691	15,530
Advertising and promotion (schedule 2)	23,000	7,457	12,809
Sponsorships	5,000	5,750	3,700
Office and administration	7,350	5,077	5,952
National director honorarium	4,500	4,500	4,500
Professional fees	2,250	3,395	2,678
Judging schools	4,500	3,281	4,290
Travel and automotive	2,000	1,603	1,164
	129,400	122,405	106,297
(Deficiency) excess of revenue over expenses	\$ (29,400)	\$ (897)	\$ 6,654

ALBERTA HOLSTEIN ASSOCIATION
STATEMENT OF CHANGES IN NET ASSETS
For the year ended December 31, 2024
Draft - February 3, 2025

	Unrestricted	Internally restricted (reserve)	Total 2024	Total 2023
Balance, beginning of year	\$ 57,388	\$ 140,000	\$ 197,388	\$ 190,734
(Deficiency) excess of revenue over expenses	(897)	-	(897)	6,654
Balance, end of year	\$ 56,491	\$ 140,000	\$ 196,491	\$ 197,388

ALBERTA HOLSTEIN ASSOCIATION
NOTES TO THE FINANCIAL INFORMATION
For the year ended December 31, 2024
Draft - February 3, 2025

1. **Basis of accounting**

The accompanying compiled financial information has been prepared on the historical cost basis, reflecting cash transactions with the addition of:

- ♦ accounts payable and accrued liabilities
- ♦ donations and fundraising revenue recorded when received or receivable
- ♦ membership revenue recorded based on the period of membership

2. **Cash and short-term investments**

	2024	2023
Servus Credit Union - Operating account	\$ 96,891	\$ 102,280
Servus Credit Union - GIC - due April 22, 2028	63,584	62,798
Servus Credit Union - GIC - due April 22, 2028	53,757	53,105
	\$ 214,232	\$ 218,183

3. **Deferred revenue**

	2024	2023
Directory advertising	\$ 16,675	\$ 2,750
Calendar revenue	5,000	5,000
Youth investment fund	-	16,659
	\$ 21,675	\$ 24,409

ALBERTA HOLSTEIN ASSOCIATION
SCHEDULES TO THE FINANCIAL INFORMATION
For the year ended December 31, 2024
Draft - February 3, 2025

Schedule of Awards

Schedule 1

	2024	2023
Club grants	\$ 6,950	\$ 4,610
Travel grants	5,776	4,100
Bred and owned	3,600	4,273
Breeder	3,535	3,125
President's Cow	2,367	3,329
Curtis Clark	927	1,525
Marj Atkins Achievement	269	71
	\$ 23,424	\$ 21,033

Schedule of Advertising and promotion

Schedule 2

	2024	2023
Booklets, calendars and newsletters	\$ 5,953	\$ 9,994
Promotional and advertising	1,332	2,136
Website	172	559
Special events	-	120
	\$ 7,457	\$ 12,809



Alberta Holstein Association Budget 2025

	Budget 2025	Actual 2024	Budget 2024
Revenue			
Advertising	15,000	22,175	15,000
Holstein Canada - membership fees	25,000	22,440	
Holstein Canada - activity fees	60,000	58,797	85,000
Youth Fund - National Convention Surplus		16,659	
Interest		1,437	
Total	100,000	121,508	100,000
Expenses			
Accounting	5,000	3,395	2,250
Administration and office	7,000	5,077	7,000
Advertising and marketing	20,000	7,458	20,000
Bank charges	100		100
Bred and Owned Awards	4,100	3,600	4,100
Breeder, President's & Special Award	4,500	5,901	4,500
Club Grant	4,200	4,100	4,200
Club Sponsorships		2,850	
Curtis Clark/Marg Atkins Award	1,000	1,196	1,000
Gifts and mementos	250		250
Judging schools	4,500	3,281	4,500
Meetings	28,000	31,527	27,500
National Director honorarium	5,000	4,500	4,500
Sec. Treas. Salary	7,500	6,360	7,500
Sec/Treasurer mileage	1,000	1,099	1,000
Social Media Coordinator Salary	9,000	8,904	9,000
Social Media Coordinator mileage	1,000	504	1,000
Source Deductions	1,500	1,427	1,500
Show sponsorship	6,000	5,750	5,000
Special events	2,500	0	3,000
Travel Grant	6,500	5,776	6,500
Youth Sponsorship	20,000	19,700	15,000
Total	138,650	122,405	129,400
Year end profit/loss	-38,650	-897	-29,400

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

NATIONAL DIRECTOR- WILLEM VANDERLINDE

Phone: 403-782-1516
Email: luckyhill197@gmail.com

PRESIDENT- TIM HUMMEL

Cell: 403-331-8599
Email: tnbhummel@gmail.com

VICE PRESIDENT- FRED HOFSTRA

Phone: 780-220-3733
Email: cowman@xplornet.com

PAST PRESIDENT-ANDREW WILDEBOER

Phone: 403-782-9615
Email: chubanna@hotmail.com

SECRETARY/TREASURER- BENITA HUMMEL

Phone: 403-382-7915
Email: albertaholstein@gmail.com

SOCIAL MEDIA REP- AMANDA HEHLI

Cell: 403-704-5455
Email: amandahehli@hotmail.ca

OFFICE MAILING ADDRESS:
BOX 988, PICTURE BUTTE, AB T0K 1V0

DIRECTORS

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RANDY SLOMP (GAHC)

Phone: 403-308-5238
Email: randyslomp@msn.com



BECOME A MEMBER TODAY!

MORE INFORMATION AVAILABLE AT WWW.HOLSTEIN.CA

MEMBERSHIP BENEFITS

1. Reduced rates & assistance
2. Access to information
3. Complimentary subscription to Info Holstein
4. Voting privileges
5. Supporting young leader initiatives
6. Supports numerous Branch & Club activities
7. Recognition
8. Increased selection intensity
9. Improve your balance sheet
10. New Member enjoys a special fee for a limited time

Regular Membership

- Full Benefits of Membership
- Reduced price on registration of Holstein animals
- Full voting power

Junior Membership

- Eligible for those from age 12-21
- All benefits of membership, except the right to vote

Affiliate Membership

- For those interested in Holstein related activities
- Most of the benefits of membership, except the right to vote & reduced price on registration

Honourary Life Membership

- Awarded by Board of Directors
- All benefits of membership, except the right to vote
- Every past president is an honorary member with all privileges

"OUR MISSION IS WORKING TO PROVIDE OPPORTUNITIES FOR MEMBERS TO ENHANCE PROFITABILITY AND COMPETITIVENESS THROUGH GENETIC IMPROVEMENT PROGRAMS DELIVERED EFFECTIVELY AND EFFICIENTLY."

