



# Guernsey NEWS

DECEMBER 2024





Season's Greetings,  
Happy Holidays,  
and All the Best  
for a Prosperous  
New Year.

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# Information Sheet

## FOR GUERNSEY MEMBERS

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### VISIT THE CANADIAN GUERNSEY WEBSITE [WWW.GUERNSEYCANADA.CA](http://WWW.GUERNSEYCANADA.CA) FOR:

- Current Director Listing
- Fee Schedule
- By-Laws
- Create a web account with our Registrar to proceed with online services, order DairyTrace tags, view herd management or classification reports
- Breed History
- Animal Inquiry
- Applications: Membership, Registrations and Transfers
- Newsletters, Updates, Journals, etc.

### CONTACTS

American Guernsey Association: [www.usguernsey.com](http://www.usguernsey.com)  
Milk Recording: Lactanet: [www.lactanet.ca](http://www.lactanet.ca)  
Classification: Holstein Canada: [www.holsteincanada.ca](http://www.holsteincanada.ca)

### AI UNIT WEBSITES

ABS Global: [www.absglobal.com](http://www.absglobal.com)  
Alta Genetics: [www.canada.altagenetics.com](http://www.canada.altagenetics.com)  
CIAQ: [www.ciaq.com](http://www.ciaq.com)  
Cogent Canada: [www.cogentcanada.com](http://www.cogentcanada.com)  
EastGen: [www.eastgen.ca](http://www.eastgen.ca)  
Genex: [www.genexcanada.ca](http://www.genexcanada.ca)  
Select Sires: [www.selectsiresgenerations.com](http://www.selectsiresgenerations.com)  
Semex: [www.semex.ca](http://www.semex.ca)  
ST: [www.stgen.ca](http://www.stgen.ca)  
WestGen: [www.westgen.com](http://www.westgen.com)

### BOARD OF DIRECTORS

**President:** Paul MacLeod

**Vice President:** Bruce Fuller

### Board of Directors:

Christian Kaiser  
Jim Eby  
Brad Comfort  
Colin Comfort  
Scott Gordon  
Rob Forster

### GUERNSEY CATTLE BREEDERS ASSOCIATION OF ONTARIO

**President:** Morris Bartlett

**Vice President:** Marlin Martin

### Board of Directors:

Ben Eby  
Colin Comfort  
Jocelyn Forster

### BREED IMPROVEMENT COMMITTEE

**Chair:** Christian Kaiser

### Committee Members:

Jim Eby  
Scott Gordon  
Eric Leach  
Bruce Fuller  
Russell Gammon

### FOLLOW US ON FACEBOOK

 **Canadian Guernsey Association**



# Welcome

## NEW MEMBERS 2024

Membership Name	Prefix	City/Town	Prov.
Kevin & Melody Hilman	RIVERBEND	Peace River	AB
Lost Savanna Farm	LOST SAVANNA	Black Creek	BC
Nathan & Melissa Thiessen	ROYAL CROWN	Quesnel	BC
Sherry Peters	HYPERION	Nakusp	BC
Grayson Fancy	GRAYSONS	New Germany	NS
Bill & Leona Dendekker	B&L HOMESTEAD	Tillsonburg	ON
Postma Dairy Ltd	POSTMA	Saskatoon	SK

We extend our new members a warm welcome to the Guernsey family. As a new member, would you like to be profiled in our newsletter? Email [guernseyinfo@holstein.ca](mailto:guernseyinfo@holstein.ca).







**CANADIAN GUERNSEY ASSOCIATION &  
GUERNSEY CATTLE BREEDERS OF ONTARIO**

invite you to save the date for our:

**ANNUAL GENERAL MEETING**

**Friday March 21, 2025**

Planning is under way for the AGM.

**More information to come in the New Year**





# President's Ramble



It was a lovely fall here in Ontario, great crops and good weather to harvest. For the dairy business, it's exciting with good prices for cattle and an increase in quota. The Guernsey business is strong, with a demand, very strong!

We need more Guernsey's, we are continually hearing there is a want for them. I know some producers are flushing some of their better genetics, a technique that can greatly increase the number of offspring and for sure this will help fill some of the demand. If you're genomic testing, you can identify your top end genetics and consider putting them on a flush program.

The Board is continuing our investment in the genomic testing and we are leading some of the small breeds in the world by doing so. The breed improvement committee is working on recommendations to continue to increase the number of Guernsey animals genomic tested.

## CANADIAN GUERNSEY ASSOCIATION Genomic Testing Promo

If you are Classifying and on Milk Recording, the Association will credit \$33 for each cow and \$15 for each heifer/calves genomic tested.

We had 36 head at the National Show in Ancaster, while small there were great cattle there. It's especially exciting to see the number of high-quality young heifer's there as well. The demand for Guernsey resulted in some changing of hands for a nice price! It was great that some ended up at the World Dairy Show in Madison. At the show we had the opportunity to give special recognition and congratulate the Forester Family / MAPLEHURST prefix for showing Guernsey's at the National Shows since 1957.

Congratulations and thanks to Eby Manor for the work with DFO and a future AD putting Guernsey's front and center.

We continue to get great help from our Field Rep Russell and the office staff Linda and Isabelle! Making what we do as a Board easier, thank you to them.

We are always looking for members who want to be on the Board of Directors or committees, if you are interested let us know.

Happy Holiday's to all, let's make 2025 even better.

- Paul MacLeod.

National President





# Field Representative's Reflections

**Good heavens, the last few months since the latest edition of the Guernsey News have been exciting!**



Following up on the high of the Guernsey picnic at the Comfort's new facility in the Niagara region was done with momentum and abundant motivation!

A huge happening for a growing breed was accomplished when eight head of heifers were moved from South Western Ontario to Vancouver Island as foundation animals for a growing herd.

The folks at Lost Savanna Farm contacted CGA. A number of Guernsey's from the other "Island herd" at Promise Valley Farm have had a home at Lost Savanna. The team at LS are gearing up for commercial milk production in 2025. Therefore, they needed more Guernsey's!

The CGA made a connection for our new BC friends with the Martins at Mar-Ley Farms and the Horst Family at Hidden Lane. In fairly short order eight good heifers were loaded onto a truck and headed west! Slowly but surely and steadily Guernsey numbers are growing! We exhort all of our cattle owning members too. #MakeMoreGuernsey's!!!

Speaking of demand for Guernsey's and the ongoing supply, discussion at a recent CGA meeting moved to the concept of how valuable a herd of 100 US Guernsey's here in Canada would be! Demand for Guernsey milk for Guernsey-specific products is growing rapidly. Some of our members are delving into ET transfer work to improve both heifer numbers and the genetic quality of their herds. All steps, ET, IVF, used of sorted seed are needed to expand Guernsey numbers!

2024 has been a year of great growth in the number of Guernsey's in Canada that are genotyped. The main driver for this growth has been the genotyping program instituted by the CGA Board. There has been a lot of concentration on the matter of genomic testing of both current and historical members of the Canadian population. We have received some valuable assistance and guidance from Lactanet in terms of pushing for genotyping of older bulls and assigning value to current members of the active population.

The current support program of full financial assistance for genomic testing of cows in herds that are milk recorded and on classification continues. The \$15 credit for heifers in these herds continues for now too! Canada has been a leader in progress on genotyping a large portion of the current and past domestic population. Let's keep going and increase the reliability of genomic evaluations! If you'd like more information on genomic testing/genotyping please contact our Admin office or yours truly!

Our National Show at Ancaster Fair in the latter part of September was another strong success! Thanks to all of our members and supporters who helped out before and after the event! See a full report in this issue!

We are working with the team at Ancaster Fair on a few small tweaks to the process. Great to see a rebound in numbers in the Youth Showmanship contest!!

A huge shout out to all exhibitors and their teams for a huge effort to move animals to and from the show and get them ready for action!

Special congrats and big thanks to the Dunster and Hoogenraad families for coming a very long way from Eastern Ontario to be part of this event! More good news is that we have at least two other families already planning to show in 2025. They have received offers of assistance from current exhibitors!



Eby Manor chocolate milk was consumed with great gusto after the show! Thanks for that too!



Speaking of showing and youth.... there has been an uptick of young people showing Guernsey calves in 4-H this year! There were five Guernsey heifers at the gigantic Nova Scotia Provincial 4-H show in late September! There were three Guernsey heifers at the TD 4-H Dairy Classic on November 4th and 5th.

## The three exhibitors are all from Ontario and are:

**Joy Prinzen** from Prince Edward County with a Carver heifer.

**Madison Bartlett** from Wellington County with a Java daughter.

**Aaron Henhoeffter** from Waterloo County with a Jack Daniels daughter.

Special kudos to all the 4-H members across Canada who raised Guernsey visibility by showing Guernsey heifers! We want to make a special, loud shout out to Caitlin Hoogenraad from Eastern Ontario who showed her 4-H

heifer at numerous 4-H and open shows in the region this summer and fall. The heifer was bred by the Martin's of Mar-Ley Farms. Another younger Guernsey fan who exhibited his Guernsey heifer at numerous fairs and shows was Warren Eby from the Listowel, Ontario area. Warren's calf was bred at Hidden Lane Farm.

As an offshoot of this activity there were two Guernsey animals exhibited at the Atlantic Dairy Championship Show in Truro, Nova Scotia! The Dillman and Fuller families believe this was the first time Guernsey's have been exhibited at this event! Bravo!!

The World Guernsey Cattle Federation is raising Guernsey visibility in the wider global Dairy industry magnificently with a steady stream of photo posts on Instagram under the name World Guernsey. Please follow them if you do not already do so!

Another fascinating page on social media is the Global Guernsey Marketing page on Facebook. This one originates in the USA.

Also, very much worth following is the American Guernsey Association page on Facebook! Another quite active page is the Kenya Guernsey Cattle page on Facebook.

In this realm we have created or shared 806 social media posts on Facebook during 2024 to October 31st! We are getting very good reaction to many posts and encourage you to share any that you find valuable!



Thus, the message behind this article can be summed up in three short hashtags:

#MAKEMOREGUERNSEYS

#MAKETHEGUERNSEYBREEDBETTER

#INCREASEGUERNSEYVISIBILITY

THANKS for all that you do to reach these targets!

- Russell Gammon

Fieldman



# Classification Schedule

## DECEMBER

### EARLY

ON [MR]: Perth, Lanark, Renfrew, Leeds, Grenville

QC [MR]: Nicolet, Yamaska, Drummond, Pontiac

QC: Frontenac, Beauce

NB

NS

PE

NL

### LATE

Happy Holidays!

## JANUARY

### EARLY

ON [MR]: Lanark, Renfrew, Pontiac, Leeds, Grenville

QC [MR]: Nicolet, Yamaska, Drummond

QC

SK

### MID

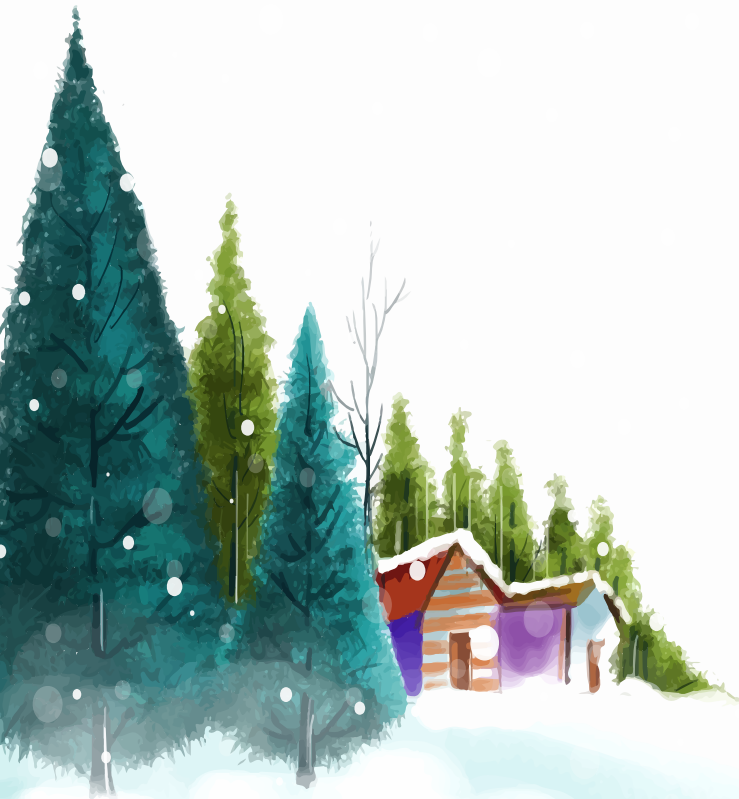
ON – [MR]: Grey, Bruce, Huron

QC – Frontenac, Beauce

AB

### LATE

BC [MMR]





# Eby Manor Farm

A local family farm in Waterloo Ontario, is excited to announce our sponsorship of the Toronto Marlboro Hockey Team, providing them with delicious A2 Golden Guernsey Chocolate milk drinks for the season! It is known for its smooth, creamy texture and perfectly sweet taste. Made from 100% A2 protein milk from our Guernsey cows. We believe supporting sports such as hockey and promoting healthy nutrition for our young athletes is a perfect match.

Eby Manor's Golden Guernsey chocolate milk is not only a tasty treat but also a great post-game recovery drink. It is packed with essential nutrients making it an ideal choice for helping players refuel and recharge after a game.

The Toronto Marlboro Hockey Team has a rich history and a strong commitment to developing young athletes.

We are glad to be a part of their journey and contribute to their success. By providing A2 Golden Guernsey chocolate milk drinks, we hope to enhance the team's nutrition and allow players to perform at their best.

At Eby Manor Farm, we take pride in our community involvement and strive to make a positive impact in the lives of these young athletes. We're looking forward to seeing the Toronto Marlboro Hockey Team thrive this season, and we're honored to support them in their quest for success on the ice.

Stay tuned for more updates on our partnership and the exciting moments ahead for the team. Go Team Marlboros!



# 2024 National Guernsey Show Results

## Junior Showmanship

Rank	Animal	Exhibitor	Registration#
1	Don Haven Java Veda	Scott Gordon	
2	Don Haven Java Vinyl	Scott Gordon	
3	Don Haven	Scott Gordon	
4	UNOS JD Ultra	Aaron Henhoeffer	325393818
5	HIDDEN LANE TSUNAMI PRESS	Warren Eby	GUCANF14699679
6	MAR-LEY MICHELAN ITZY	Caitlin Hoogenraad	GUCANF14822831
7	Lillies Sammy Kandyman	Ronnie & Heidi Dunster	CANF14749445
8	COMFORT FARMS PHARMER JENNA	Comfort Farms	GUCANF14211861

## Spring Heifer

Rank	Animal	Exhibitor	Registration#
1	HIDDEN LANE TSUNAMI PRESS	Warren Eby	GUCANF14699679
2	Eby Manor Torpedo Wrangler	Eby Manor Farms Inc	124000014720339
3	DON HAVEN GOLDMINE VIVID	Scott Gordon	GUCANF14965125
4	DON HAVEN AUDREY VANDAL	Scott Gordon	GUCANF14965126
5	Lillies Jaime Toby Keith	Ronnie & Heidi Dunster	CANF14749449

## Winter Heifer

Rank	Animal	Exhibitor	Registration#
1	Eby Manor Golda	Eby Manor Farms Inc	124000014720328
2	COMFORT FARMS PHARMER JENNA	Comfort Farms	GUCANF14211861
3	Lillies Sammy Kandyman	Ronnie & Heidi Dunster	CANF 14749445

## Fall Heifer

Rank	Animal	Exhibitor	Registration#
1	DON HAVEN JAVA VINYL	Scott Gordon	GUCANF14669970
2	UNOS JD Ultra	Aaron Henhoeffer	325393818
3	COMFORT FARMS TS ELLIE	Comfort Farms	GUCANF14211854
4	Eby Manor Whirly	Eby Manor Farms Inc	124000014720321
5	MAR-LEY MICHELAN ITZY	Caitlin Hoogenraad	GUCANF14822831

## Female - Spring and Summer Yearling

Rank	Animal	Exhibitor	Registration#
1	DON HAVEN JAVA VEDA	Scott Gordon	GUCANF14669968
2	Eby Manor Lisa	Eby Manor Farms Inc	124000014720309
3	COMFORT FARMS JCP SHERLYNN	Comfort Farms	GUCANF14211846
4	COMFORT FARMS KANDY JASMINE	Comfort Farms	GUCANF14211848

## Female - Fall and Winter Yearling

Rank	Animal	Exhibitor	Registration#
1	DON HAVEN JCP VACATION	Scott Gordon	GUCANF14173432
2	DON HAVEN TSUNAMI VINDALOO	Scott Gordon	GUCANF14173434
3	DON HAVEN KAKADU VIRGO	Scott Gordon	GUCANF14173433
4	COMFORT FARMS V HOPE	Comfort Farms	GUCANF14211838

## Junior Champion Female

Rank	Animal	Exhibitor	Registration#
Ch	DON HAVEN JAVA VINYL	Scott Gordon	GUCANF14669970
Res	UNOS JD Ultra	Aaron Henhoeffer	325393818

## Junior Herd - Group of 3 Junior females.

Rank	Animal	Exhibitor	Registration#
1		Scott Gordon	
2		Eby Manor Farms Inc	
3		Comfort Farms	





**Dry Cow**

Rank	Animal	Exhibitor	Registration#
1	COMFORT FARMS LUMEN	Comfort Farms	GUCANF11902324

**Female - 2 year old**

Rank	Animal	Exhibitor	Registration#
1	COMFORT FARMS JAVA ADELE	Comfort Farms	GUCANF14211827
2	DON HAVEN VENGEANCE VAROOM	Scott Gordon	GUCANF14173423
3	DON HAVEN JCP VIBRANT	Scott Gordon	GUCANF14173421
4	Eby Manor Indigo Waverly	Eby Manor Farms Inc	124000014028748
5	Lillies Prancer Pharmer	Ronnie & Heidi Dunster	CANF14352625
6	COMFORT FARMS TK SUNSHINE	Comfort Farms	GUCANF14211835

**Female - 3 year old**

Rank	Animal	Exhibitor	Registration#
1	SPRINGHILL JAZZYS JOHNNY-ETV	Mt. Elgin Dairy Farms	GU840F3218064708
2	COMFORT FARMS PILOT MISS MOLLY	Comfort Farms	GUCANF12936178
3	COMFORT FARMS FAIR LADY	Comfort Farms	GUCANF12936170
4	DON HAVEN KAKADU APRICOT	Scott Gordon	GUCANF13842799

**Female - 4 year old**

Rank	Animal	Exhibitor	Registration#
1	Eby Manor Jaguar Florence	Eby Manor Farms Inc	124000013520657
2	Eby Manor Drone Wynter	Eby Manor Farms Inc	124000013520643

**Female - 5 year old**

Rank	Animal	Exhibitor	Registration#
1	MAPLEHURST PILOT TREAT	Mt. Elgin Dairy Farms	GUCANF12292464
2	Eby Manor Novak Lemon	Eby Manor Farms Inc	CANF12949169
3	COMFORT FARMS APERIO	Comfort Farms	GUCANF11902346

**Grand Champion Female**

Rank	Animal	Exhibitor	Registration#
Ch	MAPLEHURST PILOT TREAT	Mt. Elgin Dairy Farms	GUCANF12292464

**Reserve Grand Champion Female**

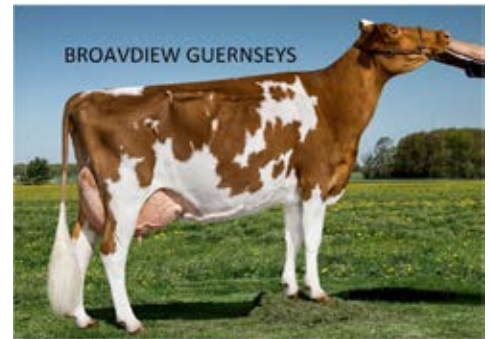
Rank	Animal	Exhibitor	Registration#
1	SPRINGHILL JAZZYS JOHNNY-ETV	Mt. Elgin Dairy Farms	GU840F3218064708



# THANK YOU TO OUR *Sponsors*



**BRUCE AND SHERRY  
TELFER**



How did a three-time National Champion EX-95 point cow come to be?

In the summer of 1987, Ken and Betty Forster, owners of Maplehurst Farm, traveled to the US National Guernsey Convention and Sale. They had many friends in the Guernsey fraternity. In the sale was the choice of female ET calves to be born in October. They purchased the choice. The calves were born: three females and one male. The Dam was Level Gold Quality Trish EX with some great records high in fat and protein. The male calf, Level Gold Traveller, was purchased by WOBI in Woodstock ON. The Forster's were given 6 months to make their choice of which calf to take home. In April of 1988, they loaded the racks into their Dodge pickup and headed to the Jensen's in Wisconsin to make the choice. All the calves had been tested so that anyone could come to Canada. The four calves were all housed together in a special quarantined area so they would qualify to come across the border. Arrangements had been made through Murray Reiser that the bull calf, Traveller, would come to Canada with Ken's choice.

Once there, Ken and Betty looked at the calves. Finding the choice difficult, they asked Mr. Jensen if he would consider selling all three females. A deal was struck. And Level Gold Trish Trinket sired by Fayette, and Level Gold Trish Trudy, sired by Fayette, and Level Gold Trish Treasure, sired by Baker, were on their way to Canada.

Once home at Maplehurst, both Trinket and Trudy went EX as cows. And Treasure VG at 87. As a four-year-old, Treasure was sold to Peter Nouyen in Metcalf ON where she excelled with some great records. Level Gold Trish Trinket EX 91 had Maplehurst Jasper Trinket EX 90. She had Maplehurst Super Trillium VG 85. She had Maplehurst Response Trillium VG 87. And she had Maplehurst Aaron's Treasure EX 90. What to breed Treasure to? A bull named Lindrian Grumpy Pilot, from a fantastic herd in BC, would be great, but no semen at that time would be available.

Enter, Phil Elgersma, a Holstein breeder neighbor, who happened to go to the Farm Show, where he entered a draw for 5 doses of Pilot semen. He won!!! Their breeding technician brokered the deal \$20 per dose. And one straw produced Maplehurst Pilot Treat who went EX 92 before being sold in October of 2021 to London Dairy, just prior to the Maplehurst dispersal in November. She has developed into a glorious cow, under the excellent herdsman'ship of Eric Salonen at London Dairy, whose owner is Benji Faulkner.

Treat, now EX 95, is a three-time Canadian National Champion. Interestingly enough, the founder of London Dairy, Tommy Faulkner, had been a 4-H member in a Hamilton-Wentworth Field Crop club led by Ken D Forster 50 years earlier. The only other cow in Canada to ever go EX 95 was Maplehurst Hopeful some 24 years ago. A story for another time.





Breeder's Herd			
Rank	Animal	Exhibitor	Registration#
1		Eby Manor Farms Inc	
2		Comfort Farms	
3		Scott Gordon	
Progeny of Dam			
Rank	Animal	Exhibitor	Registration#
1		Scott Gordon	
2	Eby Manor Whirly	Eby Manor Farms Inc	124000041720321
Herdsman Award			
Rank	Animal	Exhibitor	Registration#
1		Scott Gordon	
2		Comfort Farms	
Best Udder			
Rank	Animal	Exhibitor	Registration#
1	DON HAVEN VENGEANCE VAROOM	Scott Gordon	GUCANF14173423
1	SPRINGHILL JAZZYS JOHNNY-ETV	Mt. Elgin Dairy Farms	GU840F3218064708
1	Eby Manor Jaguar Florence	Eby Manor Farms Inc	124000013520657
1	MAPLEHURST PILOT TREAT	Mt. Elgin Dairy Farms	GUCANF12292464
Highest Composite BCA Award			
Rank	Animal	Exhibitor	Registration#
1	MAPLEHURST PILOT TREAT	Mt. Elgin Dairy Farms	GUCANF12292464
Premier Exhibitor			
Rank	Animal	Exhibitor	Registration#
1		Comfort Farms	
Premier Breeder			
Rank	Animal	Exhibitor	Registration#
1		Comfort Farms	





# BEHIND THE SCENES AT THE 2024 National Guernsey Show





# BEHIND THE SCENES AT THE 2024 National Guernsey Show





# Registrar's Message

Happy winter to all!

Quick update from the Registrar's office:

As of November 1st, we have 162 classifications, and 297 registrations. Classifications are lower compared to this time last year; however, we have seen a climb in registrations. We also have 7 new members this year!

What a year it's been for the Association. The year started off with us touring three Guernsey herds in western Ontario (Hidden Lane Dairy, Mar-Ley Farms, Eby Manor Farms) back in March. We then got to visit Comfort Farms in July for our picnic, getting to tour their new establishment, and then a successful show at the Ancaster Fair in September.

It was nice seeing some of you at the National Show this year and getting to meet some new faces, big thank you to all of our volunteers that lent a hand at the show. Everyone did a great job!

If you have any questions or concerns, please don't hesitate to contact me by email at [ipassaretti@holstein.ca](mailto:ipassaretti@holstein.ca) or by phone at 1(855) 756-8300 ext. 223. If I happen to be away, Golda-Anne Nabila will be more than happy to assist you ([gnabila@holstein.ca/ext.249](mailto:gnabila@holstein.ca/ext.249)).

I'm excited to see what 2025 has in store for the Guernsey breed, wishing you all Happy Holidays and a fantastic New Year!

- *Isabelle Passaretti*  
Registrar





# 4-H Awards

The Canadian Guernsey Association is pleased to support 4-H and we thank them for completing their 4-H project using a registered Guernsey.

If you or someone you know is participating in 4-H with Guernsey calves, please let us know by the end of November of the current year by submitting the application form on the website [www.guernseycanada.ca](http://www.guernseycanada.ca) / **Application**. A special award will be presented from applications received.





# Maplehurst

Here at Maplehurst Farm, we inherited a herd that was established in 1929. Probably the enthusiasm of our parents is the greatest factor for Guernsey's. Another reason would be the incredible worldwide fraternity we have found with owning Guernsey's. When my wife Christina and I travel to the U.S, Australia, and Great Brittan, it's to visit Guernsey farms or shows. The hospitality shown by fellow breeders and farmers is truly heartwarming.

My father was the greatest influence on our showing. He purchased many animals over the years that have contributed to our success. His philosophy was to always try to purchase something that was better than what he had. It's been a family effort with my brother, Rob and his daughter, Jocelyn having a keen interest and partaking in the work. Let's not forget the most important person in my life, my wife, who joined me in the barn helping to do all the regular daily chores once we put in a pipeline.



The whole process of showing from beginning to end: It starts in the breeding program even years before the show. That mating that you hope will produce the winning combination. Then there's the actual show with all of its preparations, the show team, and the show itself. We have been fortunate over the years to have great help from students to full time employees. We've loved working together. There's also the thrill of victory after a lot of hard work.

Our Guernsey cow is amazing. The special qualities of her milk are paramount, her propensity for natural A2 combined with high beta carotene, good butter fat and protein make not only a tasty treat but with fantastic health characteristics. Now let's talk about the cow herself, they are all great to work with. Many years ago, I had the opportunity to work with one of my neighbor's Holstein cow's. He was going on the first vacation in his life, to visit his home country "Holland". Before he left, he warned me about one cow that had stepped on a teat. He said if she doesn't cooperate

or gets mastitis, to send her out. Well, I decided that I would give it my best shot. I had worked with cows in the past and had lots of success, I soon then learned the difference between Guernsey cows and this other breed. With our cows, you might get kicked sometimes, but with these cows you are taking your life in your hands, especially if the sire had a name like "Thunder". Other traits of our Guernsey are, her ease of calving and longevity. Breeders who have changed to Guernsey's immediately notice less feed intake to maintain the same financial return.

The quality of Guernsey's has developed amazingly. Our Canadian Guernsey cow and the breeders of these cows have combined to produce worldwide notoriety with markets for livestock and embryos. The future is continuing to focus on quality animals. Quality animals and the availability of them to interested dairymen is key. Within the dairy industry there are always farmers looking to add a little golden color to their lives.



**Congratulations to the Forster family for their dedication to the Guernsey breed, receiving the National Dairy Show Special Recognition Award.**





# LEGACY

A Java son from the  
EX-95 'Lovely'!

#1 F&L bull in the  
breed: +5.0

Solid production  
at +451 lbs

Source: CDCB Aug. 2024 U.S. Proof

**Dam of LEGACY:**

KADENCE FAMES LOVELY (EX-95)

1st Five Year Old WDE 2022

2nd Aged Cow WDE 2023

**SEXED Semen  
Available!!**

788GU13  
Kadence Java **LEGACY**

**Sire:** SPRINGHILL JAVA-ETV-P

aAa: 234165 | DMS: 234,123

BC: A2/A2 | Reg: 97015725

Acquired from: Kadence Farms, New Glarus WI

**Check out more exciting young bulls!**

788GU15 Springhill

**UNDERTAKER PP**

- Java P x EX-93 Altitude
- Homozygous polled
- Low Somatic Cell: 2.86

788GU09 Mar Ral Ohgr

**INDIANA JONES**

- Moniter x EX-91 Ian
- Great outcross pedigree
- Substance and width



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GENETICS**

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Masterpiecegeneticsllc.com

Marketing & Sales through  
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**SPECIALITY SIRES**



# MAPLEHURST FARM & LONDON DAIRY FARMS



## MAPLEHURST Pilot Treat EX95

- 3x Grand Champion Canadian National Show.
- HM All-American 2022 & 2023.
- 2nd Lifetime Production Cow WDE 2024.
- Calves by McDreamy
- Owned with Austin and Meghan Landkammer

**EMBRYOS AVAILABLE**

## MAPLEHURST Hopeful EX95

- 2x Grand Champion / 1x Reserve Grand Champion Canadian National Show.
- Unanimous all American Senior 3-year-old.
- 1st Senior 3-year-old and Intermediate Champion / Reserve Grand Champion WDE 1998.



For more information, please contact  
Eric Salonen at 519-803-3722





# Musque Valley Farm

BY: REGINALD DILLMAN



It all started with a phone call from Bruce Fuller. We had never met Bruce before but he had found a number and asked if he and his daughter could come visit to see our herd. Of course, we agreed to the visit.

During the conclusion of the visit, Bruce politely asked if we had ever considered Guernsey's in our breeding program. At the time we already had 4 different breeds in our herd and he had a strong desire to add a fifth! Through the Fuller's support of the 4H program and their family history with the Guernsey Breed Bruce had gathered a small herd of cattle, and he was not an active dairy producer. We kindly agreed to give them a try, it's been a learning curve but we have appreciated the challenge.

We agreed to dedicate 4 milking stalls to the breed. A vast number of the Fuller's animals had great sire stacks but lacked either milk records, classification scores or both for a few generations in the pedigrees. The first goal was to build pedigrees and sort through the current herd for potential families to build on. Cow families are a big focus with every breed we work with so it was a must criterion with the Guernsey's. As a team we all agreed that moving forward any purchases would mirror that focus so we could build a base Guernsey herd that was not only appealing to the eyes but very marketable Nationally and Internationally. There has been a lot of ups and downs to our experience.

Learning a new breed is not foreign to us so we did expect there to be new joys of working with the Guernsey's, but that also would be accompanied by some bumps as well. The breed is easy going but fickle. They function best under calm and quiet interactions, to get worked up only makes things worse. I learned that from Melissa. She was the first to recognize this trait. Any negative things we have discovered all go back to the same trait..... the will to strive and survive or as I call it Grrrrr. The Guernsey's that seem to be easy keeping and the best to work with seem to have also a real aggressive attitude when it comes to eating and being worked with. Although we do acknowledge the breed excels in docility and ease of workability, we find the Guernsey's with a little bite to them are the ones we are the most successful with. Believe it or not we do cull the Guernsey's on their will to survive and ability to have enough fight to overcome sickness or injury. These Guernsey's are not sold into the genetic market as they are not what we feel the breed needs for it to be relevant in today's competitive dairy breed industry.





Sire selection: Cow families first, A2A2, + solid deviations, Type, Rumps and then Kgs of milk. Where the Guernsey genetics base is small we find we spend a lot of time doing bull research. Popular bulls get used A LOT so they can become very dominate in the breed leading pedigrees. We try to keep very close attention on DPR but the breed as a whole can be challenged in this trait.

Some of the highlights of having the breed in our barn include a big interest in a group of 4-H's in having Guernsey calves. I believe we have 6 calves committed for the upcoming 4-H season. We have been delighted to have a classification visit, where we scored at minimum 1 animal of each breed scored. The biggest highlight of all is the Guernsey breed choosing my wife Melissa and my mom Gwen to be the keeper of the breed on our farm. The quiet, easy going nature of the breed is very evident when these 2 ladies work with the Guernsey's. A true testament that the Guernsey breed is a women's breed of cattle. The breed excels under their care.

With the drive for A2A2 milk and the increased marketability of the Guernsey breed, I feel if the established Guernsey Breeders put the right kind of Guernsey genetics in the hands of other dairy producers then the breed will continue to expand and reach new levels. The breed needs to continue paying close attention to DPR and Livability when picking the genetics to move the breed forward and make it a breed to compete in the modern dairy environment. They need the Grrrr to compete in a multi breed herd house in a large loose housing setting. The moderate size and scale of the Guernsey cow allows them to fit in barns that were built for other breeds. Big enough for Holstein barns and small enough for Jersey barns.

The very first Guernsey Field Day in Canada was held only a few miles from where we farm today. The Musquodoboit Valley was home of some great Guernsey genetics when the breed first started to flourish in Canada. The owners of our farm at that time had some elite Guernsey's.

Our partnership is built on honesty and continued communication. We are very quick to share the negative situations or outcomes as we are the successes that occur with our genetics. We are very frank, forward and upfront with one another regardless of the discussion or the topic.

Culling as well as purchasing is a whole team approach whether it be semen or cattle. We feel very fortunate to have the keen Guernsey interest of the Fullers as part of the team here at Musqie Valley Farms. The Fullers deep roots in the breed along with their dedication to making Guernsey relevant in today's dairy industry helps drive the genetic program forward in our partnership.





# join the movement

In October 2020, Dairy Farmers of Canada and Lactanet launched DairyTrace, the national dairy cattle traceability program, providing a single, common framework for dairy farmers to track animal identity and movements. A reliable traceability system means that we know where dairy cattle are and where they've been.



## Frequently asked Questions

Based on recent frequently asked questions received by our customer service teams, here are a few quick tips to help you report more easily, quicker and on time!

You can also find additional tips from the team in our monthly TagTips e-newsletter.

### Event Reporting:

**Q Is there an easy way to report events right away when I am in the barn, so I don't forget to do it later?**

If you are looking for an option to report events on the go, try the DairyTrace Mobile App!

Event reports can be entered into the App even if there is no Internet connection, and then submitted once you have a connection again!

It is easy to report tag activation/birth events for the bull calves and heifers, since your dairy tag inventory is pre-populated in the App.

*download the app and try it!*



**Q How do I access and read my DairyTrace report for proAction®?**

Log into your DairyTrace Portal online and choose the option on the main menu "DairyTrace proAction report". Either print or download the pdf to have it available for your validator to review.

The report is organized first by event type and then by chronological reporting date within the past 12 months.

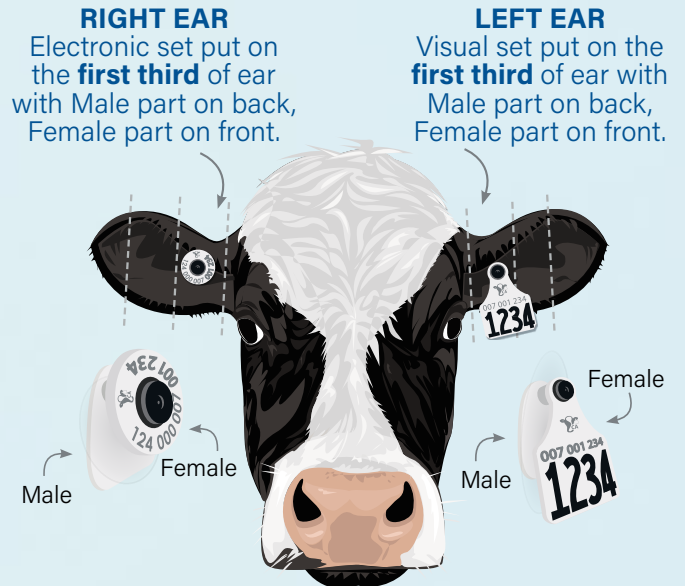


## Tagging Tips:

### What is the best positioning of tags for improved retention?

Tag positioning for successful retention:

- ✓ Position the tags with the black button at the front of the ear where they will be protected by the curvature of the ear.
- ✓ Place tags in the ear between the two principal veins in the first third from the head, where the ear is thicker.
- ✓ Using the green pin position tag on the ear, firmly close the applicator and release quickly.
- ✓ Use a new hole when re-identifying an animal.



## Did you know?



DairyTrace users can now conveniently order tags through the DairyTrace Portal. If you're already using the online Portal to report events, this makes ordering new and re-issue tags even easier. Once you're set up, you'll be able to conveniently report events and order tags in one place.

To ensure the appropriate authorization for tag ordering, you will first need to contact DairyTrace Customer Services to get set up!

**1-866-55-TRACE OR 1-866-558-7223.**

\*All tag ordering and traceability reporting for dairy farmers in Québec continues to be offered through Attestra and the SimpliTRACE database.

## Contact Customer Services for questions:

**DairyTrace.ca**



Provinces outside of Québec:

Phone: 1-866-558-7223

Ordering Tags: [tags@dairytrace.ca](mailto:tags@dairytrace.ca)

Traceability: [info@dairytrace.ca](mailto:info@dairytrace.ca)

Québec:

Phone: 1-866-270-4319

Email: [sac@attestra.com](mailto:sac@attestra.com)



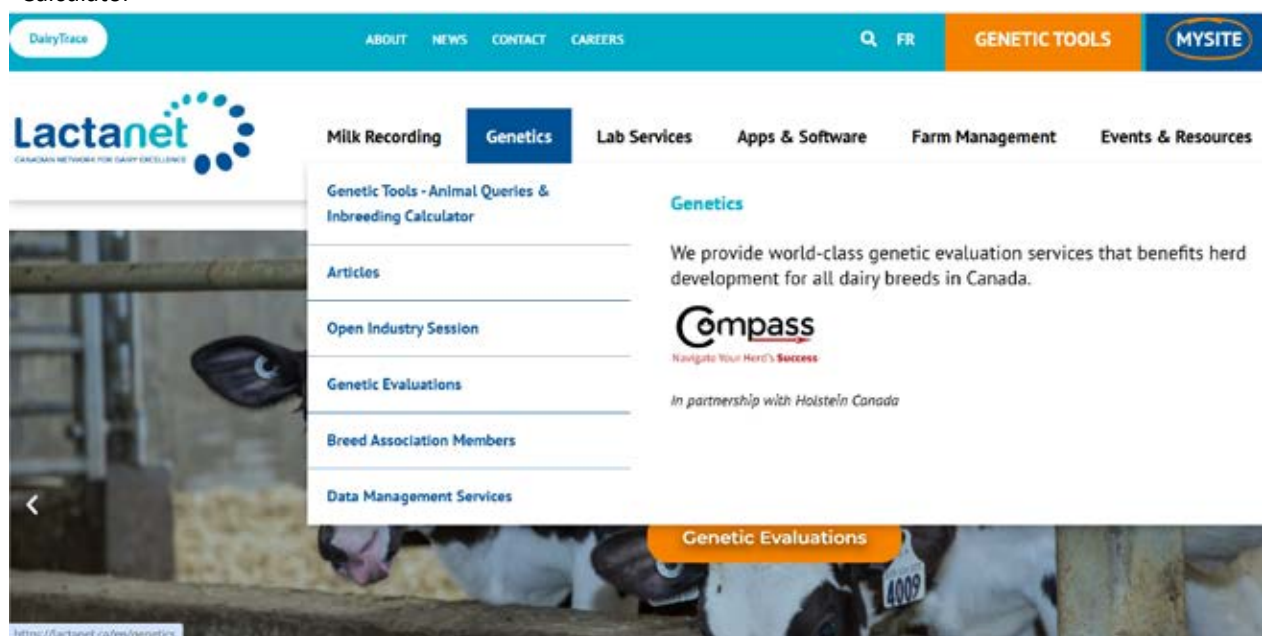


## Discover LactanetGen.ca

Lactanet is thrilled to introduce you to a new website for genetic tools: LactanetGen.ca! Those keen on querying genetic data can now find the well-known Animal Query, Group Query, and Inbreeding Calculator tools all on LactanetGen.ca. Designed with users in mind, this website offers a seamless experience whether you're using a desktop computer, tablet or mobile device, mirroring the familiar interface of [cdn.ca](https://cdn.ca) that you know and love but with updated technology and new features. Let's dive into some common questions!

### How do I find LactanetGen.ca?

1. By simply typing [LactanetGen.ca](https://LactanetGen.ca) into your preferred browser
2. By clicking on the "Genetic Tools" button located next to "MySite" in the [Lactanet.ca](https://Lactanet.ca) header
3. By navigating to the "Genetics" dropdown menu on Lactanet.ca and selecting "Genetic Tools - Animal Queries & Inbreeding Calculator"



### What features are available on LactanetGen.ca?

Use the LactanetGen.ca homepage or "Menu" in the top right corner to navigate from any page to the Animal Query, Group Query or Inbreeding Calculator tools. The Animal Query can be used to search animals by name, registration number, semen code, or animal tattoo. Entering your herd prefix when searching by name will provide a list of all your registered animals. The Group Query can be used to query and filter top Guernsey males and females. Alternatively, the advanced search options will return more specific query results including the polled status, beta casein and kappa casein test results, sires from selected A.I. companies, parentage and/or animals born within defined date ranges. Lastly, the Inbreeding Calculator allows you to view pedigree inbreeding levels and Parent Averages for potential progeny from various matings. With LactanetGen.ca these tools now have an improved design with minimal scrolling, allowing you to view an animal's information at a quick glance!

Several key features can also be found within these tools on LactanetGen.ca, including:

1. The Refinement Filter feature of the Group Query tool, which provides the option to filter the resulting list of animals, now clearly shows which filters you have in place. After submitting a filter, the specific requirements will appear in the top grey bar before the list of animals. In the example below, a refinement filter has been selected for animals with an LPI greater than or equal to 1300 and a Somatic Cell Score evaluation greater than or equal to 105:

[Modify Query](#)
[Modify this Refinement Filter](#)
[Inbreeding Calculator](#)

Your search returned **6 results** sorted by **LPI** with **Refinement Filter** applied.

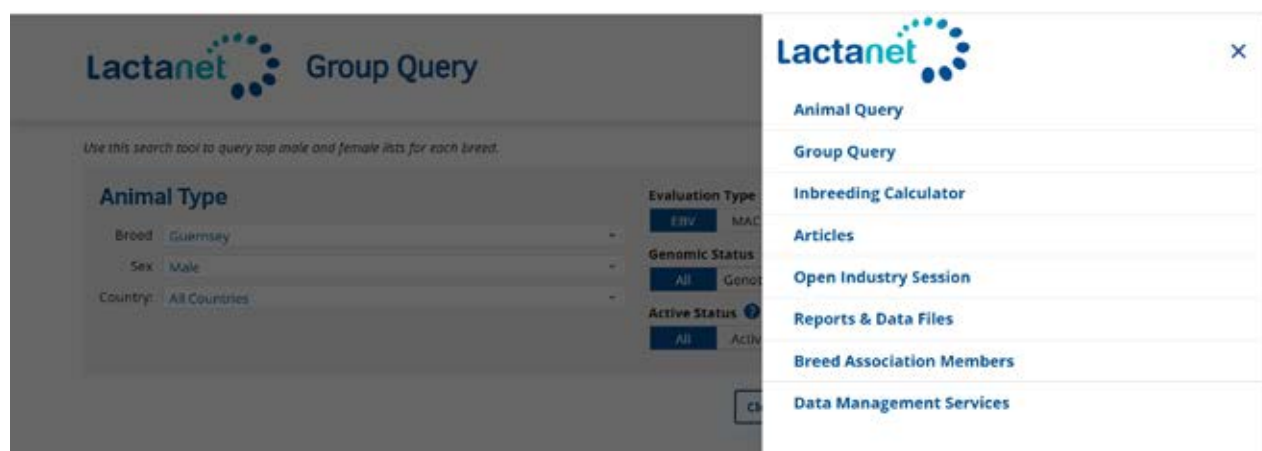
[Reset to default settings](#)

Identification	Name	Birth Year	Act.	GS	LPI Code	LPI	Prod Code	Milk	Fat	Prot	%F	%P	SCS	Conf Code	Conf	MS	F&L	DS	RP
----------------	------	------------	------	----	----------	-----	-----------	------	-----	------	----	----	-----	-----------	------	----	-----	----	----

- On a mobile device, a full overview of an animal's Genetic Evaluation Summary page is viewable without scrolling, providing the ability to quickly glance at the histograms or take screenshots.
- Original introduced to the Lactanet website in 2021, the Genomics Impact page is also available on LactanetGen.ca. This tool provides a visual representation of the impact that genomic testing had on a trait-by-trait basis for each genotyped, Canadian female and the associated gain in Reliability. Once a heifer is genotyped and the results are processed, the "Genomics Impact" tab will appear next to the "Summary" tab via the Animal Query.

### What genetic content will remain on the Lactanet.ca website?

Articles, Open Industry Session information, Genetic Evaluation Reports & Data Files, Breed Association Members queries and Data Management Services will all remain on Lactanet.ca and are accessible via the genetics dropdown menu. If you wish to head to any of these pages from LactanetGen.ca you may do so by clicking on the top right menu and selecting the page of interest. In doing so, we have allowed for smooth navigation between the two websites.



### What can I expect from LactanetGen.ca in the future?

In the coming months, several developments and new enhancements will be added to LactanetGen.ca to help you make better breeding decisions, including:

- The ability to sign in and personalize your viewing experience
- A "Beef-on-Dairy Query" tool allowing you to gain confidence in your beef sire selection decisions
- Display changes related to the modernized LPI coming April 2025 and the ability to customize the relative weight on each sub-index
- And more!

### Summary

All cdn.ca website users are encouraged to familiarize themselves with LactanetGen.ca launched in October 2024. Starting in 2025, users of the cdn.ca website will be redirected to a similar page on LactanetGen.ca, which will then be the ONLY website for accessing updated genetics content. Make sure to update your favourite bookmarks to the LactanetGen.ca website and keep an eye out for exciting developments coming soon!

**Author:** Hannah Sweett - Knowledge Transfer Specialist – Genetics Portfolio



# Production Records

LACTATION RECORDS COMPLETED JULY 2024 TO OCTOBER 2024 ABOVE THE NATIONAL BCA COMPOSITE

						Class	Yr	Mth	Milk	Fat	%F	Prot	%P	MBCA	FBCA	PBCA	Comp	Owner
Yearlings																		
1	GUCANF14028726	EBY MANOR JC PENNEY KAREN			1	10			7505	320	4.3	242	3.2	281	241	255	777	EBY MANOR LTD, ON
2	GUCANF14028723	EBY MANOR THEO WISCONSIN	GP	80	1	11			6232	351	5.6	219	3.5	231	260	228	719	EBY MANOR LTD, ON
Jr. 2 Yr Old																		
1	GU840F3209615605	JENS GOLD POPEYE HODA	G	78	2	3			10047	414	4.1	325	3.2	323	267	293	883	HIDDEN LANE DAIRY INC., ON
2	GUCANF13799494	FULLER VIEW BEAU FORTUNE	VG	85	2	2			7523	474	6.3	284	3.8	258	323	275	856	FULLER VIEW FARM, MUSQIE VALLEY FARMS, J. FUL, NS
3	GUCANF14028724	EBY MANOR PHARMER VIOLET	G	73	2	0			8375	384	4.6	260	3.1	305	278	265	848	EBY MANOR LTD, ON
4	GUCANF14028721	EBY MANOR JC PENNEY INEZ	GP	83	2	1			7720	391	5.1	274	3.5	278	279	277	834	EBY MANOR LTD, ON
5	GUCANF14028716	EBY MANOR INDIGO SKYLAR			2	2			7738	400	5.2	267	3.5	277	284	270	831	EBY MANOR LTD, ON
6	GUCANF13897146	BEAVERWOOD MACES JOANNE			2	4			8063	319	4	290	3.6	271	213	274	758	BEAVERWOOD FARMS INC., NB
7	GUCANF13842805	DON HAVEN INDIGO VIRTUE	VG	85	2	1			6674	347	5.2	241	3.6	242	250	246	738	FULLERVIEW FARM MUSQIE VALLEY FARMS & DEREK ISENOT, NS
8	GUCANF14028720	EBY MANOR THEO FLORETTE	GP	83	2	0			6721	345	5.1	225	3.4	246	252	232	730	EBY MANOR LTD, ON
9	GUCANF14028722	EBY MANOR INDIGO EDEN	GP	83	2	1			6999	357	5.1	237	3.4	243	246	230	719	EBY MANOR LTD, ON
Sr. 2 Yr Old																		
1	GUCANF13900616	MAPLEHURST DRONE RAISON	GP	80	2	7			9930	443	4.5	316	3.2	324	286	290	900	HIDDEN LANE DAIRY INC., ON
2	GUCANF13780645	LINDRIAN PASTA COIN	VG	86	2	11			9012	511	5.7	337	3.7	269	304	283	856	RICHARD & ASHLEY VANDER KOOI, BC
3	GU840F3209615604	JENS GOLD BEAVER CLAIR	GP	80	2	11			7494	314	4.2	253	3.4	248	205	236	689	HIDDEN LANE DAIRY INC., ON
4	GUCANF13882584	BEAVERWOOD BUILTS JILL			2	6			6451	302	4.7	238	3.7	222	205	231	658	BEAVERWOOD FARMS INC., NB
Jr. 3 Yr Old																		
1	GUUSAF97011670	PR-IDLE GOLD EXCALIBUR SWORD	VG	86	3	0			11218	428	3.8	364	3.2	357	269	325	951	HIDDEN LANE DAIRY INC., ON
2	GU840F3209615601	JENSGOLDEN LEGEND J JASPER	VG	85	3	1			9095	439	4.8	341	3.8	295	280	310	885	HIDDEN LANE DAIRY INC., ON
3	GU840F3209615585	JENS GOLD COIN CHARITY	VG	86	3	3			9320	405	4.3	354	3.8	301	258	322	881	HIDDEN LANE DAIRY INC., ON
4	GUCANF13253916	BEAVERWOOD ROYALS HONEY			3	5			9966	457	4.6	353	3.5	303	272	302	877	BEAVERWOOD FARMS INC., NB
5	GU840F3206246813	GLADHEART DRONE LISBETTA ET	GP	80	3	3			9926	407	4.1	355	3.6	305	245	306	856	HIDDEN LANE DAIRY INC., ON
6	GUCANF13520641	EBY MANOR BEAU LARK	VG	85	3	3			9483	465	4.9	306	3.2	295	285	268	848	EBY MANOR LTD, ON
7	GUCANF120187946	CRÉMÉDOR TK 7946 LYL	VG	85	3	1			8773	429	4.9	327	3.7	263	254	275	792	ENTREPRISE FAMILIALE KAISER INC, QC
8	GUCANF13520656	EBY MANOR LIGHTNING ELIZABETH	GP	84	3	0			8784	395	4.5	282	3.2	276	244	250	770	EBY MANOR LTD, ON
9	GUCANF13594831	SPRING ROSE LIBIDO DAWN	GP	80	3	3			7934	384	4.8	292	3.7	254	240	263	757	AARON HENHOEFFER, ON
10	GUUSAF97010854	IDLE GOLD LOCKLEY SECRET-TW-P	VG	88	3	3			8023	394	4.9	291	3.6	247	237	251	735	MARLEY FARMS INC, ON
Sr. 3 Yr Old																		
1	GUCANF13253915	BEAVERWOOD INDIGOS HERMIONE			3	7			9502	435	4.6	339	3.6	275	249	276	800	BEAVERWOOD FARMS INC., NB
2	GU840F3151591459	SPRINGHILL LS QUICKSILVER ET	VG	87	3	9			8384	395	4.7	302	3.6	249	231	252	732	MORSTAR GUERNSEYS, ON
3	GUCANF13408846	FULLER VIEW LADY'S MAN HARPER	VG	85	3	7			7782	468	6	292	3.8	225	267	237	729	FULLER VIEW FARM, MUSQIE VALLEY FARMS, J. FUL, NS
4 Yr Old																		
1	GUUSAF97006830	COULEE CREST AP INDIE-ETV	VG	87	4	7			10997	470	4.3	352	3.2	296	254	267	817	MARLEY FARMS INC, ON
2	GUCANF13253878	BEAVERWOOD KAKADUS FLIPPER			4	6			9814	416	4.2	332	3.4	291	243	277	811	BEAVERWOOD FARMS INC., NB
3	GUCANF13233182	LINDRIAN JAGUAR PET	GP	82	4	4			8379	455	5.4	305	3.6	253	269	258	780	RICHARD & ASHLEY VANDER KOOI, BC
4	GUCANF13233177	LINDRIAN LUCKY JAGUAR	VG	87	4	1			8878	395	4.5	293	3.3	261	230	242	733	RICHARD & ASHLEY VANDER KOOI, BC
5	GUCANF12936138	COMFORT FARMS SUMMER BREEZE	G	78	4	1			9261	371	4	287	3.1	260	205	226	691	COMFORT FARMS LTD, ON
6	GUCANF13253881	BEAVERWOOD JAGURARS GRACE			4	7			7795	356	4.6	271	3.5	233	208	228	669	BEAVERWOOD FARMS INC., NB
7	GUUSAF97007168	COULEE CREST NET WORTH LENNIE	VG	88	4	9			7930	386	4.9	282	3.6	223	216	224	663	MARLEY FARMS INC, ON
8	GUCANF12949201	EBY MANOR LIGHTNING WILMA	GP	81	4	6			7776	322	4.1	276	3.5	235	192	234	661	EBY MANOR LTD, ON
9	GUCANF12949214	EBY MANOR BEAU LUCILLE	VG	85	4	1			7452	347	4.7	259	3.5	225	207	219	651	EBY MANOR LTD, ON
5 Yr Old																		
1	GUCANF12949172	EBY MANOR NOVAK WINDSOR	GP	80	5	2			10756	498	4.6	341	3.2	304	281	271	856	EBY MANOR LTD, ON
2	GUCANF12949188	EBY MANOR LIGHTNING JACLYN	GP	83	5	0			9531	481	5	349	3.7	269	267	277	813	EBY MANOR LTD, ON
3	GUCANF12292495	MAPLEHURST LIGHTNING LIZZIE	VG	88	5	4			9913	453	4.6	346	3.5	262	241	256	759	MARLEY FARMS INC, ON
4	GUCANF12063014	EBY MANOR PISTOLL CAILEY	GP	82	5	8			9724	455	4.7	305	3.1	267	250	236	753	EBY MANOR LTD, ON
5	GUCANF11902359	COMFORT FARMS PHOENIX	GP	80	5	7			8885	396	4.5	290	3.3	256	228	234	718	COMFORT FARMS LTD, ON
6	GUUSAF97012822	PRAIRIE MOON JW SISSY			5	11			8188	405	5	299	3.6	228	223	234	685	MARLEY FARMS INC, ON
Mature Cow																		
1	GUCANF12292481	MAPLEHURST NAVARRO BRIDGET	EX	91	6	6			11500	503	4.4	388	3.4	298	263	283	844	MARLEY FARMS INC, ON
2	GUCANF12063004	EBY MANOR LEVI WINDY	EX	90	6	4			9297	452	4.9	298	3.2	270	263	244	777	EBY MANOR LTD, ON
3	GUCANF12292476	MAPLEHURST PISTOLL WILLOW	EX	91	6	3			8823	427	4.8	318	3.6	241	235	243	719	MARLEY FARMS INC, ON
4	GUCANF12292469	MAPLEHURST PILOT SAFFIRE	EX	90	6	10			8070	397	4.9	303	3.8	234	232	246	712	HIDDEN LANE DAIRY INC., ON
5	GUCANF12792967	BEAVERWOOD LEVI'S EVA			6	2			8909	376	4.2	301	3.4	243	207	232	682	BEAVERWOOD FARMS INC., NB
6	GUCANF11356251	MAPLEHURST DAWSON NORA	EX	90	9	2			9175	372	4	272	3	247	206	206	659	MORRIS & PENNY BARTLETT, ON

# GUERNSEY HATS FOR PURCHASE



**HAT A:**  
**AJM 6 PANEL**  
**ENZYME WASHED**  
Super soft 6 Panel Constructed Full-Fit (Mesh Back) Enzyme Washed Deluxe Chino Twill/Soft Nylon Mesh cap.



**HAT B:**  
**AJM FIVE PANEL**  
**BASEBALL CAP**  
5 Panel Constructed Pro-Round-Five (Mesh Back) baseball cap made from Deluxe Chino Twill / Nylon Mesh. Has Pro-Stitch & a Pre-curved peak.

To purchase, email at [guernseyinfo@holstein.ca](mailto:guernseyinfo@holstein.ca). We can bill directly to your Holstein Canada Account if desired. Hats are \$20.00 (+ shipping). Please provide address upon request for estimated shipping quote.

**Get your Guernsey Merch while inventory is still available!**

## NEW REDESIGNED GUERNSEY SIGNS AVAILABLE

Get yours now! These signs are made from a di-bond aluminum printed with special UV-resistant inks. They are "weather-proof" and can withstand the elements for up to 20 years. Lightweight and crack resistant, the only worry should be about where to hang them!

The sign comes in 3ft by 2ft, they can be one sided or two sided with option to customize name. Allow 4 to 6 weeks for delivery from order date, signs will be shipped to the customer directly from the manufacturer.

For 1-Sided with holes drilled in 4 corners, total comes to \$165 + SHIPPING+taxes.

For 2-Sided with holes drilled in 2 corners, total come to \$190+SHIPPING+taxes.

Orders can be made to [ipassaretti@holstein.ca](mailto:ipassaretti@holstein.ca)





# 2024 Guernsey Recap





# 2024 Guernsey Recap





# Guernsey News

## 2025 SCHEDULE

May	Newsletter (submissions due by April 1)
August	Newsletter (submissions due by July 15)
December	Newsletter (submissions due by November 15)

We are always looking for advertisement submissions for our Guernsey News! New discounted rates for advertisement frequency in multiple newsletters.

If you could please provide any advertisements in the below format: Wording for art work specs i.e. design specs – CMYK at 300 ppi in PDF format. We encourage you to submit Camera ready / Completed ads to take advantage of an additional 25% discount.

If you need help putting an advertisement together kindly reach out to Emilie Wallace, and we can look into this on a case by case basis for costs to do ad layout.

SIZE	FREQUENCY 1 Member/Non-Member Rate	FREQUENCY 2 Member/Non-Member Rate (Discount of 15% for 2 ads)	FREQUENCY 3 Member/Non-Member Rate (Discount of 25% for 2 ads)
FULL PAGE 8.5" x 11" <i>with 0.25" bleed</i>	\$240.00 / \$420.00 PER ISSUE	\$200.00 / \$360.00 PER ISSUE	\$180.00 / \$315.00 PER ISSUE
1/2 PAGE 8.5" x 5.5" <i>with 0.25" bleed</i>	\$150.00 / \$240.00 PER ISSUE	\$130.00 / \$200.00 PER ISSUE	\$110.00 / \$180.00 PER ISSUE
1/3 PAGE 8.5" x 3.67" <i>with 0.25" bleed</i>	\$120.00 / \$180.00 PER ISSUE	\$105.00 / \$150.00 PER ISSUE	\$90.00 / \$135.00 PER ISSUE
1/4 PAGE 5.5" x 4.25" <i>with 0.25" bleed</i>	\$100.00 / \$150.00 PER ISSUE	\$85.00 / \$130.00 PER ISSUE	\$75.00 / \$110.00 PER ISSUE

**Camera-ready Ads: ADDITIONAL 25% discount**