



Press Release

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For Immediate Release

HOLSTEIN ONTARIO AND HOLSTEIN CANADA ANNOUNCE FIELD SERVICE PROJECT

BRANTFORD, ON NOVEMBER 30, 2020 - The Board of Directors of Holstein Ontario and Holstein Canada are thrilled to announce a new Field Service Project to enhance the on-farm member experience! The project would see on-farm services currently completed by the Branch transition to Holstein Canada.

This transition would allow for more Ontario farms to be visited annually and more frequently and will reduce inefficiencies and redundancies between the two separate on-farm teams. Furthermore, it would add value to the on-farm services currently being provided, as Holstein Canada transitions to the new Holstein+ software and the regionalization of their Classification team.

With this project, Holstein Ontario would be able to refocus efforts towards youth events, club support, show and judging support, and all other traditional areas of business such as The Link magazine, the All-Ontario Competition, and member recognition. However, the Field Rep roles would be restructured into Event Coordinator roles to support the organization and attendance of youth, club, and industry events.

With the increased efficiencies, this project would also include a 50 percent reduction in the Ontario Activity Fee from its current rate of 12 percent down to 6 percent, effective once the transition is complete on January 1st, 2022. Field Rep costs and transition costs would be shared between Holstein Canada and Holstein Ontario for the 2021 year.

This project will be presented at Holstein Ontario's Annual General Meeting, along with the proposed by-law changes required for the project to proceed. Pending the by-law change, the implementation of the project is anticipated to take place in the Fall of 2021.

To review the proposed by-law changes, visit <https://ontario.holstein.ca/aboutus/annual-general-meeting/>. Members are invited to provide feedback, comments, suggestions, and ideas related to this project over the next several months in preparation for voting on the proposed by-law changes.

Tara Bullock

Tara Bullock
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Gerald Schipper

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