



CMSS Newsletter - March 2020

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NEW: CMSS Online Sale Barn!

The CMSS Board of Directors recently decided to launch a new online cattle sales service for Society members and anyone interested in Milking Shorthorn genetics which we're calling the **Online Sale Barn**. This will have it's own page on the website, as well as posts on Facebook and Twitter.

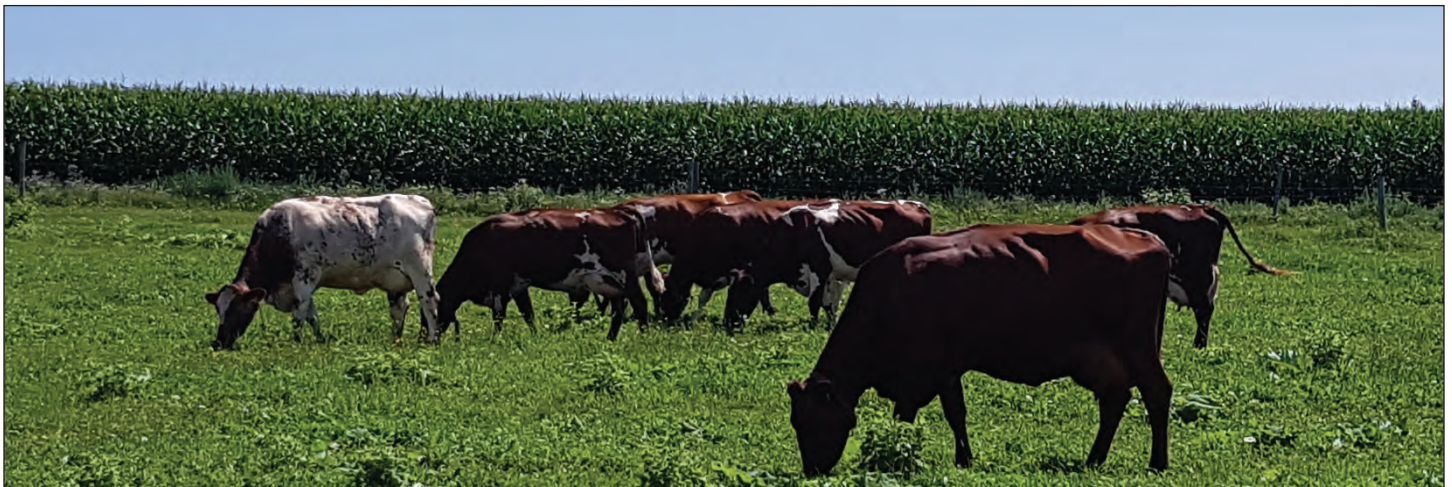
In the Sale Barn, the Society will post 3 or 4 animals for sale each month, and these postings will only stay up for a month before they are replaced with new posts. All listings will feature multiple photos of the animal, full pedigree information, and a price. This is not an "auction" site...the listed price is the price requested and the first buyer to agree to that price will buy the animal. Inquiries and financial arrangements are made through the Society, but prospective buyers are welcome to contact consigning breeders to learn more about animals available.

Listings on the Sale Barn will be refreshed at the start of each month. Animal or embryos sold through the Sale Barn will be subject to a 5% commission that will be deducted from the sale price. All animals sold through the Sale Barn will be transferred by the owner to the new buyer after payment and delivery, with the Society offering to assist in making transportation arrangements.

The Sale Barn will replace our previous Online National Sales as an opportunity to provide high quality Milking Shorthorn genetics for sale through the Society. Our hope is that the Society can continue to help connect prospective new buyers with current breeders in this way and increase the number of Milking Shorthorns making their way into new herds across Canada.

We are currently accepting listings of all ages for the first Sale Barn listing on April 1st. As we will have limited listings each month, spots are first come, first served and we'll accept one listing per farm to start. Listings must be accompanied with quality photos (clean, clipped up animals) to be considered. Acceptance of listings is at the discretion of the Secretary-Manager depending on quality of pedigree and photos.

To list an animal in the Online Sale Barn, **contact Ryan at milking.shorthorn@gmail.com or call (902) 439-9386!**



2020 Improver: Book Your Ad Now!

We are now booking advertising for the 2020 edition of The Improver, our annual breed journal. Advertising rates stay the same as last year:

Full page (5.5" x 8.5"): \$300 Colour \$200 BW

Half page (4.5" x 3.7"): \$200 Colour \$125 BW

Quarter page (2.3" x 3.7"): \$125 Colour \$75 BW

The Improver is the Society's primary marketing tool, including Society news, interesting articles on herds and trends in the breed, reports from other countries, production awards, show results, and a membership directory. All Milking Shorthorn Society members receive a copy of The Improver, and we also hand out copies at shows and events through the year, as well as providing to interested new buyers. An electronic version is also posted on our website soon after printing.

If interested in placing an ad, please contact me by April 3rd to book your space. I'm happy to assist you with creating your ad if you require design services. Also feel free to send along any announcements (weddings, babies) for our Member News page!



PHOTOS WANTED!

We're looking for breeders to help contribute photos to build our library of photos as we work on the next edition of the Improver, as well as having photos for social media, website, and other marketing needs.

Examples of photos we're looking for:

- Pasture photos
- Photos in free-stall barns/group housing
- Calf and heifer photos
- Photos of Milking Shorthorns with people
- Milking Shorthorns in scenic locations
- Headshots/udder photos

Photos can be sent to Ryan at milking.shorthorn@gmail.com. If possible, please send high-res quality images so they can be used for both print and online. **In particular, we're looking for a cover photo for the 2020 Improver...**so send along some photos that you think might look great on our annual breed journal.

As we move into the spring, make sure to get snapping some photos of your cattle and send along to the Society to help promote the breed!

Accepting Pre-Orders: Ovensdale Jenny's Tribute

The Society is looking at importing semen on Ovensdale Jenny's Tribute, an Australian Illawarra bull that has been newly released. We are still waiting on final confirmation that semen is qualified for export, but if so the Society plans a bulk order on behalf of members and then we will distribute through Eastgen/CIAQ/Westgen.

We anticipate a sale price of \$25/dose, with the potential for a discount for bulk orders (30 or more doses). Tribute is from one of the deepest cow families in Australia and among the highest purity sires to come out of Australia in recent years. Contact Ryan to place your order!

Ovensdale Jenny's Tribute

TRIBULATION

DOB: 26/08/2018 REGO #: 5210



76.44% Illawarra

TRIBULATION is new MITCH son with a high IS percentage from the heart of the Jenny family from Ovensdale that should be a fitting Final Tribute to the now dispersed Ovensdale Illawarra Herd.

His maternal line reads EX5E STP x EX 2E x VG88 STP and is stacked with high PI's and lifetime production.

TRIBULATION offers an exciting new outcross alternative for the breed.

Sire: MYRTLEHOLME MITCH-ET

Dam: OVENSDALE JENNY 62nd EX90-5E, STP DIAMOND

297D 11,128M 4.0% 443F 3.20% 361P

305D 10,729M 4.0% 426F 3.0% 327P

305D 10,550M 3.8% 406F 3.3% 343P

Lifetime: 101,073M 3,997F 3,210P

MGS: CRYSTAL PARK ULTIMATE BOY-ET

MGD: OVENSDALE JENNY 45th EX-90-2E

299D 7,796M 4.3% 334F 3.2% 249P

305D 8,603M 3.9% 332F 3.3% 283P

305D 9,175M 4.2% 388F 3.2% 293P

Lifetime: 70,459M 2,965F 2,317P



Notes from the Secretary-Manager:

Registrations and Memberships

2020 membership renewals have been processed by Holstein Canada. If you are not currently a member and would like to become a member, please feel free to contact me or visit the CMSS website to download an application form. First time members can join the Society for only \$40 for the first year!

Breeders are encouraged to get their registrations caught up before we get into spring. A registration paper is the single cheapest way that you can add value to your animals!

If you haven't done so already, contact Holstein Canada to set up your online account. Through your online account you can submit online registrations, pay bills and view invoices, order NLID tags, and edit your active animals list ahead of classification. To set up your online account, call Janine Eygenraam at 1-855-756-8300 ext 283 or email her at jeygenraam@holstein.ca

Males now require DNA parentage verification

At the 2019 AGM, members approved a bylaw change to require DNA testing of all males as a requirement for registration. This is to ensure the integrity of the herdbook as well as preparing for future genomic evaluations. This is now becoming commonplace for other breeds as well as other international Milking Shorthorn societies. Also, remember to grab a hair sample from the dam if she does not already have a DNA profile on file.

Sire Availability - Progress

One of the questions I've gotten the most in recent months has been amount the availability of AI sires; particularly, the lack of new bulls with semen available in Canada. There has been some progress on this front in the last couple of months. We have a new bull undergoing isolation and testing at Semex right now (Richford Icon) and we hope that he'll be released in the near future. There are also some new bulls in the pipeline that should be released later this year from the USA, Australia and the United Kingdom. As usual, I will keep members up to date when new sires become available, and we also maintain an Available Sires list on the website.

2020 American Milking Shorthorn Society Convention in Wisconsin

The 2020 AMSS National Convention is scheduled for June 17-20 in Fort Atkinson, Wisconsin. The AMSS Convention is a great opportunity to meet fellow Milking Shorthorn breeders, as it is always a well-attended and fun event. The agenda includes their annual meeting, herd tours (including Mapleton Valley Farms), National Junior Show, and National Sale on the final day. Visit the AMSS website at www.milkingshorthorn.com or check them out on Facebook for more details and to pre-register.

Prosperous Acres Milking Shorthorns - Milking Females Dispersal

Wednesday, April 8th, 2020

Carson's Sales Barn, Listowel, Ontario

Approximately 30 registered and classified cows in milk.

Watch the CMSS website for more information on pedigrees

For more information or to bid remotely, contact Carson's Sales office at
(519) 291-2049 or info@davidcarson.on.ca