

# 2016 BC Dairy Genetic Marketing Workshop



Tuesday, February 23, 2016

Ramada Conference Centre

36035 N.Parallel Road, Abbotsford, BC

## Featured Speakers



### **Brian Craswell - Hunter River, PEI**

Along with his wife, Amber, Brian owns and operates Crasdale Farms where they are milking 100 registered Holsteins. They also own Brian Craswell Auctions which manages sales across Canada and North America. In recent years, they have partnered with Blondin International to co-manage the Sale of Stars as well as several other high profile sales including the upcoming 2016 National Holstein Convention Sale in Calgary. Brian is also an official judge.



### **Brian Carscadden - Guelph, ON**

Upon graduation from the University of Guelph, Brian was hired as a sire analyst for United Breeders of Guelph, Ontario. His duties included daughter photo procurement, mating program analysis and young sire acquisitions. Today he is a Sire Analyst for Semex where he purchases bulls from across North America and in the UK and Ireland. Brian is an official judge and his judging assignments have taken him to over 25 countries around the world. Brian has judged at World Dairy Expo, The Royal Winter Fair and Swiss Expo.



### **Tom Byers - Guelph, ON**

Known as the face of Canadian classification, Tom has evaluated over 180,000 dairy cattle in over 30 years. Positive attitude, common sense, intense passion for the industry and an incredible appreciation of the dairy cow are exceptional qualities that Tom demonstrated in his career. His exceptional ability to relate conformational structure with functionality, longevity and profitability is world renowned. Tom has been a major ambassador, both nationally and internationally, of the Canadian conformation appraisal system that has served all dairy breeds very well since 2005.



### **Frédéric Fillion - Montreal, QC**

For more than 10 years, Frederic was most recognized as being an advisor for Holstein Quebec. In that role he was responsible for the Eastern part of the province and was manager of the youth committee. He has worked with many established Holstein breeders such as Ferme Paul Massicotte & sons in Champlain, Québec. Since 2013, he has been a Genetic Specialist for Select Sires/GenerVations. As Marketing Manager for Ferme Jacobs, he assists with the sale of embryos, website updates, social media, publicity and other marketing.

## AGENDA

- 9.15 Registration
- 9.45 Welcome
- 10.00 *Semex Genetic Strategy 2016: How can your Farm be Involved*  
Brian Carscadden
- 11.00 *Maximizing the Potential of your Sale Consignment*  
Brian Craswell
- 12.00 Lunch
- 1.00 *Classification in 2016*  
Tom Byers
- 2.00 *An Eye Into Marketing at Ferme Jacob*  
Frederic Fillion
- 3.00 Prize Draws & Adjournment

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Registration details on reverse

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