

# Press Release

For Immediate Release

April 24<sup>th</sup>, 2007

---

St. Hyacinthe, PQ - The 80<sup>th</sup> Annual General Meeting for the Canadian Brown Swiss and Braunvieh Association was hosted by the Quebec Club in St. Hyacinthe, Quebec, during events planned from April 17<sup>th</sup> to 20<sup>th</sup>, 2007. The 2006 year will be remembered for the many marketing projects and opportunities for the breed due to the grant from Sustaining the Genetic Quality of Ruminants Program.

Immediately following the Annual General Meeting the Board of Directors elected their Executive for 2007:

President – Ernst Gubelmann, Walton, ON

Vice-President – Ken Drummond, Shawville, PQ

Director – Mark McConnell, Kincardine, ON

Director – Louis Guimond, Woodmore, MB

Director – Renald Dumas, Inverness, PQ

Director – Ted Kostenuke, Sundre, AB (Braunvieh Representative)

Congratulations to Norval McConnell & family, Kincardine, Ontario with Nor Bella Blend Sarah (EX-95-5E) who received the Swiss Dream Top Composite BCA Cow award with her 10 year record of 17,761 718 4.0 562 3.2 (402 417 363). Sarah was the 2006 Class Leader of Milk, Fat and Protein as well as the All Time Class Leader for Milk, Fat and Protein in the Aged Cow Division. What a tremendous Brown Swiss cow and great accomplishment! Special recognition to Walter Von Ah, Ontario for top BCA herd over 25 cows with a composite BCA of 823 and to Wim Ruysch, Alberta for the top BCA herd under 25 cows with a composite BCA of 796. Twenty-two new animals were awarded with producing over 75,000 kgs of Milk in their lifetime. Congratulations as well to our All-Canadian winners and other production award winners.

The Board of Directors presented Lifetime Achievement Awards to Fred Mathys, Manitoba and Dr. Germain Gagnon, Quebec for their outstanding contribution to the betterment of Brown Swiss cattle in Canada. Thank you once again gentlemen for your support of the breed!

The Spring Brown Swiss Sale held on the Thursday at the International Dairy Showcase gave breeders an opportunity to purchase some great animals and embryos. Seven live animals were offered as well as a number of lots of embryos. The top selling animal was Applegrove Collection Kolby for \$4,000.00 giving the sale an average of \$2,300.00.

The judge of the Brown Swiss show, Jeff Sayles, placed the 37 Brown Swiss animals at the show on the Friday. His choice for Junior Champion of the show was Fragances Vinner Sylvianne for Ferme Fragances Enr. with the Reserve Junior Champion going to Lentretoche Myla Jolt for Ferme Vannod et Assoc. Enrg. & Damestar Holstein. Grand Champion honours went to the fabulous Four Year Old, Morocco Cartoon Nesa for Ferme Sabono, Reserve Grand Champion to Applegrove Justice Cherri for Sylvain Hinse and Honourable Mention to Swiss Land Cameot Bridgetta for Jeannot and Lise Desharnais.

The membership is optimistic that with high components, longevity and solid feet & legs, Brown Swiss is the desired breed of the future. Brown Swiss...Components that Pay...Cows that Last!

- # -

For further information, please contact:

Jessie Weir, Secretary Manager

Canadian Brown Swiss and Braunvieh Association

1-519-821-2811 or Email: [brownswiss@gencor.ca](mailto:brownswiss@gencor.ca)