

Launching of the new Synergie program



Saint-Hyacinthe, 12 October 2007 – The industry partners were proud to launch the new *Synergie* program, under the theme *Innovate to Progress*, in connection with the Dairy Cattle Improvement Industry Forum held on 11 September. At the instance of Valacta, the objective of this innovative program backed by the industry partners is to increase the number of herds where animals are eligible to genetic evaluations by first offering classification and several financial benefits on genetic improvement tools.

In the same vein as the previous programs aimed at promoting animal registration, *Synergie* is a complete program mainly intended for producers who do not use milk recording, registration or type classification. *Synergie* is also designed for various profiled breeders who are already using one or several genetic improvement tools.



Partners in the Synergie program

From left to right : Jean-Albert Fleury, Vice-President, Holstein Québec; Normand Renaud, General Manager, CIAQ; Caroline Pelletier, Coordinator of the Synergie program, CIAQ; Brad Sayles, Marketing Director, Holstein Canada; Rodrigue Martin, Dairy Production Advisor, MAPAQ; Léonard Chabot, President, Club Brown Swiss du Québec; John Iversen, President, Holstein Canada; Marcellin Therrien, President, Ayrshire Canada; Mathieu Désy, General Manager, Ayrshire Québec; Sylvain Biron, Regional Director North Shore, Valacta; Serge Blanchette, Chairman of the Genetics Committee, Valacta; Maureen Bowers, Director, Jersey Canada; Isabelle Roy, President, Jersey Québec; James Peel, General Manager, Holstein Québec, and Marcel Choinière, President, CQRL.

One resource person assigned to the coordination of the program (Caroline Pelletier, CIAQ) as well as a full-time person (Mario Cantin, Holstein Canada) and the contribution of the provincial breed association advisors for solicitation will ensure the success of the *Synergie* program.

The partners in the project are : Centre d'insémination artificielle du Québec (CIAQ), ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), Valacta, Conseil québécois des races laitières (CQRL), Holstein Canada, Holstein Québec, Ayrshire Canada, Ayrshire Québec, Jersey Canada, Jersey Québec, Canadian Braunvieh & Brown Swiss Association and Club Brown Swiss du Québec.

For more information, please contact :

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