

BRING ON THE DATA

It's hard to make decisions when you don't have all the information.

Here's the good news. Dairy Enteligen[®] is a software tool that combines the on-farm expertise of your Purina dairy team with multiple data sources to help uncover more insights, prioritize actions, benchmark improvements, helping you more easily see the financial impact of your decisions.

How do you want to drive your business forward with data?

We're giving away \$1,000 each to two Ontario and two Quebec dairy farms that can assist you in investing to make data-driven choices for the future of your farm.

The Purina team is excited to put this initiative in action.

Entries can be made until **June 20, 2023**.



ONE DAY YOU'LL MARVEL AT HOW FAR YOUR FARM HAS COME



Scan the QR code or visit www.agripurina.ca/en/purinagoals to enter now!



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Getting a head start is a good thing. Especially in an industry where knowing what's coming isn't easy. You may see quota changes, challenging weather, or production hurdles, but you want the most from your farm no matter what. Purina can help. We synthesize data, create custom nutrition solutions, forecast performance, and maximize your long-term profitability.

Learn how Purina tools and services can help you to move your farm forward.
Contact your local Purina Dairy Advisor today.



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**BRING ON THE FUTURE
POWERED BY PURINA**

QUEBEC'S MODERN-DAY DAIRY FARM:

MEET THE BEAUDRY FAMILY

**They say if you love what you do,
you'll never work a day in your life.**

It's probably fair to say that even the most passionate dairy farmer would have something to say about that, and there's no better example than Martin Beaudry and his sons, Dany and Jimmy. Together they own and operate Ferme Beaudry, a family-run business that started with Martin's parents back in 1962 and has already succeeded two generations. Without question, the Beaudry family works hard, as do all dairy farmers, and no amount of automation or technology will ever change that.

But their love, passion, and motivation across all aspects of dairy farming also goes without question, from breeding and genetics (Jimmy's area of expertise) to hoof trimming - something Dany has become renowned for across all of Quebec. Martin, also affectionately known as "the big boss" is their dutiful leader, whose enduring heart for this industry keeps the momentum alive and thriving. Together, they are a shining example of successful Quebec dairy farming today.

DIVERSIFIED STRENGTHS

Farming is an ever-evolving business and staying abreast of new trends and technologies is essential to success. Fortunately, for the Beaudry family, they've always worked to stay one step ahead. Before officially joining the farm in 2018, Dany obtained a professional diploma in milk production and Jimmy pursued a diploma in sales representation.

Dany also gained invaluable experience in hoof trimming, which he's developed into a thriving practice, servicing farms all over Quebec. Prior to Beaudry & Fils, Jimmy worked as a genetic representative for Trans-America Genetics where he developed a passion for genetics that has only continued to grow and has proved invaluable to the growth and progress of the farm's herd.

Today, Martin, Dany and Jimmy each have their respective roles on the farm with some quintessential outside help in the fields from their brother

Guillaume and on the farm from German and his brother, José, as well as his brother-in-law, Christian, who work in six-month rotations between the farm and back home in Honduras. Martin oversees the accounting, is involved in breeding decisions with Jimmy and both he and Dany maintain the machinery and buildings. Naturally, Dany also tends to the herd's hoof trimming and is in charge of sales of their Comfort Hoof Care product line. Jimmy looks after the herd, their feed, animal sales and of course, breeding and reproduction - his forté

BIG RISK, BIG REWARD

Nothing is guaranteed in dairy farming. That's where the hand of experience comes into play, coupled with fresh new vision - something the Beaudry family has in large supply. Martin's parents started out with a herd of 30 Canadian purebred cows. When Martin succeeded his parents in taking over the farm, he made a pivotal decision and began the shift to a Holstein herd with some key purchases. In 1999, to offer greater comfort to what had now become a 100% Holstein herd, he built a new 70-cow barn to allow for more efficient production and better breeding conditions. Over the years he continued to expand, and in 2011, added an additional 20 stalls.

2019 saw the next pivotal decision that would have a monumental impact on the farm. With Dany and Jimmy now onboard, they officially moved to automated milking. A new free stall barn was designed for maximum comfort, allowing for graceful ageing and high production. Cross ventilation, a deflector web to lower air to cow level, and sand bedding all greatly enhance cow comfort. To support the higher production, two silage bunks were built for improved feed quality.

Of equal significance has been Jimmy's implementation of sexed semen along with his educated choices in genealogy which have progressed the herd to where they are today: 350 Holsteins in total with roughly 155 in lactation, 27 classified as EX, 91 as VG, 41 as GP, with a 85.7 average. Let's not forget 400 acres of land and 230kg of quota to boot. The Beaudry family is truly a Quebec dairy success story.

SUCCESS AND SUCCESSION

There's no shortage of pride at Ferme Beaudry, whether it be their impressive year over year growth, the continual strengthening of their genetics and bloodlines, or their most recent exploit hosting the Pique-nique Holstein Québec - an event that honours one farm per year. The Beaudry family more than rose to the occasion and made it an undisputable success with over 4000 attendees.

But if you ask Martin, Ferme Beaudry's unwavering patriarch, the answer is clear - seeing the succession of the farm to his sons is his greatest achievement and source of pride. Martin's youngest daughter, Myriam, also recently started producing milk in the neighbouring municipality and the two locations collaborate.

The same goes for Olivier Roy-Tanguay and Sonia Filiatrault, the Beaudry family's Purina Dairy Farm Consultants who have had the pleasure of seeing the farm grow and prosper with the succession and meaningful contribution of the next generation. After years of working with the Beaudry family, they've become deeply invested in seeing the farm and family flourish. Their pride and accomplishment are engrained in the farm's success and seeing them meet objectives year after year based on solutions they derive together as a team. Whether it be walking through the herd discussing observations or working together in Dairy



Enteligen farm management software, Olivier and Sonia thoroughly enjoy their time working with Beaudry family. In the words of Bruno Leclerc, Canada Dairy Sales Leader at Purina:

“ We want to work with the best to help them become even better. ”

FUTURE ENDEAVOURS

When asked what's next, the answer was unanimous - maintain their current success and keep growing. In practical terms, that means buying more quota and more land, managing production costs, maximising kilos of fat per cow and enhancing the genetic make-up of their herd while maintaining herd happiness, health and longevity.

Longer-term goals include optimising the building, i.e. 350kg with 200 cows without modifications and to always guarantee fermented silage at least 3 months before being served. With their sister Myriam, 400 heads are fed daily. In the shorter term, the construction of a new bunker cell will be necessary.

In terms of quality of life, goals look like having time for breakfast in the morning and getting to have dinner at the table in the evening. Of course, the cows always eat first.



Martin, Dany and Jimmy are also unanimous on the importance of teamwork; they bring outside consultants onboard the team to maintain an objectivity that's been crucial to their success. Mutual respect between father, sons, and outside consultants is evident, and it's their hope that one day the next generation of Beaudrys will share in their love for dairy farming and continue the family legacy. A small glimpse of this can already be seen in the December 2022 arrival of the first Beaudry grandchild.

**The future looks
very bright indeed!**

