

# Preface

This issue of Advances in Dairy Technology contains the text of papers presented at the 28<sup>th</sup> Western Canadian Dairy Seminar (WCDS), held in Red Deer, Alberta, March 9<sup>th</sup> to 12<sup>th</sup>, 2010. The theme of this year's conference is "A Decade of Success in the New Millennium". This year the conference has an international flair with presentations from experts in the field of dairy science and management from North America and Europe. Countries represented include Belgium, Canada, Netherlands, Sweden, Switzerland, and the United States.

The papers of the proceedings fall into 7 categories:

- Enhancing Production Efficiency
- Optimizing Reproductive Performance
- Dairy Industry Updates
- Nutrition
- Farm Management
- Milking Management and Technologies
- Genomics and Genetic Selection

With such a broad range of subjects, the WCDS Advisory Committee hopes that you will find a number of "take-home messages" that will improve the profitability of your dairy operation.

I would like to thank our speakers for their presentations and the papers in these proceedings, which provide useful, practical information to anyone involved in the dairy industry.

Also key to the success of the seminar is the financial support of the sponsors; we are very thankful for their continued endorsement of WCDS. It is their financial support that continues to enable us to invite the quality of speakers that you will hear.

Finally, successfully hosting an annual conference such as the WCDS requires the hard work and dedication of many individuals, so I would like to take this opportunity to thank the members of the WCDS Advisory Committee, Joanne Morrison (seminar coordinator), Sue Charlton (registration coordinator) and the student volunteers for their contributions to the conference.

I hope that you enjoy reading these proceedings and thank you for your continued support of the Western Canadian Dairy Seminar.

Lorraine Doepel  
Program Director