

A proud farming family on both sides of ocean

Born and raised on his father's tiny 50-acre farm in Borghetto, Piacenza, Italy, Bruno Rosetti's life story is similar to those often depicted in movies and novels.

Bruno began with virtually nothing and it was only through his own hard work and determination that he has climbed to the top of the ladder of success. Bruno now owns the 200-acre Valentina Farms Ltd. on the 15 Sideroad, just outside of Stewarttown. As well he has three other farms in Italy and is in partnership in a fourth, also in Italy.

Valentina Farms Ltd. is one of Canada's leading exporting farms, exporting anywhere

from 80 to 100 pedigree Holstein cattle a month. In 1972 Valentina Farms was presented "The Largest Exporter by Air in Canada Award" by the Holstein-Friesian Association of Canada.

It was in 1963 that Bruno first came to Canada for a visit. Amazed at the quality of the cattle, of the land, and of course of the people, Bruno decided that Canada was the land in which he wanted to make his home.

"My decision to stay in Canada was mainly based on the quality of the cattle here. However, I saw how friendly

the people were and I liked the way they lived. I love Canada and the only thing bad I can say about the country is how cold it gets here," chuckled the charming, sophisticated Mr. Rosetti.

Always clad in a suit and tie, Mr. Rosetti terms Valentina Farms, (named after his wife Valentina) as a family business. A business which employs four full-time persons and two part-time personnel. With the majority cattle being exported to Italy, Bruno's 26-year-old son Giorgio, usually remains in Italy handling all the business there.

However, on occasions, as a week ago past, Giorgio will travel to Canada accompanying Italian businessmen in search of top quality cattle.

In the newly constructed office building, Anna Maria Margetti, head of the office and often called upon for translating, handles the phenomenal amount of paper work connected with the farm.

Vernon Pickett, once owner of the farm, manages farm operations with Vernon Butcher in charge of buying and shipping. Angelo Herrera is full-time caretaker of the 200-acre spread.

In May of last year a fire of unknown origin completely gutted the largest of the barns on the farm and since then three new barns have been built capable of handling up to 500 heads of cattle.

Bruno is proud of the fact that Valentina Farms purchases and exports only the best, top quality cattle. In five consecutive years, Valentina Farms have received the highest awards given at the Royal Winter Fair held in Toronto. As has happened in previous years, Valentina Farms has one heifer which has been nominated "All Canadian and All American" and one bull which has been nominated "All Canadian."

The paper work involved in the buying, handling and exporting of the cattle is tremendous. Along with veterinarians certificates proof of breeding, transfer of cow, sanitation department papers, shipping lists, and billing, to name a few of the procedures, each cow must have an additional seven to eight papers upon shipment. Adding to all this work, timing is of the essence for a cow must be shipped within 30 days of testing or the entire procedure must be repeated.

A busier man could rarely be found. When Mr. Rosetti is not in his office handling calls and supervising the paper work, he's either travelling across Canada, the United States or Italy or back home, out in the barns feeding, and caring for his prize possessions.



IT'S A FATHER AND SON BUSINESS. Bruno and his son, Giorgio Rosetti are in the farming business together. Bruno, owner of the 200-acre Valentina Farms, just outside of

Stewarttown finalizes all the business while Giorgio tends to business in Italy. Occasionally the father and son team reunite in Canada and have a few quiet moments together.

Taking a minute to relax, amid the phone calls and documents, Mr. Rosetti told of his life on the farm with his wife, Valentina, 20-year-old daughter Patricia and (when

he's home) Giorgio. "Farming is in our hearts. I was born and raised on a farm. I was born with the idea of being a farmer and a successful one in my head. There's nothing else I

would dream of doing." "As for retiring well, I have no plans on retiring. I want to be a farmer until such time that I no longer can. I want to stay here till the day I die."

Nurse seeking zone directorship 40-year pin presented by Holstein Club to Bird

Some 90 Holstein breeders and friends attended the 50th Annual Halton Holstein Club Meeting at the Lions Hall, Campbellville on Wednesday, January 28. Bert Stewart, in his chairman's remarks, complimented the Halton breeders on the ten nominations for All-Canadian, Barbara Ford for receiving her Master Breeders Award at the Holstein Annual Meeting in Toronto this February 11, Jeff Nurse for being president of the Halton 4-H Club Leaders' Council, and Craig Reid, Georgetown, for having the dispersal sale with the highest average price in Canada last year.

Jeff Nurse, RR2 Georgetown, is competing for one of the four positions from the Zone as a director of the Holstein-Friesian Association of Canada. The election is a result of Howard Laidlaw of Peel completing his term as president of our Canadian Association.

Joe Snyder, Holstein-Friesian Fieldman, complimented Halton on having over 90 percent of the commercial herds on test and challenged the breeders to be the first county or region in Ontario to have 100 percent of the herds on test.

In 1975, 101,000 Holsteins were registered in Canada with 68 percent of these from the province of Ontario. Exports of cattle were 12,800, a reduction of 57 percent for those going to the United States, but an increase of 30 percent to other countries. The new true-type model is available this year. Guest speaker at the February 11 meeting in Toronto will be Dave Clemons, discussing multiple component pricing of milk.

Production awards were then presented for the top five herds in Halton for 1975. Jack Proud, Oakville, was the winner for the second consecutive year with 18 records averaging 158 BCA for milk and 176 for fat. Runner-up once again was Frd Nurse, Georgetown with 30 records with BCA's of 161 and 170. Superior production awards were presented to the following: Jeff Nurse, Georgetown on Thamescrest

Romeo Bertha with a 7 year, 305 day record of 27,154 of milk, 1,022 of fat for BCA's of 238 and 244. She went on to produce in 365 days, 31,790 lbs. of milk, 1,199 of fat.

Fred Nurse, Georgetown on Nureland Persus Roseband with a 5 year, 365 day record of 27,486 of milk, 1,121 of fat for BCA's of 207 and 222; Jack Proud, Oakville on Halgettee Ace Marie with a Senior 3 year, 305 day record of 28,259 of milk, 970 of fat for BCA's of 240 and 241. She went on to produce in 365 days, 30,135 lbs. of milk and 1,119 of fat. This is a Canadian Championship Record.

Beth Laidlaw, our Halton Dairy Princess, stated that there had been great changes in the dairying in Halton over the last fifty years. She complimented the Halton Holsteins breeders on their All-Canadian nominees and on the excellent 4-H clubs in Halton.

Beth concluded that all Halton dairymen can say, "I'm proud to be a dairy farmer in Halton."

Following an excellent meal served by the ladies, guest speaker was Bonnie Cooper, the new editor of the Holstein-Friesian Journal. Bonnie listed nine important points that all purebred breeders should consider if they are to promote their animals and sell their surplus stock - official testing, exhibiting at fairs, consigning to sales, advertising in the Holstein Journal, having an attractive and neat farmstead, having animals clean and presentable at all times, having a written hand-out of your farm and herd, having professional pictures of your animals, and being always ready to talk to others about your animals.

John Bird, RR2 Georgetown, received his 40-year member pin. John's interest in Holsteins started in the 1920's when he was able to sell the pigs which he exhibited at the school fair and purchased a Holstein heifer.

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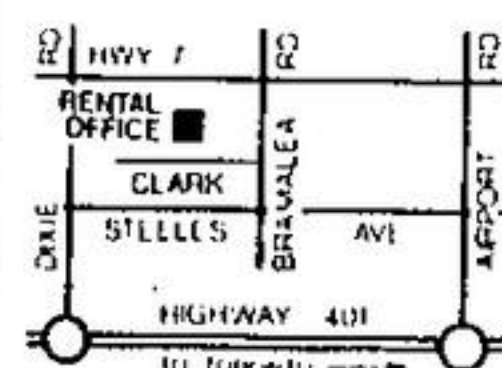
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Campbell presents crusade

Rev. Ken Campbell will be visiting a number of areas of Halton this month as part of Halton Encounter '76 an evangelical mission presented by the Campbell-Reese Evangelistic Association whose motto, aptly, is "Global Evangelism beginning at home." The Campbell-Reese team will be in Halton Hills from February 19 to 22, at the Georgetown District High School. From the 19 to 21 the team will begin at 7:45 pm at GDHS and on February 22 they will begin at 7 p.m.

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