

Industry Updates



Welcome Home Adam Gisler!

Lactanet Canada is pleased to announce the appointment of Adam Gisler to the position of Regional Sales and Services Manager for BC. In the role since January 5, Adam will manage the Lactanet BC Field Staff Team, supporting their service delivery across BC's diverse and progressive dairy landscape.

Growing up on Hiding Acres Dairy in Langley, Adam brings a wealth of experience in conventional and robotic dairies, augmented by sales and customer service in the ag equipment sales field in recent years.

"I'm looking forward to working with our dairy producers again back in beautiful BC and supporting the very industry I grew up in. I am excited to implement new technologies and services to support our dairy producers, making sure we can supply a safe and sustainable wholesome product for future generations!"

Adam returned to BC from Alberta with wife Bailey and children Wyatt and Whitney.

[Interested in joining Adam's Lactanet team? See their hiring ad on page 33.](#)



Highline - Innovative Canadian-Made Equipment

With so much consolidation in the manufacturing sectors, it's interesting to find a thriving Canadian manufacturer of farm equipment. Highline Manufacturing's origins in Saskatchewan started off as Rock-O-Matic in the '60s - with an innovative rock-picker, built in a family farm shop! Renamed Highline in 1988, and bought by Bourgault Industries in 2006, their 82,000 sq ft state-of-the-art manufacturing plant in Vonda produces bale processors, bale movers, rock pickers, and the ultra-tough AccuMix 1000s. This beast is built rugged for any farm conditions, as it self-loads, mixes and feeds. With large off-road tires, high ground clearance and crab steering for tight spaces, this 4x4 machine can go anywhere! Beyond the variable speed milling head that keeps a tight face to minimize spoilage, the mixing tub contains two hydraulically driven vertical screws with three speeds for impressive TMR quality and uniformity. [See the Highline ad on page 11.](#)

Introducing E&M Custom Work

Ethan Groothof grew up among the dairy farms of Sumas Prairie and got his first dairying job as a teenager with Mike and Tony Meier. At the age of 20, he began trucking with his father's business, Groothof Trucking, learning and gaining confidence. Ethan and Melissa married just before the great Covid closures took hold and he began planning and purchasing equipment. E&M Custom Work baled its first round-bales in September and hauled/transferred manure in November. Pacific Dairy Centre converted the tank to be able to haul manure, allowing Ethan to move large volumes of manure very quickly and efficiently. "2020 was a year of big changes! We're all in, and have been richly blessed," Ethan says with enthusiasm. In the last year, they married, started a new business and recently welcomed their first child, Roy! [See their ad on page 25.](#)



Handlers now Handling Ferrari!

Well-known for their Mahindra tractor lineup, Handlers Equipment in Abbotsford has recently become the exclusive importer and distributor of Ferrari Tractors in BC! Ferrari may be more commonly associated with racing cars, but they have been an integral part of Italy's agriculture mechanical revolution, launching their first articulated tractor in 1965! The Vega and Cobram Series Tractors are specialized for working in orchards and vineyards, having been designed for narrow rows, very tight turns with a low center-of-gravity for stability. They are ideal in row crops, vineyards, orchards, greenhouses, nursery gardens as well as versatile in many routine yard and farm jobs.

"Thanks to the isodiametric wheels, low center of gravity, rigid frame and front-wheel steering, the best qualities of Ferrari are their agility and maneuverability," said Joel Venema, Agriculture Sales Manager at Handlers Equipment. "Ferrari has been a pioneer when it comes to technology and innovation." [See the Handlers ad on page 49.](#)



Southern Irrigation Acquires Highlands

Southern Irrigation has recently acquired Highlands Irrigation from Dick and Donna Ford, who operated it for nearly 47 years! Dick and the other staff of Highlands are excited to transition to the Southern team. The Highlands' locations in Williams Lake and Kamloops have been transformed with the blue/white colours of Southern and will join the other locations in Chilliwack, Oliver and Alberta, totaling six storefronts for expanded coverage in western Canada. A key aspect of the Southern expansion is the acquisition of the Zimmatic centre pivot and lateral sprinkler systems. The precision and durability of these systems makes them ideal to assist farmers improve their consistent productivity over dryland farming. The flexibility and cost-effectiveness of these systems make them extremely popular. "For farmers moving into automated irrigation for the first time, we make the transition simple and painless," says Dick, who becomes the Location Leader at the Southern Irrigation Williams Lake location. [See the Southern Irrigation ad on page 29.](#)

"What's so fascinating and frustrating and great about life is that you're constantly starting over, all the time, and I love that." —Billy Crystal

Coming Up ONLINE

Don't forget to check out our website at www.holsteinnews.com for all the latest in industry events. Check here regularly for dairy happenings across the province. We can also post industry updates (or reminders) if event information has changed after the newspaper publication. Email chris@holsteinnews.com with all your event details and get your dairy event included! Remember to include all the details: what, where, when, how and who!

Industry Updates for the next issue of BC Holstein News

BC Holstein News is pleased to consider introducing your new business or staff to BC's dairy community. Announcements will be considered on a space available basis. Please e-mail your business announcement to tars@holsteinnews.com by March 12, 2021 for inclusion in the Spring 2021 issue of BC Holstein News that will go into the mail on April 13.

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