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JESSICA LOVICH

LOVHOLM HOLSTEINS | BALGONIE, SK

For Jessica Lovich, dairy farming has always been more than a career. It is a way of life rooted in family, community, and a passion for building something meaningful for the next generation.

Jessica grew up at Crestomere Holsteins, where early mornings in the barn with her dad sparked a lifelong love for dairy cattle. It was also through the dairy community that she met her husband, Michael, at the Alberta Dairy Congress in 2000. The two married in 2007 and began farming together at Lovhill Holsteins alongside Michael's parents. After eight years, they took the leap to start their own operation and established Lovholm Holsteins in Balgonie, Saskatchewan in 2015.

Today, Jessica and Michael operate Lovholm as equal partners, sharing responsibilities and adapting their roles as the farm evolves. Their approach is truly a team effort, allowing each of them to step in where needed. Jessica currently manages calves, the show program, human resources, finances, and ProAction compliance, while still contributing to the many daily tasks that keep the farm running.

Jessica's path to dairy farming also included formal education and valuable industry experience. She

studied to become an Animal Health Technologist, working in veterinary clinics before returning to agriculture where she felt most at home working with large animals. Along the way, she gained experience at Thornspyc Dairy, Whirlwind Holsteins, and even worked overseas in New Zealand. She has also been part of show crews across Western and Atlantic Canada, experiences that helped shape her passion for developing high-quality cattle.

"We have a team approach to farming where one is able to cover for the other where needed. We work closely together and consult each other often."

A typical day at Lovholm Holsteins begins early with morning milking and feeding in their tie-stall barn. Jessica also ensures her three daughters are ready for school before diving into the day's responsibilities. Her schedule might include helping with chores, managing farm administration, running errands, or catching up on household tasks. In the afternoons she often returns to the barn for chores, but her day doesn't stop there. Jessica is also a professional skating coach, dedicating six hours each week to coaching while supporting her daughters' busy activities. If the farm needs an extra hand after the day's events, she is always ready to jump back in.

One of Jessica's proudest accomplishments has been watching their show program develop and gain recognition. Seeing their cows compete and generate interest in Lovholm genetics is especially meaningful because it reflects a goal she watched her father



“Women bring a different perspective to many aspects of agriculture. Often we are the ones organizing the people, places, and things that pull the farm together. Mom is the glue that held our family and the farm together.”

pursue throughout her childhood. Continuing that legacy while building their own herd has been incredibly rewarding.

Beyond the farm, Jessica is deeply committed to supporting the agricultural community. She has helped organize two National Holstein Conventions in Western Canada, served as a director with SaskMilk, and currently sits on the Saskatchewan Ag in the Classroom board, helping connect young people with agriculture and food production.

“I’ve watched my mom and dad build their herd and breed cows that other breeders recognized. I’m still in awe that Michael and I have been able to accomplish this as well.”

Jessica believes women bring valuable perspectives to agriculture. She notes that women often contribute nurturing instincts, organizational strengths, and the willingness to dream big and pursue new ideas. While agriculture can be physically demanding, Jessica says she never felt

held back as a woman in the industry thanks to the supportive dairy community she grew up in and the strong women she worked alongside.

Balancing farm life with family and community involvement can certainly be challenging. However, Jessica values the flexibility that farming provides, allowing her to stay engaged in both her professional passions and her family’s activities. She and Michael are now raising three daughters who are already actively involved on the farm, representing the next generation of women in agriculture.

Jessica’s dedication extends beyond dairy farming. She serves on the Ag in the Classroom board, the Deacon Board at her church, and has directed Vacation Bible School for the past five years. She also coaches with the City View Skating Club, leads the McQuilBE 4-H Multi Club, and helps coach Team Saskatchewan for WCC. As she jokingly says, “I’m not busy at all.”

Looking ahead, Jessica is excited about the future of both their farm and their family. As their daughters begin exploring their own interests and potential careers within agriculture, she knows the farm will continue to evolve. For now, she enjoys watching them grow, learn new skills, and discover their own passions.



“There are so many people in this industry that I have looked up to and drawn insight from. It’s amazing to me that someone might see those same qualities in me.”

Her advice to the next generation considering dairy farming is simple but meaningful:

“Build a strong team and community around you. Take every opportunity to learn from others, but always stay true to yourself.”

Being recognized for her work is something Jessica views with humility. Having learned from so many leaders and mentors throughout the dairy industry, she is grateful to now inspire others in the same way.

