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2026
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CASEY MOREY

UNIQUE VALLEYSTREAM GENETICS | ROCHESTER, AB

Growing up on a dairy farm often means learning early that every day brings something new. For Casey Morey, that upbringing at Unique Valleystream Genetics in Rochester, Alberta shaped not only her career path, but also her passion for agriculture, leadership, and the dairy community.

Casey was raised on her family's dairy farm, where agriculture has always been part of daily life. After finishing high school, she pursued a degree in Agricultural/Food Business Management at the University of Alberta, gaining the business knowledge she would later bring back to the family operation.

During university, Casey spent her summers working as a crop scout for local cropping companies, building practical field experience that would eventually influence her role on the farm.

After graduating, Casey returned home to join the operation full time. Five years later, her family began the process of succession planning, and Casey and her brother officially became partners in the business alongside their parents.

Beyond the farm, Casey also built her own agricultural consulting business, specializing in ProAction SOP

development and grant applications. Over time, the business expanded to include event management, including roles such as Program Coordinator for the Alberta Youth Dairy Show and Show Manager for the Westerner Dairy Showcase National Show.

“My parents started the farm as a first-generation operation. Now with my niece and nephew, we’re already seeing the third generation grow up around the farm.”

Like many dairy operations, Casey's responsibilities have evolved over time as the farm and business have grown.

When she first returned home, Casey focused on managing the robotic milking herd, overseeing daily tasks such as fetch cows, dry offs, and herd management. Later she transitioned to managing the calf and youngstock barns, while developing a growing interest in the cropping side of the operation.

Today, Casey plays a major role in crop production, youngstock management, and bookkeeping, while still contributing across all areas of the farm.

Unique Valleystream Genetics operates approx. 3,000 acres of crop land, and Casey now manages this portion of the business alongside her father. Together they oversee the seeding of corn, canola, barley, and oats. Casey also handles all crop spraying,



“Being so involved in the build taught us an incredible amount. It also gave us a much better understanding of how we would approach things the next time we build.”

while the family works together to harvest alfalfa, barley, and oat silage. Corn silage is custom chopped, with Casey responsible for packing.

During harvest season she often spends long days running the combine or baler, while still helping cover barn shifts when needed. “One unique thing about our farm,” Casey explains, “is that even though we each manage specific areas, we are involved in every part of the operation daily. We’re constantly discussing decisions together over lunch or when we debrief the day in the office.”

On the herd side, Casey remains closely involved with the cattle. She performs daily health checks on youngstock, helps manage treatments in the milking herd, and works alongside her brother to complete monthly heifer moves between barns.

One of the most significant milestones Casey is proud to have been part of was the family’s decision to expand the dairy and build a new milking facility featuring a DeLaval E300 rotary.

The decision wasn’t taken lightly. The family spent nearly two years researching and touring facilities to ensure the investment would support the long term success of the farm.

Today, just over three years after moving into the new barn, Casey reflects on the experience with pride.

“Our business has made a complete turnaround compared to where we were before.”

What makes the project even more meaningful is the hands-on role the family played in building it. Casey and her brother worked alongside their father to install plumbing, design building layouts, and install equipment throughout the facility.

Another key step forward for the farm was the decision to genomically test every calf at birth, a strategy the family adopted about six years ago.

Genomic testing now plays a critical role in breeding decisions and has significantly strengthened the herd’s genetic program. It has also opened the door to greater opportunities for domestic and international genetic sales, further advancing the farm’s reputation.

Casey’s commitment to the dairy industry extends far beyond the farm gate. A long-time participant in 4-H



“The dairy industry is incredibly supportive. If a young woman wants to build a future in dairy, she will have all the support she needs.”

dairy programs, she later returned as a mentor and coach. She was deeply involved in the WestGen Canadian Classic (WCC) program for nearly a decade, serving as a coach for Team Alberta, Chair of Team Alberta, a member of the interprovincial committee, and the 2025 host chair.

She also served as Program Coordinator for the Alberta Youth Dairy Show for eight years, helping build the program from its launch in 2018.

Today, Casey continues to play a major role in the dairy show community as Show Manager for the Westerner Dairy Showcase National Show.

In addition, she serves on the Jersey Canada Awards Committee, previously contributed to the Jersey Canada Youth Committee, and spent several years as secretary for the Country Roads Holstein Club.

Casey is also an official judge for both Holstein Canada and Jersey Canada, further demonstrating her dedication to the industry.

“I think we are incredibly fortunate to be part of an industry where gender equality has been at the forefront for a long time.”

For Casey, the dairy industry has long been a place where women are welcomed and respected.

While early in her career she occasionally encountered situations where agronomists

directed decisions to her father, she notes that the industry has evolved rapidly. As a second generation farmer helping lead a family business that now spans three generations, Casey is excited about what lies ahead.

“With more women entering roles such as agronomists and consultants, that dynamic has really changed.”

“What excites me most is seeing how our herd will continue to progress as we work toward building a more unified genetic program,” she says. “There are so many different opportunities ahead of us.”

She also hopes to remain involved in industry leadership and eventually pursue a director role on a dairy board, while continuing to enjoy one of her greatest passions: traveling.

For young women considering a career in dairy, Casey’s advice is simple.

“The dairy industry is one of the most inclusive industries out there. If a young woman wants to be part of it, she will have all the support she needs.”

Being nominated during the International Year of the Woman Farmer is something Casey describes as both meaningful and humbling.

“While I’ve never done anything for the sake of recognition, being nominated reminds you how much influence you can have on others in the industry—even when you think no one is watching.”