Dairy industry launches campaign to counter plans to minimize dairy’s importance

proAction implementation has begun

Proposed tax changes could affect producers

Peter Gould reflects on his legacy
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**www.milkproducer.ca**
Canadian dairy producers have been talking a lot about the industry recently. First, the ongoing North American Free Trade Agreement renegotiations have pushed dairy to the top of several media and politicians’ minds. Then there’s the recent announcement of proposed tax changes that could negatively impact all dairy producers and their families. Finally, and probably most significant to the public, the proposed changes to Canada’s Food Guide.

At stake with the changes to the food guide is the integrity and importance of dairy as a recognized food group under Health Canada’s proposed changes. The health agency wants to downplay dairy’s role as a food group. This is major and could have long-lasting effects on the industry. Many nutrition and health educational programs use the food guide to help determine nutritional requirements for their clients.

Canada’s Food Guide has a long established record that dates back to 1942 when it was first created. According to Health Canada’s history on the guide from 1942 to 1992, the first food guides were developed by the nutrition division of the federal department of pensions and national health. Further, the Canadian Council on Nutrition contributed to developing the early food guides, with each publication from 1942 to 1961 displaying a statement declaring the guide was “Approved by the Canadian Council on Nutrition.” Appointed by the government in 1938 and remaining in existence until 1969, this group consisted of “scientists, medical experts, and welfare workers brought together from university departments, welfare and health organizations and the government to discover, study and discuss nutritional problems of national and regional significance in Canada and to make recommendations as to their solution.”

In addition to approving the food guide, the council spearheaded the development of the first Dietary Standard for Canada (1938) and subsequent revisions to that standard. Dietary standards described “the amounts of essential nutrients considered adequate to meet the needs of practically all healthy persons.” These standards were translated into foods and thus, became part of the science that underpinned food guide recommendations.

Health Canada states food guides are basic education tools that are designed to help people follow a healthy diet. A food guide’s main purpose is to prevent nutritional deficiencies and maintain overall health. It embodies sophisticated dietary analysis, and merges national nutrition goals, data from food consumption surveys, and issues of food supply and production, Health Canada states.

Dairy Farmers of Canada, along with provincial producer organizations, Dairy Processors Association of Canada, individual dairy processors, other agricultural commodities, as well as producers and their families have launched a country-wide, aggressive campaign to signal to the government despite its claims of using science and evidenced-based research to direct the guide, reducing dairy as a key component will do more harm than good.

The agriculture industry is extremely concerned about the government’s plans to change the food guide. If the guide is published as proposed, it will actively discourage Canadians from consuming dairy products and several meat-based proteins. This goes against the advice of Health Canada’s own expert advisers who recognize the majority of Canadians already do not consume enough milk and milk products.

What is certain is producers across Canada must share their concerns by visiting and sharing the websites—www.keepcanadianshealthy.ca and gardonslescanadiensensante.ca. To find out about even more ways to get involved, turn to our cover story starting on page 28.


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A MONTH OF CHANGE

September at our farm, and I expect at most farms across Canada, is a month of change. It's certainly quieter during the days with the kids back to school, or in our case, the grandkids. Summer has come to an end, and we now need to focus our attention on making sure we are ready for fall and winter.

Dairy Farmers of Ontario’s (DFO) board has to do the same. Within 11 days in September, we met to approve the finalized strategic plan and draft budget to prepare for fall regional meetings.

For all of us Canadian dairy farmers, three very important subjects have come into play this month—the implementation of proAction’s first phase, the call for action regarding the proposed changes to Canada’s Food Guide, and the North American Free Trade Agreement (NAFTA) 2.0 talks. Each of these are significant and require our combined attention.

The proAction implementation is a reflection of years of preparation. It positions us to proactively address needs in a modern dairy industry. With proAction, we will be stronger and much better prepared to work with key stakeholders, such as processors, to strengthen our mutual interest in building consumer awareness.

The call to action for awareness of the proposed changes to Canada’s Food Guide is urgent. As it stands, preliminary recommendations for changes has the potential to cause Canadians to make unhealthy food choices for generations to come.

Schools, cafeterias, government institutions and retirement homes use the food guide. It is the second most downloaded government document. This issue is important because the government is actually discouraging all animal-based protein, and recommending replacing it with plant-based protein, such as avocados and soybeans (more on this issue in this month’s cover story on page 28).

Only two years ago, Health Canada’s own advisory panel said Canadians need more of eight essential nutrients, and six of those are best found in milk products—so why is the government seeking to discourage people from drinking milk? This position is not supported by science.

We need everyone to write to their members of Parliament and tell them to stop this process. For more information on this issue, or for a sample letter to your MP, visit www.KEEPcanadianhealthy.ca. If you haven’t done so, please visit the website now and send this link to everyone you know who wants to keep Canadians healthy. Time is of the essence.

Lastly, the NAFTA talks are ongoing. DFO is working closely with our provincial and federal governments to maintain the Canadian dairy system. Together with Graham Lloyd, DFO’s general manager, we have attended all three rounds of the talks so far. Negotiators have expressed appreciation, and it is important to work with them and demonstrate our commitment to attend the discussions and show the importance of dairy to Canadians.

We have a great story to tell. Canadian dairy is an economic backbone to Canada with continued and sustainable growth and hundreds of millions of dollars of new investment at our farms and by processors. This simply is not seen in Mexico or the United States. We can thank our system for this, and it’s worth preserving.

[Image]

UN MOIS DE CHANGEMENTS

Septembre arrive aux portes de notre ferme et je m’attends à ce que pour la majorité des fermes au Canada, ce mois soit teinté de changements. Les journées sont certainement plus calmes puisque nos enfants retournent à l’école ou bien dans notre cas, ce sont nos petits-enfants. L’été tire à sa fin et nous avons dorénavant besoin de nous concentrer afin de nous assurer que nous sommes prêts pour l’automne et l’hiver.

Le comité de Dairy Farmers of Ontario (DFO) doit faire de même. En septembre, à l’intérieur de 11 jours, nous devons nous entendre pour approuver le plan stratégique final et concevoir une ébauche du budget afin de nous préparer aux réunions régionales d’automne.

Pour tous les producteurs laitiers canadiens, trois sujets importants doivent être abordés ce mois-ci : la mise en œuvre de la première phase de proAction, l’appel à l’action concernant les changements proposés au Guide alimentaire canadien et les conversations 2.0 avec l’Accord de libre-échange nord-américain (ALENA).

Chacun de ces sujets est important et nécessite que l’on y porte attention.

La mise en œuvre de proAction est le reflet des années de préparation. Il nous permet de traiter les besoins existants de manière proactive dans une industrie laitière moderne. Avec proAction, nous serons plus forts et mieux préparés à travailler avec les intervenants clés, tels que des industries transformatrices, afin de renforcer notre intérêt mutuel à sensibiliser les clients.

Il est urgent de lancer l’appel à l’action pour la sensibilisation des changements proposés au Guide alimentaire canadien. Dans sa forme actuelle, les recommandations préliminaires pour apporter des changements ont le potentiel d’entrainer les Canadiens et Canadiennes à faire des choix nutritionnels mauvais pour la santé, et ce, pour des générations à venir.

Les écoles, les cafétérias, les institutions gouvernementales et les maisons de retraite utilisent le Guide alimentaire. Il constitue le deuxième document gouvernemental le plus téléchargé. Ce problème est important, car le gouvernement est actuellement en train de décourager la population canadienne à consommer toutes les protéines animales et à les substituer par des protéines végétales, telles que des avocats et du soja. Pour en savoir davantage sur ce problème, consultez l’article vedette de ce mois à la page 28.

Il y a de cela seulement deux ans, le propre comité consultatif de Santé Canada a souligné que la majorité des Canadiens et Canadiennes n’obtiennent pas assez de huit nutriments essentiels, et six d’entre eux se trouvent majoritairement dans les produits laitiers ; alors pourquoi le gouvernement cherche-t-il à décourager les personnes à boire du lait? Cet avis n’est pas soutenu par la science.

Nous avons besoin que tout le monde écrive à leurs membres du parlement et leur dise d’arrêter ce processus. Pour obtenir plus de renseignements sur ce problème ou pour obtenir un modèle de lettre à envoyer à votre député, visitez http://www.gardonslescanadiens-sante.ca. Si vous ne l’avez pas déjà fait, visitez ce site Web maintenant et envoyez ce lien à tous ceux et celles que vous connaissez qui souhaitent conserver la santé des Canadiens et des Canadiennes. Il n’y a pas de temps à perdre.

Enfin, les discussions avec l’ALENA sont en cours. Le DFO travaille étroitement avec nos gouvernements fédéraux et provinciaux afin de conserver le système laitier canadien. Jusqu’à maintenant, nous avons assisté aux trois tours des discussions, avec Graham Lloyd, directeur général de DFO. Les négociateurs ont exprimé leurs appréciations et il est important de travailler avec eux et de montrer notre volonté à assister aux discussions et l’importance qu’accordent les Canadiens et Canadiennes aux produits laitiers.

Nous avons une belle histoire à vous raconter. L’industrie laitière canadienne représente la charpente de l’économie au Canada avec une croissance durable et continue, ainsi que de nouveaux investissements équivalant à des centaines de millions de dollars dans nos fermes et effectués par nos industries transformatrices. On ne voit tout simplement pas cela au Mexique ou aux États-Unis. Nous pouvons remercier notre système pour ceci, et il mérite d’être préservé.
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Growth in butterfat demand appears to be the new norm in the dairy industry across Canada. Market growth is never guaranteed nor is the rate of increase predictable, yet we need to respond as efficiently as possible to meet this changing demand. British Columbia producers have responded by investing significantly in their farms—not just in cows, but in new barns, robots and other equipment upgrades, in order to meet these increases in production requirements and sustain the industry long term.

With the increased demand for butterfat, producers need to manage their quota production more closely. It is, therefore, timely the BC Farm Industry Review Board (BC FIRB) directed the BC Milk Marketing Board, along with other supply-managed commodities in the province, to conduct a “quota tools assessment review” in February of this year. The board completed this extensive consultation with producers and all B.C. dairy industry stakeholders this spring, and submitted its findings and recommendations to the BC FIRB on June 30. The purpose of the review was to ensure quota management policy is in keeping with current (and future) market challenges, and that it supports B.C. producers’ ability to effectively manage their quota and respond to market demand. The ability of producers to be able to adapt their production is fundamental to the dairy industry’s sustainability.

The unprecedented demand and increased production has also challenged processors to ensure they have the plant capacity to process significant increases in milk as production comes online. Indeed, processors are taking measures to meet this increase. To better reflect the fact market demand, specifically for butterfat, is what’s driving the overall increase in milk demand, the board is collaborating with the Western Milk Pool provinces to formulate a new producer payment method that rewards high butterfat production. The board expects to implement this new method in the fall.

While producers have been ramping up production, they have also had to prioritize adjusting their operations to ensure their farms are compliant with proAction programs as they are implemented in B.C. The animal care program was rolled out by the BC Dairy Association (BCDA) in November 2015, ahead of Dairy Farmers Canada’s national timeline, and producers are now preparing for the September 2017 implementation of the livestock traceability program. The BCDA conducts producer proAction training programs and is responsible for monitoring compliance and registration of producers in the program.

Effective Jan. 1, 2018, compliance with the proAction programs—animal care, food safety and livestock traceability—will be a mandatory condition of licensing for all B.C. producers. The board views this as an important and necessary step to help secure the long-term sustainability of Canada’s dairy industry since it provides needed assurance producers are maintaining appropriate standards.

Adding to the challenges for the B.C. dairy industry this year is the unprecedented forest fire season it is experiencing. Producers and transporters have responded exceedingly well to this extreme threat by minimizing animal losses. However, there has been a significant amount of stress to both animals and farm families. Transporters have had to change routes and make detours on short notice. Thankfully, they have not missed a milk pickup to date.

Throughout changing economic and political conditions for the dairy industry, one factor remains the same: we have no control over the weather! We are all hoping for rain soon—and lots of it.

La croissance de la demande en matières grasses semble être la nouvelle norme dans l’industrie laitière partout au Canada. La croissance du marché n’est jamais garantie tout comme le taux d’augmentation prévisible. Cependant, nous avons besoin de répondre aussi efficacement que possible afin de satisfaire cette demande changeante. Les producteurs de la Colombie-Britannique ont répondu en enquêtant de manière approfondie dans leurs fermes, s’intéressant ainsi non seulement à leurs vaches, mais aussi aux nouvelles étables, aux robots et à d’autres mises à jour d’équipement, afin d’atteindre cette augmentation dans les exigences de production et de soutenir l’industrie à long terme.

En raison de la demande accrue en matières grasses, les producteurs doivent gérer plus étroitement leurs productions de quota. Le moment était donc venu pour que les membres du BC Farm Industry Review Board (BC FIRB) aient dirigé l’Office de mise en marché du lait de la Colombie-Britannique avec d’autres produits gérés par approvisionnement dans la province, afin de mener un « examen des évaluations des outils de quota » en février de cette année. Ce printemps, le comité a tenu cette consultation exhaustive avec les producteurs et tous les intervenants de l’industrie laitière de la Colombie-Britannique et a envoyé ses trouvailles et recommandations au BC FIRB le 30 juin. Le but de cet examen était de s’assurer que la politique de gestion du quota suit les changements actuels et futurs du marché et qu’il supporte la capacité des producteurs de la Colombie-Britannique à gérer de manière efficace leurs quotas et à répondre à la demande du marché. La capacité des producteurs à pouvoir s’adapter à leurs productions est primordiale afin d’assurer la durabilité de l’industrie laitière.

La demande et l’augmentation de la production sans précédent ont aussi mis au défi les industries transformatrices afin de s’assurer qu’elles possèdent la capacité transformatrice pour faire face à l’augmentation importante en lait au fur et à mesure que la production augmentera. En effet, les industries transformatrices prennent des mesures afin de répondre à cette augmentation. Afin de mieux réfléchir le fait qu’il existe une demande de marché, particulièrement en matières grasses, et de déterminer ce qui mène l’augmentation générale en lait, le comité collabore avec les provinces faisant partie de l’Entente sur la mise en commun du lait de l’Ouest (MCLO) afin de concevoir une nouvelle méthode de paiement pour les producteurs permettant de récompenser la production élevée de matières grasses. Le comité s’attend à mettre en œuvre cette nouvelle méthode à l’automne.

Alors que les producteurs ont accéléré leur rythme de production, ils ont aussi été obligés d’ajuster en priorité leurs activités afin de s’assurer que les fermes respectent les programmes de production au fur et à mesure qu’ils sont mis en œuvre en Colombie-Britannique. En novembre 2015, le programme de soins aux animaux a été lancé par la BC Dairy Association (BCDA), devançant ainsi l’échéance nationale des Producteurs laitiers du Canada et les producteurs sont maintenant en train de se préparer pour l’exécution du programme de traçabilité du bétail qui aura lieu en septembre 2017. La BCDA mène des programmes de formation proAction pour les producteurs et est responsable de surveiller que les producteurs s’y inscrivent et s’y conforment.

Les programmes proAction, entrant en vigueur à partir du 1er janvier 2018 et portant sur les soins des animaux, la salubrité des aliments et la traçabilité du bétail, constitueront une condition de licence obligatoire pour tous les producteurs de la Colombie-Britannique. Le comité voit ceci comme une étape nécessaire et importante afin d’aider à assurer la durabilité à long terme de l’industrie laitière du Canada depuis que ces programmes fournissent l’assurance que les producteurs maintiennent les normes appropriées pour les soins des animaux, de la salubrité des aliments à la traçabilité du bétail.

En plus des défis que l’industrie laitière de la Colombie-Britannique doit affronter, cette année, la saison des feux de forêt est sans précédent. Les producteurs et les transporteurs ont répondu très bien à cette menace extrême en minimisant les pertes animales. Cependant, il existe une quantité très importante de stress ayant des répercussions sur les animaux et les agriculteurs possédant une ferme familiale. Les transporteurs ont été obligés de changer leurs itinéraires et de faire des détours à court préavis. Heureusement, ils n’ont pas manqué une seule date de livraison de lait.

Parmi toutes ces conditions politiques et économiques touchant l’industrie laitière, un facteur reste inchangé : nous n’avons aucun contrôle sur la météo! Nous espérons qu’il pleuvra bientôt, et ce, abondamment.
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TAX PLANNING CHANGES

Federal government proposed tax changes may negatively impact Canadian dairy producers

Dairy Farmers of Canada (DFC) recently learned the federal government is proposing changes to its fiscal tax rules that may negatively impact family farm corporations, particularly multigenerational farms.

The new transformative tax proposals, which were announced on July 18, are the most significant tax changes in recent years. These changes could impact family farm corporations. DFC is working collaboratively with the Canadian Federation of Agriculture (CFA), which is leading the response on this matter, to find out more about the severity of the proposed tax implications. The CFA is also working with agricultural stakeholders and the broader business community to explore Finance Canada’s document entitled “Tax Planning Using Private corporations.”

There is currently a 75-day consultation period taking place that ends on Oct. 2. Due to consultations occurring during the middle of harvest season, there may not be enough time for farmers to participate in a fulsome review and discussion around such transformative changes. The proposed changes may increase complexity and uncertainty to any farm business that is incorporated.

The proposals are highly technical, with complex interactions within the Income Tax Act. Many tax specialists who have had more than a month to review the proposed changes are still reviewing them. Given the implementation dates of these proposals, the complexity and lack of understanding presents a risk to business owners who must make tax-related decisions in the coming months.

Both CFA and DFC staff are working closely to ensure farmers’ voices are heard on this matter. Both organizations are asking for producers to lend their voice to their call for Finance Canada to take a step back and hold a more comprehensive consultation before finalizing any tax changes.

Dairy producers are advised to consult the CFA website for a more detailed issue summary at http://www.cfa-fca.ca/action-alert-ask-your-mp-to-rethink-tax-proposals/. They can also turn to the Farm Finance article on page 38 for more on this subject.

CHANGES TO DFO'S TRANSPORTATION POLICY

Dairy Farmers of Ontario (DFO) made changes to its transportation policy, effective Sept. 1, 2017. This article highlights the changes and explains why each change was put in place. A copy of the complete Quota and Milk Transportation Policies booklet can be found on DFO’s website at www.milk.org.

A. EVERYDAY PICKUP SERVICE:

With the increase in milk production in the province, DFO has and continues to receive numerous requests for everyday pickup service. Over the last 12 months, the number of everyday pickup producers has increased by 80 per cent and continues to grow.

Almost all requests submitted by producers to get on the everyday pickup program were for next day service. Transporters were forced to redo their pickup routes on an ad hoc basis as requests came in, sometimes as often as three to five times per month.

A lead time was added to the policy that limits producers from getting on and off the program to once per month. Applications for everyday milk pickup service or notices to stop everyday milk pickup service must be submitted to DFO’s finance division before the 20th day of the month and will be made effective on the first day of the following month. For example, applications or notices received from Sept. 1 to 19 will go into effect Oct. 1.

Application forms can be downloaded from DFO’s website at www.milk.org, and are available through DFO’s field services representatives (FSRs).

B. CHEMICAL DISPENSERS FOR BULK TANK WASH SYSTEMS:

A bulk tank milk grader’s (BTMG) safety is compromised by poorly installed or maintained bulk tank wash systems. When starting the wash cycle, the containers holding the chemicals for the wash system can either spray chemicals from the mounting surface or fall off entirely and spray chemicals upon hitting the floor. Unfortunately, BTMGs who have experienced this situation have been sent to hospital and treated for chemical burns.

Observations suggest the main reason these containers fail is the original manufacturer parts are being replaced with homemade solutions, such as glass masonry jars. In some extreme examples, the jars are secured using duct tape if the threading does not match.

The transportation policy was amended to include the following procedure. A bulk tank wash system must be installed and maintained in such a manner that:

a) it does not harm or has the potential to harm the health of any person;

b) it does not endanger the safety of any person.

BTMGs may, under the authority of the provincial health and safety regulations, refuse to perform duties or provide services relating to the pickup of milk if they are concerned their safety is at risk. Failure to install and maintain a safe bulk tank wash system may result in a producer’s milk not being picked up and/or he or she being asked to appear before DFO’s board.

C. HOSE LENGTH:

Several bulk tanks in new barn constructions have been positioned in a manner that requires up to 33 feet of hose to hook up to the milk truck. Some transporters carry three 33-foot hoses on their trucks simply because hoses are sold in 100-foot lengths and transporters cut
them into three sections. As such, a popular misconception among producers is 33 feet is an allowable distance.

DFO’s policy has always been and still is that bulk tank outlet valve must be able to be reached by a standard 7.62-metre (25-foot) hose with the milk truck parked in the loading area. Keeping the hose length shorter allows for the potential to increase the diameter of the hose to increase pumping speeds and still keep the weight of the hose manageable for the BTMG.

D. MILKHOUSE OVERHANGS:
A trend in new barn constructions is to build an overhang on the milkhouse that jets out into the milk truck loading area. The overhangs do not provide enough clearance for a trailer to fit underneath. This does not cause a problem if the truck can pull up parallel to the milkhouse. If the truck has to back up to the milkhouse, there is a risk of the trailer hitting the overhang. It’s very difficult for the driver to gauge the distance between the back of the trailer and the overhang using the truck’s mirrors.

If a milkhouse is built with an overhang and the milk truck is required to back up toward the overhang to get into position to load the milk, there must be a minimum clearance of 4.57 metres (15 feet) underneath the overhang. The milk truck must be able to stop at least 1.83 metres (six feet) from the milkhouse wall to allow access to the pump compartment and still reach the tank outlet with a standard 7.62-metre (25-foot) hose.

E. AVALANCHE STOPS:
All roofs that slope toward the loading area or slope toward the hose port must be equipped with avalanche stops to prevent snow and ice from falling onto BTMGs or their equipment as they perform their duties.

F. NOTICE OF RENOVATIONS AND-OR CONSTRUCTION OF NEW FACILITIES:
A notice of renovations and-or construction of new facilities must be submitted to DFO’s operations division during the planning stages of the project prior to finalizing site and/or building plans.

The primary objective of the notice is to provide an opportunity for DFO to advise the producer on all related DFO policies to ensure the renovation and-or construction of new facilities complies with all requirements.

Renovation and-or construction of new facilities notice forms can be downloaded from DFO’s website at www.milk.org and are available through DFO’s FSRs.

G. ORIENTATION OF THE BULK TANK:
The primary factors determining hose diameter are length and access to the bulk tank. A hose gets heavier and less pliable as its diameter increases. A direct line of access with no turns in the hose allows for future increases in hose sizes and pumping speeds.

In all renovations and-or construction of new facilities, the bulk tank outlet valve and milkhouse hose port must be aligned in such a way that, when connected, the hose is in a straight line with no change in direction of the hose between the bulk tank and the hose port.

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HUNDREDS TO BENEFIT FROM NEW ALBERTA LEARNING CENTRE

About 500 people from across Alberta and beyond celebrated the official opening of the state-of-the-art Dairy Learning Centre at Lakeland College’s Vermilion campus in August.

“The opening of this Dairy Learning Centre is a momentous milestone for Lakeland College,” says Alice Wainwright-Stewart, president and chief executive officer of Lakeland College. “This new facility will help Lakeland agriculture students excel in the industry now and for decades to come.”

The Dairy Learning Centre replaces Lakeland’s previous dairy facility, which was built in the 1980s. It puts Lakeland in the ideal position to reflect the highest industry standards.

The centre features state-of-the-art technology in robotic and conventional milking and feeding systems, giving Lakeland students the opportunity to delve into what it takes to lead in the dairy industry. They’ll work with a herd of 280-head, including 120 Holstein milk cows, replacement heifers and young stock.

Lakeland students will also lead in other career-relevant, advanced learning opportunities related to calf management, feed and nutrition, cow comfort, dairy specific software, manure management and more.

This September, the 46,600-square-foot facility will primarily be utilized by Lakeland’s animal science technology students majoring in dairy. Hundreds of other Lakeland students from agribusiness, crop technology, animal health technology, veterinary medical assistance, and other animal science technology majors will also use it to study animal handling systems, practise blood collection procedures, get experience working with large animals, and more.

“The Dairy Learning Centre is a great model for our students to understand how a dairy operation runs,” says Josie Van Lent, dean of Lakeland’s school of agricultural sciences.

Alberta Milk has been one of Lakeland’s key contributors throughout the project. They’ve provided the use of additional milk quota, as well as funds from the Government of Alberta’s Growing Forward 2 grant to incorporate energy-efficient systems and design in the facility. They’ll continue to provide input on courses and training opportunities.

“Alberta Milk is pleased to work closely with Lakeland College to enhance dairy education programming in western Canada,” says Tom Kootstra, chair of Alberta Milk.

The total cost of the Dairy Learning Centre is $9.5 million. This includes about $3.46 million in federal funding through the Post-Secondary Institutions Strategic Investment Fund.
**KAVALTHA DAIRY RECEIVES $311,200 FOR EXPANSION**

The Ontario government is partnering in Kawartha Dairy’s biggest expansion since the company started 80 years ago, helping create 10 new jobs and secure 115 existing jobs in Bobcaygeon, Ont.

Ontario Premier Kathleen Wynne announced in early August the government would contribute $311,200 from the Eastern Ontario Development Fund to support the new state-of-the-art refrigeration facility. “Kawartha Dairy is a wonderful Ontario success story,” says Wynne in a press release. “Our support for this major expansion project will help the company build on its success and create new jobs in the food processing sector—one of Ontario’s most important employers.”

The funding, along with a lesser amount from Community Futures, will cover about four per cent of the cost of Kawartha Dairy’s nearly $12 million project to build the 54,000-square-foot warehouse facility on Kawartha Lakes Road 36, just south of Bobcaygeon.

The expansion project includes frozen, refrigerated, and ambient warehouse space, maintenance and office space, and 10 loading docks. This decade-long planned project was divided into three stages, and is anticipated to finish this October.

“We are pleased to receive funding from the Ontario government on this project,” says Blake Frazer, vice-president and general manager of Kawartha Dairy Limited, adding the funding will help the company grow its volume and allow it to explore new markets and products.

Kawartha Dairy is an important employer in the Kawartha region, making all its products using fresh milk from Ontario farms. The government’s support for the new facility will help the company build upon its success while also strengthening the province’s food processing sector.

“Kawartha Dairy is a strong family-run business and a local success story,” says Minister of Agriculture, Food and Rural Affairs Jeff Leal. “Our government’s investment through the Eastern Ontario Development Fund is helping create good jobs and supporting local dairy farmers—one of the many ways we’re helping businesses in the Kawartha region succeed and grow.”

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**NOTICE:** To keep Ontario dairy producers and other industry sectors informed, Dairy Farmers of Ontario publishes changes to its regulations. Complete regulations are available on DFO’s website at www.milk.org.

DFO Regulation 12/17 replaces DFO Regulation 09/17 and was made to adjust the price of Special Milk Classes as a result of a CDC announcement, effective Sept. 1, 2017 as follows:

<table>
<thead>
<tr>
<th>Class</th>
<th>Bufferfat Price ($/kg)</th>
<th>Protein Price ($/kg)</th>
<th>Other Solids Price ($/kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>New</td>
<td>Old</td>
<td>New</td>
</tr>
<tr>
<td>5(a)</td>
<td>8.2401</td>
<td>7.9349</td>
<td>3.2379</td>
</tr>
<tr>
<td>5(b)</td>
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<td>7.9349</td>
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<tr>
<td>5(c)</td>
<td>8.3792</td>
<td>8.3255</td>
<td>1.7021</td>
</tr>
</tbody>
</table>

Ralph Dietrich, Chair
Graham Lloyd, Secretary

DAIRY FARMERS OF ONTARIO
BRINGING AGRI-FOOD EDUCATION TO CLASSROOMS ACROSS THE PROVINCE

The Ontario Ministry of Agriculture, Food and Rural Affairs is continuing to support agri-food literacy in elementary and high schools to educate students on topics, such as local food and farm innovation, and highlight career opportunities in the growing agri-food sector.

The province is continuing its partnership with AgScape, an organization dedicated to increasing agri-food literacy in Ontario by delivering agri-food literacy programs to classrooms across the province. Students learn about Ontario food production and technology, the link between food, farming and health, and how to get involved and build a successful career in the agri-food industry.

Over the next three years, Ontario will provide $1.2 million to AgScape, allowing the organization to expand its Teacher Ambassador Program, deliver its Agri-Trekking Across Ontario interactive game, host learning events, such as Agri-Career Competitions, and develop curriculum-linked learning resources.

Ontario’s agri-food sector supports nearly 807,000 jobs and contributes more than $37.6 billion toward the province’s Gross Domestic Product. Since 1991, the province has supported AgScape (formerly the Ontario Agri-Food Education Inc.) by providing high-quality, objective and curriculum-linked agriculture and food-related learning materials and programming to more than a million students throughout Ontario.

LIVESTOCK EMERGENCY RESPONSE COURSE

Livestock handling specialist Jennifer Woods from J. Woods Livestock Services in Alberta will present an informative and interactive course along with Farm & Food Care Ontario.

The course allows front-line response and rescue teams to learn how to properly handle livestock in emergency situations. It will cover decision-making for accidents involving livestock, trailer design, extrication, animal behaviour, means to calm, rescue, capture and temporarily confine animals, laws, euthanasia protocols, and how to develop response teams.

The first course will take place in Listowel, Ont., on Sept. 26. To register, visit https://www.eventbrite.ca/e/livestock-emergency-response-course-listowel-on-tickets-36189146712.

The second course will take place in Glencoe, Ont., on Sept. 27. To register, visit https://www.eventbrite.ca/e/livestock-emergency-response-course-glencoe-on-tickets-36104517584.

For more information, contact Morgan Ellis at morgan.ellis@farmfoodcare.org.

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CHAIR OF DEPARTMENT OF POPULATION MEDICINE

Dr. Todd Duffield has been selected as the incoming chair for the department of population medicine at the University of Guelph’s Ontario Veterinary College (OVC), as of Sept. 1.

Duffield graduated from OVC’s doctor of veterinary medicine program in 1990 and worked as a large animal veterinarian in a dairy practice in eastern Ontario. He returned to OVC in 1994 and completed a doctor of veterinary science degree in 1997.

Since the fall of 2000, Duffield has been a professor in the department of population medicine. He teaches in all four phases of the undergraduate veterinary program and works one to two days a week in the OVC ruminant field service veterinary practice, where he also serves as clinic head and service chief.

He is actively involved in dairy research, graduate student training and teaching. He has authored or co-authored more than 130 peer-reviewed articles on several aspects of dairy health management, including transition cow metabolic disease, use of monensin in dairy cattle, production limiting diseases (Johne’s disease and Neospora abortion), and more recently, strategies for minimizing pain in cattle. He has spoken on many of these areas of dairy health management in several countries, including Italy, Portugal, Spain, Mexico, Turkey, Russia, Argentina, Australia and Japan. Duffield was on a study/research leave with Dr. Ian Lean at Strategic Bovine Services in Camden, Australia, in 2007 to investigate meta-analysis methods.

He is the recipient of the 2012 CVMA Merck Award for contributing significantly to the advancement of herd health management in Canada. Duffield was also recently honoured as a Thomson Reuters Highly Cited Researcher.

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COWS CREAMERY GAINS TOP HONOURS IN COMPETITION

Cows Creamery in Prince Edward Island has been recognized for producing top-quality cheeses during the American Cheese Society Competition in Denver, Colorado.

The cheesemaker won first place ribbons for its extra old cheddar and Appletree smoked cheddar, as well as second place for its Avonlea clothbound cheddar.

“We are thrilled with these awards,” says Cows Creamery wholesale manager Andrea White. “We pride ourselves on making high-quality products using Prince Edward Island milk, and it is really nice to be recognized in such a big way.”

A total of 281 cheesemakers from across North America submitted 2,024 cheeses into the American Cheese Society competition. The other Canadian companies that received awards during the competition include:
- Parmalat Canada: Balderson Heritage Cheddar (second), Balderson Royal Canadian (third), Black Diamond Feta (first), Lactantia Garlic Butter (third), Lactantia Premium Cultured salted butter (third);
- Saputo Dairy: Chef Collection Mozzarellisima (first);
- Fromagerie Nouvelle France: Madelaine (first), Zacharie Cloutier (second), Yogourt de brebis Nature/plain (third);
- Quality Cheese Inc.: Albert’s Leap Buffalo Brie (third);
- La Moutonnier Inc.: Bleu De La Moutonnier (third);
- Fromagerie Le Détour: La Dame du Lac (third);
- La Fromagerie Alexis de Portneuf: Brise du matin light (third), Le Cendrillon (second);
- Fromagerie L’Ancêtre Inc.: L’Ancêtre Organic Light Medium Cheddar (second), L’Ancêtre Organic Le Boucané Bio (second);
- Winding Road Artisan Cheese: RDB (second);
- Upper Canada Cheese Company: Nosey Goat (first);
- Atalanta Corporation/Mariposa Dairy: Lenberg Farms Classic Reserve by Celebrity, Zoey (first).

SIX REASONS WHY OUR SQUARE-CUT AUGER RESISTS SORTING:

FROM LEFT are Cows Creamery’s extra old cheddar and Appletree smoked cheddar. Both received first place ribbons during the American Cheese Society Competition.

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MOUNTAINOAK CHEESE RECOGNIZED INTERNATIONALLY

Mountainoak Cheese in New Hamburg, Ont., has been internationally recognized for producing high-quality cheese products.

Celebrating its fifth anniversary this year, the cheesemaker recently received accolades during the International Cheese Awards in July in Nantwich, England. This year’s competition had more than 250 experts judging 5,685 entries from more than 50 countries.

Mountainoak Farmstead GOLD won first place in its category and was also named Best Canadian Cheese. Mountainoak Black Truffle won first place in its category as well.

“The recognition is important because it validates what we do and lets the public know how great our cheese is,” says Adam Van Bergeijk, owner of Mountainoak Cheese Ltd. “Mountainoak is known for its variety of gouda flavours and its excellent quality.”

This isn’t the first time Mountainoak has been recognized. Its Farmstead GOLD has received awards at the Royal Agricultural Winter Fair, World Cheese Awards, British Empire Cheese Competition, Canadian Cheese Grand Prix and Canadian Cheese Awards. Mountainoak has also received numerous awards for its Two-Year-Old, Farmstead Smoked, Chili Pepper Smoked, Farmstead Mild, Farmstead Medium and Farmstead Aged cheeses.

Mountainoak’s goal is to make high-quality cheeses using the best ingredients produced on its farm. The owners plant their own seeds, care for and harvest their crops and treat their animals with respect and care.

“We work to bring our customers a cheese of the highest quality, made with only whole ingredients and a traditional Dutch recipe,” Van Bergeijk says. “Each cheese is handled with care and aged naturally, bringing out the best characteristics of our milk and the work that goes into each step.”

MOUNTAINOAK CHEESE’S award-winning Farmstead GOLD.

MOUNTAINOAK CHEESE'S award-winning Farmstead GOLD.
Dairy Farmers of Ontario (DFO) celebrated the end of summer by once again joining the Canadian National Exhibition, which ran from Aug. 18 to Sept. 4, to bring cows to the city.

Families stopped by the exhibit to learn how their milk gets from farm to table, talk with dairy farmers and experts about milk’s nutritional benefits, and watch live milking demonstrations.

Erica Sayles, a University of Guelph student who grew up on a dairy farm, was crowned Ambassador of the Fairs at the CNE. Sayles visited DFO’s booth several times during milking demonstrations.

Leading up to the CNE, DFO used its social media channels to promote the event by running two contests on its @OntarioMilk Twitter page and @dairy_farmersont Instagram page, and gave away two family pack tickets to the CNE. During the event, DFO held a successful Facebook Live segment, as well as live tweeted using @OntarioMilk, to help educate the public and bring people closer to the cows in the city. About 9,800 people watched at least part of the Facebook video online. This doesn’t include the number of people watching it in person during filming.
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**NOMINATIONS ACCEPTED FOR ALBERTA AWARDS**

Alberta Milk is now accepting nominations for two awards, which will be presented at the marketing board’s annual general meeting and dairy conference banquet in November.

The Dairy Industry Achievement Award is given to someone who has made a contribution to the Alberta dairy industry. Potential recipients could have made contributions as a volunteer or on a committee, have an agricultural education, or participate in youth activities, lobbying efforts, scientific contributions, or environmental or animal health stewardship.

The Recognition of Service Award recognizes multiple people for their contributions to the dairy industry in Alberta. This award is open to producers, processors, academics and members of government agencies or industries associated with Alberta dairy.

To nominate a recipient, visit the member-only website or at www.albertamilk.com. All nominations are due no later than Oct. 2 by 4:30 p.m. For more information, contact Karlee Conway at 780-577-3305 or kconway@albertamilk.com.

**DID YOU KNOW?**

Dairy Farmers of Ontario (DFO) is going to be at Canada’s Outdoor Farm Show in Woodstock, Ont., from Sept. 12 to 14, as well as at the International Plowing Match in Walton, Ont., from Sept. 19 to 23.

**CORRECTION**

In the August issue of Milk Producer, the caption under the Niagara Dinner at the Dairy photos on page 18 was incorrect. The Dinner at the Dairy event took place on July 14 at Marr Bros. Farm in Wainfleet, Ont. Milk Producer regrets the error.
If it weren’t for the messages from some of the leaders I connected with, I wouldn’t have this clear vision nor the motivation to go after it. I can’t thank you enough for that. – Jen C., Ontario, AWC Delegate

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SMOOTH TRANSITION

Steps to follow to ensure weaning is as stress free as possible

Weaning is one of the most stressful times for calves, and successful weaning management is essential to ensure a smooth transition from a liquid to solid diet. To avoid problems, such as reduced growth rates, weight loss and diarrhea at the time of weaning, you can follow various management strategies to combat these issues.

The key to a smooth transition at weaning lies with rumen development. As the calf begins to eat solid feed, the rumen starts to become populated with microbes. This allows for fermentation of the solid feed, which promotes development of the rumen wall. The more solid food a calf eats, the more the rumen will develop to supply the calf with the necessary nutrients for growth and development. So getting calves to eat more grain before weaning is key to a smooth transition and reducing a post-weaning growth lag. However, calves should be fed about 20 per cent of their body weight in milk or milk replacer for the first month of life. Limiting milk intake to promote grain intake is not recommended since pre-weaning growth is associated with improved milk production in the first lactation.

To help promote grain intake, it is recommended calves have access to grain when they are more than two weeks old. Calves under three weeks old eat very little grain. Therefore, the weaning process should not begin before the calf is four weeks old since the rumen will not have a chance to develop. Research investigating weaning ages and rumen development found the concentration of short-chain fatty acids, a product of rumen fermentation, in the rumen fluid was very low at four weeks old suggesting the rumen is only just starting to develop. Weaning earlier than four weeks can have some significant welfare and economic implications since calves will show signs of hunger, stress-related behaviours, such as vocalizations and cross suckling, and have reduced growth rates or even weight loss.

Water is another essential component that will help improve dry matter intake and facilitate a smooth transition at weaning. When a calf ingests water it ends up in the rumen, whereas the milk ends up directly in the abomasum. Water in the rumen and a bit of starter create the ideal environment for microbial fermentation. Offering water to calves helps promote starter intake and rumen development, and increases weight gain. Water is especially important in the summer months since it helps keep calves cool, but it should be provided year round. The proAction Initiative, which includes various components, such as milk quality, food safety, animal care, livestock traceability and environmental sustainability, requires ad libitum water be provided daily to all calves.

How you house your calves can also have a big impact on weaning. Research is now looking at the impact of group housing on feed intake, growth and animal welfare. The data show group housing calves from a young age is beneficial for promoting feed intake and growth, as well as reducing stress associated with weaning. When calves are paired or group-housed, it is believed they learn from each other to eat the starter. University of British Columbia research found calves housed in pairs starting at around one week old began eating grain sooner and ate more of it than individual-housed calves. The pair-housed calves also had increased body weight and average daily gain throughout the weaning period.

When it comes to weaning calves, it is best to do so gradually. Gradually-weaned calves tend to have better feed intake, better weight gain, less weight loss, and reduced cross suckling and signs of hunger. It is better to gradually reduce the amount of milk at each feeding rather than reduce the number of meals. Based on the recommendations outlined in proAction, calves should be gradually weaned over a period of five to 14 days.

Calves are your herd’s future. How calves are fed and managed can have a large impact on performance throughout the first lactation. Reducing illnesses and stress for calves is important for growing healthy calves for replacements. Since weaning is such a stressful time, implementing management strategies, such as gradual weaning, group housing and providing access to starter and water is essential for improving calves’ overall health, welfare and economic potential.

References:
NEW N NOTED
The Milk Producer’s special section, New N Noted, offers an opportunity for agri-businesses to inform readers about new and exciting products available to them.

To have your new products and services published in our magazine, forward your information to: Pat Logan pat.logan@milk.org.

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DAIRY FARMERS FUEL CANADA GAMES ATHLETES

DFC worked closely with Dairy Farmers of Manitoba during the Games to support athletes

DFC was at the 2017 Canada Summer Games as a national partner and signature sponsor of athletics. About 4,000 athletes and coaches from across the nation competed in front of more than 20,000 spectators in Winnipeg, Man., from July 28 to Aug. 13. Coaches and athletes were provided with DFC-branded gear to use and wear throughout the Games, while spectators were exposed to on-site signage at the athletics venue. In addition, event materials carried DFC’s logo.

DFC’s sponsorship included brand placement in broadcast and print campaigns, and featured two of DFC’s new summer commercials including Happy Campers and Softball. TSN was among the media outlets broadcasting the commercial. The video spot also aired throughout the Canada Games’ opening and closing ceremonies.

DFC worked closely with Dairy Farmers of Manitoba during the Games to support the young competitors. The sponsorship included a variety of exciting on-site activities designed to raise awareness about Canadian dairy and promote quality milk products among spectators, athletes, their families and hundreds of volunteers. Dairy Farmers of Manitoba representatives were also on hand to present medals at various athletic events.

Canadian dairy farmers are proud of the positive contributions they make to the overall emotional and physical health of Canadians. DFC believes in the power of dairy to give Canadians a healthy future—especially to young athletes.

FROM LEFT are Minister of Sport and Persons with Disabilities Carla Qualtrough and Dairy Farmers of Canada president Pierre Lampron.

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AN INDUSTRIOUS CAREER

Former general manager Peter Gould reflects on his time at the helm and changes he helped spearhead over the years

Q: When did you start at Dairy Farmers of Ontario?

A: I joined Dairy Farmers of Ontario (DFO) on April 1, 1981 as an economist. I was hired by Phil Cairns (now retired) and reported to him for 11 years. At the time, Lorne Hurd was the general manager (GM). Lorne had a reputation for being stern and a real task master. In fact, most of the time, Lorne was pretty reasonable but you had to learn not to bluff your way through anything. If you weren’t sure, just say so ... otherwise you’d pay the price.

Q: What are some of your earliest memories in your career?

A: One of my early memories was when the Economic Council of Canada published a report on supply management. It really formed the basis for the same false information repeated by today’s pundits and think tanks. I described it as “a litany of allegory and innuendo.” It still resonates today. Lorne called a staff meeting and told everyone there’s nothing he can’t stand more than when people use words and don’t understand what they mean. He demanded to know who had come up with the phrase. Fortunately, I knew what it meant. We got along just fine after that. After Lorne retired, Ken Smith became the new GM. He promoted me to senior economist in 1992. Not long after, Bob Bishop became GM in 1993. I would say after a slightly rocky beginning, Bob and I developed a productive working relationship. Many of the senior people who had been with the board since the early days began retiring. Al Hick, director of marketing, was the first. Bob gave me the opportunity to take over that position. I believe in the old adage that when opportunity knocks, answer the door. Opportunities only come along every so often. If you say no, you might not get another chance. Anecdotally, that was the first serious conversation I had with my daughter. I explained the situation and asked her whether I should accept the position. She said “dad, go for it.”

Q: What were some of the major issues at DFO at that time?

A: In 1998, DFO took over responsibility for administering and enforcing provincial raw milk quality regulations. That was and remains a big deal. It is an absolute price ledge for a farm organization to be responsible for that level of self-governance. It reflects the confidence the province had and continues to have in DFO. It also underscores something many don’t understand, which is DFO is the first buyer of milk. It sells milk it owns, and that milk quality is paramount. DFO stands behind the product it sells. It doesn’t work the same way in most other provinces or most other jurisdictions for that matter. I would argue it should. It changes how you perceive your role. The marketing board is not just a facilitator; it is a business in the supply chain.

Q: What have been some of your most successful moments?

A: I was given the opportunity to add the responsibilities of director of regulatory compliance to my existing job. Talk about a big challenge and steep learning curve. Looking back, I think we did an outstanding job, including building a strong team of field staff and raising the bar so that Ontario is now known widely for the quality of milk it delivers to plants every day.

Q: You keep mentioning milk quality. Why is it so important?

A: Successive boards have maintained a strong commitment to milk quality and food safety. I believe milk quality starts with farm inspections, and any jurisdiction that doesn’t systematically and routinely inspect farms is not as committed as they need to be. There is a general misunderstanding of the role standards play. They are important and standards need to be improved over time, but standards without enforcement are relatively meaningless and enforcement without consequences falls short of what should be expected. Ontario delivers the whole package. Ontario dairy farmers should be proud of the consistent high-quality milk that is produced and marketed every day.

Q: When did you hope to achieve in your career?

A: When Bob Bishop retired in 2005, I knew I was ready for the next challenge. There weren’t many areas of the business I had not been involved in, or policy changes in which I didn’t play a role, from milk allocation to component pricing to daily quota and many more. One of the things that put me in good stead was over the years, I spoke frequently at producer meetings. If you are speaking in public, you have to know your material, which allowed me to meet lots of producers and hear their views and concerns on a consistent basis over a long period. Also, as director of marketing I had the opportunity to build relations with processors and understand their needs and issues. One of the phrases I say a lot is “learn through listening.” Too often, people think they understand someone else’s matters, when actually they don’t. Early harvests included addressing the needs of small processors and building the groundwork to enable more on-farm processing. I think what’s happened so far is great and hope to see that continue.
A: Being GM comes with an interesting set of challenges, such as maintaining close interactions with the board on a regular basis, building relationships with other provinces and national organizations, managing relations with provincial and federal governments and, perhaps most importantly, the Ontario Farm Products Marketing Commission (OFPMC).

Q: What has been most challenging in your role as GM?

A: Looking back, I can safely say DFO’s relationship with both levels of government has never been better, where the channels of communication are open and where we see each other as being on the same team, not adversaries. Not everyone in the industry sees it that way or even aspires to that type of relationship. At DFO’s 2017 annual meeting, I said DFO and the OFPMC were strategic partners. DFO has not always towed the line, but instead challenged convention. It never made a move without both informing the commission and having their full support. I believe other organizations might be better served if they adopted a similar approach.

Q: What do you have to say about industry partnerships?

A: One element I think I brought to DFO, to milk marketing in Canada, was building relationships with processors, to see and treat them like customers, and understand there are big problems no player can solve on their own. So how do things go from not so good to much better? The answer is trust. Trust takes a long time to build. It’s based on respect and consistent behaviour over a long period of time. Right now, I think we are reaping the rewards of what has taken 25 years to build. There are processors who consider DFO to be a key and trusted strategic partner. I think that’s huge. We often get criticized for being too close to our customers. I don’t think we would have seen the growth or investments or have bright prospects for the future if the board had not charted the course it did. Sometimes, we are not liked for what we did by our fellow producers ... but it’s not about making friends.

Q: What values did you bring to DFO?

A: The developments of the last 2.5 years have done two things: changed the trajectory of the industry and foster the creation of wealth. Absent the ingredients strategy, the industry was headed in the wrong direction, with fewer investments and less total capacity. The change in dynamics and investment decisions resulted in unprecedented quota increases and changes to balance sheets and farm equity positions. When you add it up across Canada, it is significant. It has made the dairy sector an economic engine for the whole economy.

Q: How will the ingredients strategy shape industry’s future?

A: I first got involved in the early 1980s when the first Canada-United States trade negotiations started. It has become my passion over the years—a fascinating area of euphemisms. I think it was 1984 that I coined the acronym CRAP, which stood for Canadian Response to American Protectionism. Somewhat to my surprise, it never became very popular. I think people might be better able to relate to it today. That’s what the so-called Free Trade Agreement was all about, though. What Canada got was an independent third-party dispute settlement mechanism. That remains just as important today as ever. Left to their own devices, Americans have all the tools they need to act both unilaterally and arbitrarily to impose tariffs or close borders. I’ll leave it at that.

Q: What knowledge will you take with you from your career?

A: I’ve been thinking quite a bit about the culture of an organization, why it is and how it can be changed if needed. DFO is all about hard work, dedicated employees, people who feel it is a privilege to work for dairy farmers and who take pride in being associated with a product like milk. DFO has a board that is pragmatic and can make effective decisions when policy is within their power. Sometimes, we get caught up in pool and national decision-making, which doesn’t go as quickly. Maybe culture is in the organization’s DNA and goes back to the earliest days and original leaders. At the end of the day, it’s about having a vision, a plan and the ability to deliver effective results quickly.

Q: Describe DFO’s working environment and culture.

A: I’ve worked with almost every board member who has ever served on DFO’s board. I had the great privilege of working with Ken McKinnon and Grant Smith in my early years. They were both original members of the then OMMB and great teachers. I also had the opportunity to learn from George McLaughlin who was very generous with his time.

Q: Any parting words to those who helped start your career?

A: I’m both confident and optimistic about its future. I’ve worked with almost every board member who has ever served on DFO’s board. I had the great privilege of working with Ken McKinnon and Grant Smith in my early years. They were both original members of the then OMMB and great teachers. I also had the opportunity to learn from George McLaughlin who was very generous with his time.
ADVOCATING for dairy in Canada’s Food Guide
Milk's position is not supported by science, even though Health Canada states its process to revise the food guide is evidence-based, linked to public health priorities and conducted in an open and transparent manner, says Graham Lloyd, Dairy Farmers of Ontario’s (DFO) general manager.

FOCUS ON NUTRIENTS WILL BE LOST

The government uses the food guide as both a policy and educational tool. Canadians who refer to the food guide do so to help make food choices to meet nutrient needs, improve their health, and reduce their risk of nutrition-related chronic diseases and conditions. This isn’t far from the first food guide’s original purpose. Developed in 1942, the then called Official Food Rules’s main purpose was to ensure Canadians were getting the proper amount of nutrients and prevent nutritional deficiencies during wartime food rations. Since then, the food guide has been transformed many times by adopting new names, looks and messages. However, current proposed changes are the most significant yet. In its effort to strengthen recommendations for healthy eating, Health Canada is, in fact, going to be discouraging Canadians from consuming dairy products, which are full of nutrients and health benefits.

Daily intake of dairy products is key to ensuring children’s health, maintaining bone strength for seniors, powering athletes, and improving everyday health for all Canadians. While Canadian dairy farmers support Health Canada’s desire to promote a healthy diet, the principles currently put forward leave little place for milk products and favour a mostly plant-based diet. In its response to the government’s earlier consultation process, DFC responded by pointing out the current method of food grouping “brings simplicity to healthy eating and makes sure nutritional needs are met.” Further, it states “as far as milk products are concerned, the current emphasis on choosing lower-fat versions is no longer justified by scientific evidence and therefore, should be abandoned.”

SCIENCE-BASED OR NOT?

DFC is engaging with farmers, health professionals and Canadians to talk about the proposed changes to the food guide, while DFC continues to focus on lobbying health professionals, the Prime Minister’s Office, Ministries of health and agriculture, and members of Parliament on health and agricultural committees. All producers have been asked to support the campaign by booking meetings with their local MPs and sharing the websites—www.keepcanadianshealthy.ca and gardonslescanadiens-sante.ca—as well as signing and sending a letter from these sites to their local MPs.

Grassroots lobbying is an important tool to let the government know dairy should not be put aside in the new food guide, Lloyd says. Although previous food guide revisions have been criticized for heavy influence by lobby and interest groups, Lloyd says it’s still vital for producers to let their MPs know about the ramifications of removing references to dairy from the food guide, such as the fact Canada’s dairy industry is responsible for 221,000 direct and indirect jobs and contributes more than $19.9 billion to the country’s economy. Lloyd adds there is no scientific basis to position dairy as no longer relevant or healthy.

If the guide is published based on the proposed principles and recommendations put forward by Health Canada, it will actively discourage Canadians from consuming dairy products and several meat-based proteins. This goes against the advice of Health Canada’s own 2015 scientific evidence review, which recognizes most Canadians do not get enough milk products, and milk products can help reduce the risk of heart disease, stroke, hypertension, Type 2 diabetes and colorectal cancer. Health Canada also recognizes most Canadians do not get enough vitamin D, calcium, magnesium, zinc, potassium, vitamin A, vitamin C and fibre. Yet, milk products are a valuable source of six of these nutrients. The science continues to back the value of milk and milk products in Canadians’ diets, says Isabelle Neiderer, DFC’s director of nutrition and research. These changes would adversely affect Canadians’ health, with greater implications for children and seniors, she says.

“The nutritional benefits of milk products
have been recognized in every edition of Canada’s Food Guide since its creation in 1942. The evidence supporting milk as a part of a healthy, balanced diet has not changed. In fact, it is stronger than ever,” she says.

According to Health Canada’s website, it wants to build on the best available scientific evidence and on the feedback it has received about the current food guide. It also states it is committed to using the best and most recent evidence in its decision making. Along with DFC’s ongoing lobbying efforts and face-to-face meetings with various Health Canada officials, industry representatives also submitted their comments online during the public consultation period.

Should the policies under the healthy eating strategy, including the revised food guide and front-of-pack labelling, move ahead as currently proposed, many dairy products long considered to be nutritious could be characterized as unhealthy, and lumped in with foods that have no nutritional value, Neiderer says. Current and future generations of children using the revised guide as a reference will grow up incorrectly thinking many dairy products are unhealthy, and vegetable-based sources of food are inherently better than animal-based, she adds.

PRODUCERS MUST SPEAK UP

Ensuring dairy is properly recognized in the food guide will take a concerted effort, Lloyd says. Producers across the country are asked to get involved at soon as possible and voice their concerns in several ways. Apart from sharing the English and French websites, which both outline the importance of dairy remaining in the food guide, with family and friends, they can also access talking points, instructions and handouts of background information behind the producer password on DFO’s website at www.milk.org, as well as on DFC’s website at mycanadianmilk.ca.

“These recommendations will not only cripple an important Canadian industry, but have long-term health consequences for all Canadians … the time to speak is now,” Lloyd says.

RECOMMENDATIONS POSE SIGNIFICANT THREAT TO DAIRY

DFC’s nutrition team has carefully reviewed the consultation documents and found numerous issues stood out for the dairy industry. They include:

• Potentially no more milk & alternatives group: Health Canada is proposing to lump milk products with other protein foods, such as legumes, soy products and meat. While milk products are a source of high-quality protein, they also provide bone-building nutrients, such as calcium and vitamin D, other protein-foods do not provide. Lumpung all protein foods in the same group sends the message they are interchangeable, yet they are not;

• More emphasis on soy beverages: Health Canada recommends favouring plant-based sources of protein over animal-based sources, which would mean recommending fortified soy beverages before milk. However, the calcium in fortified soy beverages often settles at the bottom of the container and even shaking the latter does not properly disperse the calcium back into the beverage;

• Legumes, nuts, seeds, tofu and soy beverages are not protein-rich: These foods do not provide the same quantity and quality of protein as milk products. Health Canada cannot refer to them as protein-rich since they do not meet its own criteria for any protein claims;

• The recommendation to limit processed foods high in sodium (salt), sugar and saturated fat targets cheese, flavoured yogurt and flavoured milk: While at first one may be tempted to agree with this recommendation, when reading all consultation documents, DFC’s nutrition team became very concerned natural cheese and flavoured yogurt and milk were often targeted. While some milk products may provide sodium, sugar and saturated fat, it is unfair to target them in this recommendation since they also provide many other positive nutrients important for bone health and may reduce the risk of heart disease, stroke, hypertension and colorectal cancer. Health Canada should focus on foods that contribute to the problem, not on foods that are part of the solution;

• The recommendation for lower-fat milk products is not supported by science: While milk products contain saturated fat, studies show they do not have adverse impact on health and may decrease the risk of chronic diseases.

W hat else can Health Canada do to help improve the uptake and use of its healthy eating recommendations?

• Promote positive messages that encourage the consumption of wholesome and nutritious foods, rather than negative messages that focus on nutrients to limit or messages that focus on the processed aspect of some foods;

• Negative messages do not necessarily encourage people to change their eating habits for better ones. In fact, negative messages have been the focus of nutrient guidelines for many years and have not been effective;

• Canada’s Food Guide should include recommendations for all budgets, including food that is accessible in terms of costs and emphasize basic wholesome foods, such as milk, legumes, eggs, wholegrain bread, etc.;

• The consumption of nutritious foods containing saturated fat, sugar and salt should not be discouraged;

• Regarding the question of sugar consumption, it is important to differentiate between added sugars and naturally occurring sugars, otherwise the public will be confused in thinking all sugars are bad, even those naturally occurring in fruit and milk. A distinction should also be made between nutritious foods containing added sugar and nutrient-poor foods with added sugar;

• It is common to hear Canadians should be eating less food from animal sources because of their potential environmental impact. However, all animal products are not equal. For example, Canadian milk production and eggs have a relatively low carbon footprint. In addition, sustainability is a very complex issue with lots of unknown and unanswered questions. It would be premature to incorporate recommendations with regards to sustainability in the next food guide. If any recommendation is made in this regard, the focus should be on reducing food waste and overconsumption of food. There is substantial evidence and agreement these changes can make a difference on the industry’s environmental footprint.
Canadian dairy producers have started implementing proAction’s animal care and livestock traceability requirements, which became mandatory on Sept. 1, 2017.

The training program Dairy Farmers of Ontario (DFO) implemented last year has been running successfully. More than 2,200 Ontario producers received classroom training from authorized proAction advisers at no additional cost. While training is voluntary, producers who have not yet received training are strongly encouraged to contact a proAction adviser to participate in a classroom session. The most up-to-date list of proAction advisers is posted on DFO’s website at www.milk.org. On-farm training is also available on a user-pay basis.

Below is a summary of important information about proAction.

**REPORTING LIVESTOCK TRACEABILITY EVENTS TO THE NATIONAL DATABASE**

Under proAction, producers are required to report animal births, move-ins, and on-farm disposal (tag retirement) to the Canadian Livestock Tracking System (CLTS), which is administered by the Canadian Cattle Identification Agency (CCIA). Producers can currently report via the Internet only.

As previously communicated, Dairy Farmers of Canada (DFC) decided those who do not comply with this requirement will not fail the validation. This comes as a result of feedback received from producers who are unable to report due to the lack of additional reporting options. This will remain in place until alternative reporting options are available. That said, the requirement to record traceability events remains in place.

**CHANGES TO CASTRATION PAIN CONTROL REQUIREMENTS**

The Animal Care and Livestock Traceability Manual (dated July 2015) states pain control must be used when castrating calves older than six months of age. Effective Sept. 1, 2017, pain control must be used when castrating calves at any age. This change was required to fully align this requirement with the Code of Practice for the Care and Handling of Dairy Cattle. For more details, please refer to the Notice of Change available on DFO’s website, under farmers/proAction. Producers should verify their standard operating procedure for animal health practices reflects this change.

**INTEGRATED PROACTION REFERENCE MANUAL AND WORKBOOK ARE NOW AVAILABLE**

These documents replace the Food Safety Reference Manual and Workbook, as well as the Animal Care and Livestock Traceability Farmer Manual (dated July 2015), previously available on DFO’s website.

The new proAction Reference Manual describes the food safety requirements, currently implemented under the Canadian Quality Milk Program, as well as the animal care and livestock traceability requirements, which have been integrated into one seamless program. Placeholders have been left within the Reference Manual for biosecurity and environment requirements. They will be included in an updated manual, scheduled for publication in September 2018. To access the new documents, visit DFO’s website under farmers/proAction. All Ontario producers will receive printed copies within the next few weeks.

**DFO RAW MILK QUALITY PROGRAM POLICIES BOOK UPDATED**

The DFO Raw Milk Quality Program Policies book has been updated to reflect the implementation of proAction, starting Sept. 1, 2017. The new version describes proAction’s penalty program, as well as policies the board approved in May 2017 regarding tail docking and record-keeping requirements.

According to these new policies, if during the validation the producer receives a major corrective action request (CAR) due to non-compliance with the tail docking ban or record-keeping requirements, the validator will be required to verify the producer has been compliant for three consecutive months after the month the validation was conducted. The CAR will remain open until such time, and the producer will be subject to penalties until compliance has been verified and CARs have been closed (at least three months). These policies are discussed in detail in the proAction article published in Milk Producer’s July 2017 issue.

The new policy book also reorganizes the sections related to the Provincial Raw Milk Quality Program (testing and Grade A inspections) to better streamline and condense the information. The updated DFO Raw Milk Quality Program Policies is available on DFO’s website at www.milk.org.
Fewer people live and work on farms today than ever before. Many of the students I encounter have never been to a farm, let alone a dairy farm. The dairy education program brings farming to the classroom, and gives students a better overview of how a dairy farm works while showing them the importance of local agriculture.

I have found students who haven’t had the opportunity to visit any type of farm often have an outdated view of what farming entails. This is why I enjoy showing them how dairy farmers use modern technology, such as smartphones and milking robots, to get certain tasks done on the farm. Doing so allows me to show them the various ways technology positively impacts farming and agriculture. I once visited a class where many of the students were new to Canada. A student wanted to know how I protect my cows from tigers. Where he is from, tigers are a real issue for livestock farmers. After assuring him my cows are safe, he was able to share some great stories with me and the class about farming in his home country.

Teachers often remark the best part of the dairy education program is bringing the farm to the classroom. Students are able to handle tools, see and smell feed samples, as well as get a better idea of what farming looks like today.

The teachers I work with want their students to learn about agriculture but don’t always have the knowledge about modern farming, so they turn to programs like ours to fill in the knowledge gaps.

I have quickly learned the key to having a successful visit is to be flexible. Sometimes, the plan you go into a class with may not work for a number of reasons. It helps to always have a backup plan, as well as extra games and activities to keep students occupied. I never leave home without my most valued resource—my bag of farm tools. Students enjoy handling the items and learning about every aspect of farming, from animal care to how our food is grown.

There are times I wish I had superpowers to be able to always have answers to students’ questions. However, I am always honest in my responses and will tell students I don’t know everything, but am willing to do some research and get back to their teachers with answers.

I became a dairy educator because it combines two things I am passionate about—education and agriculture. Dairy education seemed the perfect fit for me since I have a background in education and live on a dairy farm. I wanted to help increase children’s agricultural awareness and tell them about all the benefits of modern dairy farming.

Another way I like to reach out to the broader community is by participating in community events, including the Durham Farm Connection’s Grade 3 farming days, which enables students to learn about farming commodities in Durham Region. Visitors can also learn about the journey of milk from farm to table, and make cheese at the dairy station.

I’ve been a dairy educator for almost seven years. I believe my passion for this industry is evident with every student I encounter. Being a dairy educator and farmer are the perfect combination for me because I get to milk my cows and teach the younger generation to appreciate where their food comes from. Last year was my busiest ever since I conducted more than 600 presentations, which impacted more than 15,000 students.

Due to my farming obligations, I often go to a school right after morning milking. The fact I have a platform to talk about what I do daily is very rewarding. Being confident and a good public speaker are two skills that have served me well in my dairy educator role. I’ve also found over the years student behaviour can be unpredictable. I often have to think on my feet and have learned how to face challenging situations.

Educational resources are a dairy educator’s best friend. I always try to incorporate a SMART board with my presentations. It is a highly interactive tool and gets the students involved so I am not standing in front of them talking the whole time. Our program has many great resources from which to choose, including DVDs and magazines, among other items. If I’m visiting a class for the second or third time, I will vary the presentation slightly by incorporating something new and fresh.

My favourite topic to present is careers in agriculture, which I usually deliver to intermediate grades. I love to dispel myths about agriculture, including the image of what a dairy farmer looks like. Students find it hard to believe I’m a farmer because I’m female and not dressed in my barn attire. I enjoy telling them dairy farmers today can be male or female and vary in age.

The work we do as educators is vital, giving students, teachers and parents the right information about how dairy products fit into a daily diet and their role in healthy living. The feedback I get about the program has been very positive. When I’m in the staff room, I often talk to teachers about the program. Many know little about the dairy industry.

I strive to make my presentations fun and engaging. I believe we should always be true to ourselves. I like to think my students can ask me anything and I will answer honestly. Being myself helps me be a better presenter.

Since I’m in schools most days, I’ve had to cut back on the number of special events I attend to about six or seven a year. One of my favourites is the annual Farms Feed Families, organized by the Simcoe County Federation of Agriculture. It’s a two-day event where various commodity groups showcase their goods to hundreds of Grade 3 students from across the county. Every year, I take a few of my cows to the event and do milking demonstrations. Many students I’ve presented to through-out the year get to see me and my cows up close and in a more natural environment.
DISCOVER NEW DAIRY WORLDS

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Canadien scientists conducting a groundbreaking 3,000-dairy cattle study are developing genetic tools to improve feed efficiency and decrease methane emissions.

The research team, led by University of Guelph animal biosciences professor Filippo Miglior and University of Alberta’s professor Paul Stothard, says as feed costs continue increasing and climate change progresses, pressure on the $16.2-billion dairy industry will grow. The need to improve feed efficiency and decrease methane emissions in dairy cows is greater than ever. This is why the team is turning to genetics for answers.

Research has shown some cows have a natural ability to transform the same amount of feed into more milk while also producing less methane and manure than others. Genomics—the study of information found in the DNA of a living organism—can determine genetic traits that result in improved feed efficiency. If those genes can be identified, researchers can select for more efficient cattle, and producers can save on resources and feed.

“Efficient animals produce more milk with the same amount of resources,” Miglior says. “It’s exactly this naturally occurring genetic variation that will make the Canadian dairy population more efficient and ultimately more sustainable.”

To find the link between feed efficiency and genetics, researchers are monitoring herds across Ontario and Alberta. Radio frequency identification (RFID) tags in each cow’s ear use radio waves to collect and store data on their dry matter intake and behaviour. Since each calf’s entire genome can be tested and recorded soon after birth, traits, such as milk yield from tagged cows, can be linked back to their genetic makeup. Correlations between feed efficiency and genetics can eventually be made for all animals with genomic information in the herdbook.

Currently, agriculture contributes to more than a quarter of Canada’s total methane emissions. Miglior’s Guelph colleague, professor Christine Baes, says about 30 per cent of variation in feed efficiency and methane emissions can be attributed to the animal’s genetics.

“Before, it wasn’t possible to collect enough data to accurately estimate the heritability of efficiency traits. Now we can do that.”

Data from the study will be used to develop a genomics database at Canadian Dairy Network, alongside feed efficiency data from roughly 7,000 cows from research partners in the United States, United Kingdom, Australia, Switzerland and Denmark.

Genome Canada, Alberta Agriculture, Ontario Ministry of Research and Innovation, Genome Alberta, Ontario Genomics, Canadian Dairy Network and GrowSafe funded this $10.3-million project.
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TRAINING

Do your team members know not to smoke near a manure pit due to the build-up of combustible gases? Do they know the dangers of this confined space or others? By training employees on specific hazards of each confined space they may encounter, you’ll ensure they follow preventative measures to reduce the chance of accidents occurring while on the job. Training should include the type of PPE required and how to use it, the type of threats an employee may encounter, and a procedure for entering and conducting work tasks and exiting the space.

EMERGENCY PLANNING

You don’t want to think about someone becoming trapped in a vertical silo, but what if they do? Who should call 911? What do you tell them when you call? What do you do in the meantime? Ensure your farm has an emergency procedure outlined for instances where the worst imaginable accident may happen. Make sure the farm location is posted in numerous areas on the farm, and confirm team members are certified in first aid care, as well as educate them about what to do if someone is trapped in a silo or falls into a manure pit.

The bottom line is try to avoid entering confined spaces. When that isn't an option, being prepared, wearing and using PPE properly and working smart will ensure everyone makes it home for dinner.

DANIELLE PASZTOR is the dairy safety specialist with People Management Group. For more information, visit www.peoplemanagementgroup.com or follow on Twitter @udderlysafe.
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In recent months, Minister of Finance Bill Morneau has stated in the media “wealthy” Canadians have unfairly taken advantage of current tax rules at the expense of low- and middle-class Canadians for years. Canadian small business owners who can structure their affairs in a corporation are perceived to receive unfair tax advantages employees cannot receive. A hot topic is income sprinkling.

**WHAT IS INCOME SPRINKLING?**

Income sprinkling is a variety of tax planning arrangements with privately-held corporations that result in income that would have been taxed in the hands of high-income individuals but is instead being taxed in the hands of a lower income individual—usually a family member. Family members receiving sprinkled income often may not contribute any labour or capital to the business. Under current legislation, these tax planning arrangements are legal.

**PROPOSED MEASURES**

The Department of Finance is proposing new rules to attack tax advantages of income sprinkling in private corporations. Under current rules, children under the age of 18 receiving certain types of income are penalized and taxed at the highest marginal rate. This is referred to as tax on split income (TOSI) of a specified individual. The proposed measures, effective Jan. 1, 2018, will expand the TOSI rules to include any Canadian resident, adult or child that receives split income.

The Department of Finance is also introducing a reasonableness test to determine if TOSI applies to a specified individual that is an adult. The tests are fact based and will consider labour and capital contributions of the specified individual. The tests for adults aged 18 to 24 are much stricter than the tests for those 25 and older.

The new rules also introduce the concept of a connected individual, which is essentially the person(s) who controls the day-to-day business and has significant equity, investment and earnings influence. There can be more than one, and in a typical dairy farm corporation, this would be the father and/or mother. Any specified individual who is related to the connected individual and receives an amount derived from the corporation is subject to the new TOSI rules.

For example, assume John and Mary are dairy farmers who own common shares of a corporation and run the day-to-day business operations. Their daughter, Jill, owns a non-voting discretionary dividend share, which she contributed $1. Jill is 20 years old and attends university full time in a city 500 kilometres from the farm. Jill receives an annual dividend...
of $35,000 to help fund her university costs and will pay no federal income tax. Under the new rules, Jill’s dividend will be subject to the TOSI reasonableness tests. Jill contributed $1 total and does not have any duties on the farm since she is in school full time. Canada Revenue Agency would likely conclude the $35,000 dividend is unreasonable in these circumstances and would be subject to tax at the highest TOSI rates.

**MULTIPLICATION OF CAPITAL GAINS EXEMPTION (CGE)**

Many corporate share structures are set up to take advantage of multiple family members with the ability to claim their lifetime capital gains exemption upon a sale. Often, this is achieved by utilizing a family trust to hold the shares. The use of trusts is less common in family farming corporations due to existing favourable tax rules for inter-generational transfers that are not available for non-farming businesses.

The new proposed rules will eliminate the use of CGE for any gains realized or accrued prior to age 18. Secondly, the new measures will apply the reasonableness tests to decide whether the CGE is available on a capital gain of shares held by an adult. Thirdly, the new rules will eliminate the CGE claim for any shares held by a trust (certain exceptions will apply to some trusts).

**CONCLUSION**

The new tax rules are a significant change to current long-standing tax planning. It is only a proposal and has not passed into law yet. However, based on the depth of material submitted by the Department of Finance, the new rules are all but a done deal. Farmers are encouraged to contact their tax advisers and investigate what the impact of these new rules will have on their businesses.

Farmers are encouraged to contact their tax advisers and investigate what the impact of these new rules will have on their businesses.

- Larry Batte
**CLARKE FARMS**

New Brunswick dairy farmer Matthew Clarke shares what makes Clarke Farms successful

**Q:** Tell me about your dairy farm.

**A:** Clarke Farms is located along the Canaan River in New Canaan, N.B. I, along with my wife, Gillian, and two daughters, Julia, 9, and Lila, 6, own the farm. Gillian works as a teacher, and I am a third-generation dairy farmer, however, it is not a third-generation dairy farm. My grandfather farmed until the mid-70s when he sold to my father and uncle. They ran the farm together for a couple years, but my father ultimately sold his half to my uncle who milked until the mid-80s. Dad moved two farms over and built a new tiestall barn in 1981 for beef and veal calves. In 1997, he figured if there was any future in agriculture for either of his sons it would be in dairying, so he purchased 20 kilograms of quota and renovated the barn to add a milkroom. In August 1997, we began dairying with 20 cows and 10 heifers.

I had no interest in farming at all before that, but once we began milking, I fell in love with it and soon decided it was what I wanted to do. I took a two-year animal science program at the Nova Scotia Agricultural College and returned home to farm in 2002. The farm was not big enough to support both of us so plans were set in motion for me to purchase it, and dad began managing a beef operation up the road. This is where he still works today as the operations manager, however, it is now a 90-cow dairy farm.

Shortly after buying the farm, I increased quota to 32 kg. In 2004, I built a heifer pack barn to house breeding age heifers just off the dairy barn. Headlocks were added this year, and we did small expansions and purchased additional quota until 2011 when I essentially doubled the quota and added a 128-foot extension onto the original hip roof barn.

Now, we have about 150 workable acres and an additional 150 rented acres. We also have 130 acres of woods and wetlands. The soil is predominately interval sandy loam, and the river floods multiple times a year over the majority of our land. Living on such a river has its challenges, however, there are no rocks in the soil at all, which is a huge benefit. Our barn currently has 69 tiestalls and one box stall. Stalls are 54 inches wide and 70 inches long with pasture mats throughout, and shavings for bedding. The barn is tunnel ventilated.

**Q:** Tell me about your milking practices.

**A:** We milk 70 purebred Holsteins twice daily using six DeLaval MU480 milking units. Milk weights are automatically sent to the DelPro herd management program in the office. The cows are 100 per cent registered, classified and milk-recorded Holsteins. We have 70 cows in milk, 14 dry cows and 70 heifers. We currently produce 40 litres a day with 3.9 per cent fat and 3.25 per cent protein. The 305-day projected average is 12,400 kg with a 272-298-270 breed class average.

**Q:** What do you feed your herd and how?

**A:** Cows are fed three round bales of grass/alfalfa mix daily, which are chopped and mixed using a total mixed ration mixer. Currently, the mix is first, third and fourth cut. They are fed four times daily using a silage cart. We feed 15 per cent protein concentrate pelleted grain by hand four times daily. We wrap bales individually, which is a bit more expensive to store, but we feel it allows us to harvest fields at their peak quality. This year, we started growing 55 acres of corn for silage, which will be custom chopped and stored in bags.

**Q:** What environmentally-sustainable practices do you follow?

**A:** Since riverbank erosion is an issue, we partnered with the local Watershed Alliance to place large rocks for a 1,500-foot stretch of river below the farm, as well as plant willows to strengthen the bank. This has proven very successful and has eliminated further erosion. Also, we partnered with Ducks Unlimited to have three ponds dug out in swampy areas of unusable land. We use a no-till grass seeder to fill in any spots of the fields where winterkill may have occurred.

**Q:** How is labour divided on your farm?

**A:** Adam Chase, our trusted employee of three years, and I run the day-to-day operations of the farm. Adam does the morning milkings and generally stays around the barn for the afternoon. I do most nights unless I’m in the field. I do the artificial insemination and all paperwork and financial bookwork, and we alternate weekends off. The farm runs well with the two of us here, but weekends and vacations are challenging with only one person on the farm. I primarily look after field operations with some assistance from my brother, Patrick, or friends.
A: All cows are bred by artificial insemination on mostly natural heats. We do synchronize cows that don’t show heat by about 75 days. Heifers are bred at 13 months with a goal of having all heifers calve before 24 months. Bulls are selected for an overall balanced type profile with preferably 1,000-plus kg of milk and positive components. Cows are mated on an individual basis with the goal of improving flaws. Even excellent cows need improvement. In the past, some embryo transfer was done to improve the herd. I love going to dairy sales, and we used to purchase a few animals each year in the beginning, but lately, we have been marketing between 15 and 20 heifers and five fresh cows a year from the herd since all facilities are currently at maximum capacity.

A: We own all our own equipment with the exception of anything to do with the corn. It was no-till planted, custom sprayed and will be custom harvested and stored. We do some custom baling for local farmers.

A: We consider myself fortunate to be part of such a tight-knit Canadian dairy industry. Dairy farmers are not competing against one another for market access, and we all face similar trials on a daily basis. I believe supply management is an outside-the-box solution to a global problem. Our system is the envy of the world because it allows all members of the supply chain to have a chance to be profitable. Going forward, we need to remain unified throughout the P10. All provinces need to be on the same page to keep political support of supply management in the wake of North American Free Trade Agreement renegotiations and further trade talks. In the past 18 months, market growth has been unbelievable, and I believe there is much opportunity for further growth by developing innovative products and finding other uses for some of our lowest dollar milk classes. The disconnect between consumers and the farm grows wider with each generation, and we need to bridge that gap by advertising the fact Canadian dairy is healthy, sustainable, and produced using the highest standards. proAction is a program the industry has designed to show cows are kept in comfortable conditions and treated humanely. proAction will only make the farm stronger. There is room to improve practices and housing on even the best-managed farms.

A: For the first 12 years, any improvements we made to housing, water flow, lighting, etc. never yielded any production increase. In 2015, we decided to find an alternate water source since the current well was high in salt, calcium, manganese, barium and overall total dissolved solids. The results were immediate with production increasing 5 kg per cow the first few months. We recently added a reserve tank and have seen a further production increase. Problems are usually blamed on forage or grain. However, many overlook the importance of quality water for cows.

A: I am extremely thankful to my parents for allowing me to forge my own path and make my own mistakes and triumphs in the industry at a young age. I have a great group of likeminded younger producers throughout the country that I regularly converse with and learn from. Social media has made this so simple. Everyone is only a keystroke away, and knowledge and information is available everywhere. If farming was easy, everyone would want to do it. It is essential on those “bad” days to be able to have someone to talk to and realize everyone has them, too. We’re all in this together, doing the same job of producing 100 per cent Canadian quality milk. We just have 1,000 different ways of getting the job done.
FOCUS ON FEED
By Mario Mongeon and Tom Wright
Photo courtesy of Caitlin MacLeod, Darcroft Farms

OPTIMIZING MILK PRODUCTION
101: FIX THE BASICS FIRST

Achieving optimal results depends on a successful dry period

Over the years, genetic selection processes have led to our modern dairy cow—a high-performance animal, built to transform feed into milk.

In order to achieve optimal results, dairy cows require top-quality feeds. Forages, grains, protein supplements, minerals and vitamins that make up the ration need to be perfectly in tune with the cow’s nutritional requirements.

STRATEGIES TO HELP INCREASE MILK PRODUCTION
The following lactation depends on a successful dry period. It will go a long way in optimizing the cow’s ability to express its full genetic potential. The impact of dry period nutrition and management on early lactation performance and health are well documented. The causes of low milk yields and health problems postpartum often originate from management issues during the dry period. Key goals for dry cows include maintaining dry matter intake, avoiding overfeeding energy, thus preventing body condition score gain, optimizing comfort and addressing feet and leg health.

Reducing the risk of subclinical or clinical milk fever (low blood calcium or hypocalcemia) in the first week of lactation minimizes the risk of having to deal with other problems, such as ketosis, elevated somatic cell count, delayed uterine involution, metritis, and depressed feed intake, which leads to reduced milk yield.

The calving period and the onset of lactation is a stressful time for the cow. Optimizing cow comfort, especially for the fresh cow group, could pay big dividends. Lowering stocking density for the fresh cow group will minimize social stress at the feed bunk, water bowls and stalls. Heat stress mitigation devices, such as fans and sprinklers for dry and lactating cows, will help keep milk production up.

The high-producing cow group’s ration should consist of the best quality feedstuffs available on the farm. Forages and grains containing mould and undesirable yeast or poorly fermented feeds should be avoided. Elevated mould counts likely decrease feed intake and diet digestibility. Furthermore, mycotoxins may be present in these feeds and can have detrimental effects on cow health.

Dry matter intake is crucial, especially in the early part of the lactation. Maintaining rumen health and preventing ruminal acidosis will help a dairy cow achieve its full production potential. Early lactation ration should contain plenty of good quality digestible fibre of sufficient length to maintain proper rumen functions. Since the fermentation of grains and concentrates acidifies the rumen, these ingredients should be fed in small, frequent meals or served in a total mixed ration, promoting consistent feed intake and rumen pH. The mixed ration should be formulated in such a way diet sorting by the cows is minimized. The inclusion of a buffering agent, such as magnesium oxide or sodium bicarbonate, can help keep rumen pH from fluctuating too much.

About the authors:
Mario Mongeon is a livestock specialist with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA).
Tom Wright is a dairy cattle nutritionist with OMAFRA.
FEED ADDITIVES THAT HAVE SHOWN SUCCESS

The fresh cow group has the most potential to offer a return on investment for feed additives. In most cases, additives are expensive. Before using any feed additive, a careful evaluation of the expected return over investment should be done. There is no point in using feed additives if the cost offsets gains in production. Further, all the basics should be fixed first, including:

• Ample quality drinking water for the cows;
• Quality feed;
• Excellent ration, from calculations to feeding;
• Properly mixed and not easily sorted ration;
• Top notch feed bunk management;
• Maximal dry matter intake;
• Ideal environment and cow comfort from one calving to the next;
• Optimal grouping strategy, cow traffic and stocking density;
• Careful health management and prevention program.

Independent research supports the claims of the following additives:

• Ionophores increase the availability of glucose, thus improving energy balance in early lactation;
• Choline improves liver health and functions.

Field studies with large numbers of cows have demonstrated rumen-protected choline, when fed pre- and postpartum reduced the risk of clinical and subclinical ketosis;

• Protected amino acids are designed to escape rumen fermentation and help meet requirements for certain amino acids without the need to overfeed protein;
• Yeast culture containing specific strains of yeasts can stabilize rumen fermentation;

• Supplemental protected fat addition to diets of dairy animals can be beneficial to improve the energy balance in lactating cows. This should improve milk production and reproduction. However, feeding fat must be carefully monitored for negative effects on feed intake, milk production and milk components.
Research Highlights
2016 – 2017

Dairy Farmers of Canada (DFC) has been investing in research in human nutrition and health and dairy production for decades. Canadian dairy farmers have long recognized the need and value of research investments to advance the sector, identify innovative solutions to on-farm challenges and produce high quality nutritious milk for Canadians.

Two new strategies adopted by Dairy Farmers of Canada (DFC)—National Dairy Research Strategy and the National Strategy for Dairy Production Research Knowledge Translation and Transfer—will help launch the next phase of dairy research activities in Canada.

The two strategies, developed during 2016-17, will not only anchor all future activities in national dairy research and investments, but serve as the basis for national and provincial collaboration to make processes more efficient and transparent to benefit all Canadian dairy producers, stakeholders and partners.

The programs were prepared in consultation with dairy producers, provincial dairy organizations, scientists and investment partners, and were based on DFC’s Canadian Dairy Research Council (CDRC) recommendations. The CDRC is a DFC board committee comprising representatives of all member organizations and six dairy producers from its board of directors.

DFC has a strong history of investing in dairy research to innovate on dairy farms and inform Canadians about milk products’ role in a healthy diet. Through the establishment of the new CDRC and adoption of national strategies for research and knowledge translation and transfer, DFC will increase collaboration and co-ordination with organizations that invest Canadian dairy farmers’ dollars in research. It will also communicate more about Canadian dairy research successes and leverage these outcomes to drive innovation and profitability on Canadian dairy farms.

FACTSHEETS HIGHLIGHT SUCCESS
Did you know in 2016-17, DFC leveraged its $2.4 million research budget to create $10.15 million in research and knowledge value to drive innovation in Canadian dairy? DFC oversees and co-ordinates 58 research projects with 16 partners under six programs. About 100 scientists are working on research projects with 90 students in nine federal research centres and 16 Canadian universities.

Six new factsheets were developed to highlight 2016-17 success stories from dairy research investments at the national level. The factsheets include facts and figures, as well as successful discoveries from major research projects resulting from dairy producers’ investments in research. They contain the paybacks from research and how some of the projects are supporting advances in genetics, animal care, animal health, sustainable milk production, and human nutrition and health.

DOCUMENTS REVEAL KEY FACTS
The Canadian dairy production sector has a great innovation story to tell—from dairy genetics excellence, dairy cattle health and welfare improvements, and leadership in sustainable milk production, to how new research findings are supporting positive health outcomes for Canadians.

Three evidence-based reference documents on cropping, nutrition and manure management...
editions of Milk Producer, the research addresses DFC’s targeted outcomes to clarify the role of milk products in cardiometabolic health and healthy aging, as well as the role of sugar-sweetened milk and yogurt on diet quality, musculoskeletal health and the value of dairy products in a healthy sustainable diet.

Informed by the latest research findings nationally and internationally, DFC’s team of registered dietitians develop and implement education and public outreach programs and advise on policy to make positive contributions to Canadians’ health. For a summary and examples of all outreach activities in nutrition, you can review DFC’s annual report at www.dairyfarmers.ca or view the latest research at www.dairynutrition.ca.

**MARK YOUR CALENDAR**

The coming Dairy Research Symposium will be held in early February 2018 on the last day of DFC’s annual policy conference in Ottawa. In this final year of the dairy research cluster program, the symposium will deliver the most recent research results in a practical, engaging and interactive format. Sessions will cover genetics, animal care, dairy cattle health, sustainability and human nutrition and health. Registration will open in the fall.

Copies of all documents and material referenced in this article are available online at dairyresearch.ca for download, or by contacting info@dairyresearch.ca.

You can follow @dairyresearch on Twitter and sign up to receive DFC’s gairyresearchblog.ca for the latest information on dairy research.

**SUSTAINABLE MILK PRODUCTION**

Canadian dairy farmers are leading the way to sustainable milk production. The Environmental and Socioeconomic Lifecycle Assessment (LCA) of Canadian milk, published in 2012, found Canadian milk producers were among the top performers in sustainable milk production globally when compared with similar studies done in key dairy-producing countries. Moreover, milk produced on Canadian dairy farms represented less than two per cent of total Canadian GHGs, less than one per cent of Canada’s water usage, and used about two per cent of agricultural land. Research investments in sustainable milk production aim to continuously improve performance economically, environmentally and socially. It is important to note, the LCA will be updated in 2017-18.

**ANIMAL CARE**

Three easy-to-follow reference documents on lameness, body condition score, and hock, neck and knee injuries were distributed to more than 6,000 dairy farmers in the past six months to provide resource material for the proAction animal care assessments starting in the fall of 2017. The material was developed with extension, scientific and proAction experts and the outcomes based on scientific findings financed by DFC and its partners. They also contain the related proAction requirements as a reference and who to consult for input, if needed.

Animal health and well-being are a high priority on Canadian dairy farms. Farmers invest in technology and equipment, and work with experts, such as veterinarians and nutritionists, to constantly improve cow comfort.

**NATIONAL OUTREACH PROGRAMS**

DFC and its partners are currently investing in 28 research projects in human nutrition and health. As presented in more detail in previous editions of Milk Producer, the research addresses DFC’s targeted outcomes to clarify the role of milk products in cardiometabolic health and healthy aging, as well as the role of sugar-sweetened milk and yogurt on diet quality, musculoskeletal health and the value of dairy products in a healthy sustainable diet.

Informed by the latest research findings nationally and internationally, DFC’s team of registered dietitians develop and implement education and public outreach programs and advise on policy to make positive contributions to Canadians’ health. For a summary and examples of all outreach activities in nutrition, you can review DFC’s annual report at www.dairyfarmers.ca or view the latest research at www.dairynutrition.ca.

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It’s a Matter of Choice. Where Every Sale is Backed By Service.
Overfeeding dietary protein to dairy cattle is not only unnecessary for the cow, but increases costs for dairy farmers. When a dairy cow consumes protein in her diet, it is broken down to be used for protein synthesis by the bacteria in the rumen, then passed out of the rumen to be absorbed in the small intestine bypass, leaving a small indigestible fraction excreted in manure. In the process of digesting protein in the rumen, some of the nitrogen in the protein gets converted to ammonia, which needs to be converted into urea by the liver because ammonia is toxic at high concentrations.

Nutritionists and dairy farmers have learned the importance of monitoring milk urea nitrogen (MUN) values to conveniently check rumen function and monitor the ration in terms of supplying the correct balance of protein and energy in the diet. Nutritionists further divide crude protein into more specific categories, such as rumen degradable protein, soluble protein, and undegradable protein, to be more accurate when formulating a diet.

MUN values are readily available now. In Ontario, for example, they are provided as data from every milk pickup. It is convenient to track MUN to know whether or not there is a nutritional change occurring, such as excess dietary protein or another kind of ration imbalance. However, MUN can vary from day to day. Interpreting the results when you are monitoring MUN and deciding what is a significant change can take some practice.

A commonly accepted range for average bulk tank MUN values is between 10 and 14 milligrams per decilitre (mg/dl), but it is not uncommon to see higher or lower values than those. MUN values greater than 14 mg/dl are usually the result of too much dietary protein, or the wrong type of protein. Sometimes, it is a result of too little energy in the diet, so the rumen cannot use the protein efficiently. High MUN levels indicate protein is being lost to the environment rather than being used effectively for production, which can be inefficient and costly. When MUN values change, either up or down, from the established baseline for a sustained time, consider it as a red flag to investigate why.

Rumen bacteria need the right amount of energy usually obtained from carbohydrates, such as starches and sugars, to efficiently use the nitrogen in the rumen. When MUN values are lower than eight mg/dl, protein may be deficient or carbohydrate may be in excess in the diet. Low MUN values are associated with reduced milk and milk protein yield. Therefore, it is important to establish a baseline MUN level for your herd by monitoring MUN changes.

Ontario Ministry of Agriculture, Food and Rural Affairs researchers obtained bulk tank MUN data from a co-operating farm from June 2016 to June 2017 to show MUN levels from a herd and how their data changed over 12 months as seasons changed, new feed bunks were opened, and milking herd ration was rebalanced. Data were summarized for each month (Table 1) with the average value and the maximum and minimum values within each month, respectively. They also graphed the data by week by calculating the average value from the various milk pickups each week, and added lines to the graph to show the times when forage and corn silage bunks were changed.

Research studies have often found MUN levels to be higher in the summer months. This farm had higher MUN levels in the winter months, which may have been caused by changes in protein fractions in the forages. For example, haylage’s crude protein was lowest in August, which had the lowest average MUN value, and increased with the November bunk change along with the MUN value (Table 2).

This farm works closely with their feed advisor and reformulates when there is a significant change in the feed analysis and dry matter of forages. Reformulations are based on a sample of fresh forage, and a second well fermented sample is obtained once they are into a new bunk to make more changes, if necessary. Forage dry matter is tested weekly. Rations reformulations were done throughout the year and crude protein was formulated to be between
15.4 and 16.1 per cent. Soluble protein, as a per cent of crude protein, was between 44.4 and 51.8 per cent, while rumen degradable protein, as a per cent of dry matter, was between 9.6 and 10.1 per cent. Starch values were targeted between 24.6 and 26.3 per cent on a dry matter basis. The ration was formulated throughout the year to a target of 36 kilograms of milk per day, four per cent milk fat and 3.35 per cent crude protein in milk.

MUN values have been shown to be a useful tool to avoid overfeeding dietary protein. A recent Quebec study investigated nitrogen efficiency on 100 dairy farms and noted industry standards will probably be replaced by farm-specific MUN recommendations in the future. The researchers noted work on refining the use of MUN data need to be conducted to evaluate nitrogen use efficiency (a ratio that measures how much nitrogen in the feed ends up as nitrogen or protein in the milk).

When monitoring MUN in your herd, consider these important points:
• Monitoring MUN is a convenient way to detect protein over-feeding, ration imbalances, or feed management and-or delivery issues;
• MUN values can vary day to day, so monitor changes by determining weekly average values;
• Drift in MUN values over time need to be investigated;
• Determine your herd’s baseline over time and investigate sustained changes of more than two points;
• Work with your feed adviser to reformulate your ration when changing ingredients or forages.

### Table 1: Average, minimum and maximum MUN (mg/dl) values by month.

<table>
<thead>
<tr>
<th>Pickup Month</th>
<th>Average MUN Value</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2016</td>
<td>8.73</td>
<td>7.30</td>
<td>11.10</td>
</tr>
<tr>
<td>July-16</td>
<td>8.75</td>
<td>6.30</td>
<td>12.60</td>
</tr>
<tr>
<td>August-16</td>
<td>7.75</td>
<td>4.10</td>
<td>11.10</td>
</tr>
<tr>
<td>September-16</td>
<td>8.43</td>
<td>6.30</td>
<td>10.80</td>
</tr>
<tr>
<td>October-16</td>
<td>8.36</td>
<td>5.10</td>
<td>10.00</td>
</tr>
<tr>
<td>November-16</td>
<td>11.09</td>
<td>6.20</td>
<td>13.60</td>
</tr>
<tr>
<td>December-16</td>
<td>10.04</td>
<td>7.80</td>
<td>13.00</td>
</tr>
<tr>
<td>January 2017</td>
<td>11.35</td>
<td>8.60</td>
<td>14.10</td>
</tr>
<tr>
<td>February-17</td>
<td>10.32</td>
<td>6.40</td>
<td>12.70</td>
</tr>
<tr>
<td>March-17</td>
<td>9.49</td>
<td>8.00</td>
<td>11.00</td>
</tr>
<tr>
<td>April-17</td>
<td>11.07</td>
<td>9.00</td>
<td>13.20</td>
</tr>
<tr>
<td>May-17</td>
<td>11.64</td>
<td>9.50</td>
<td>13.80</td>
</tr>
<tr>
<td>June-17</td>
<td>10.88</td>
<td>9.10</td>
<td>11.80</td>
</tr>
</tbody>
</table>

### Table 2: Crude protein levels for each feed bunk change for haylage and corn silage.

<table>
<thead>
<tr>
<th>Month Bunk Opened</th>
<th>February</th>
<th>August</th>
<th>November</th>
<th>February 2017</th>
<th>April</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haylage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crude Protein</td>
<td>16.6</td>
<td>16.29</td>
<td>21.92</td>
<td>19.3</td>
<td>23.19</td>
<td>18</td>
</tr>
<tr>
<td>Soluble Crude Protein (% of CP)</td>
<td>64.28</td>
<td>66.1</td>
<td>69.22</td>
<td>65.16</td>
<td>69.14</td>
<td>66.38</td>
</tr>
<tr>
<td>Corn Silage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crude Protein (%)</td>
<td>8.09</td>
<td>7.07</td>
<td>8.45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soluble Crude Protein (% of CP)</td>
<td>64.64</td>
<td>58.34</td>
<td>54.93</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Market growth has been trending upward in recent years and shows no signs of slowing down, says Patrice Dubé, Dairy Farmers of Ontario (DFO) economics director.

Growth and investment indicators are all pointing to strong demand for milk and additional capacity to process that milk over the coming years, Dubé says. Further, these growth and investment initiatives are planned to occur across most market segments of the industry.

Investments announced to date that relate more specifically to the ingredient processing infrastructure will help improve the industry’s ability to meet the domestic butterfat demand with domestic butterfat production, Dubé says. It will also allow the industry to send additional production signals to producers, who can use that information in their farm expansion considerations, he adds.

When examining the numbers, total Canadian requirements have jumped 5.8 per cent from June 2016 to June 2017, rising to 362.45 million kilograms of butterfat from 342.57 million kg. One exception is the last three-year same-month total requirements, which indicate a higher demand compared with the previous year. This shows demand has been strong year-round and not just during certain times of the year, Dubé says.

The Canadian Dairy Commission (CDC) is forecasting total butterfat requirements to reach between 371 and 376 million kg by July 2018, a forecast that includes the impact of cheese imports under the Comprehensive Economic and Trade Agreement (CETA) between the European Union and Canada.

PRODUCTION CAPACITY

Total P5 demand for the current dairy year has increased by 4.9 per cent in the P5 provinces, and is expected to increase by at least the same percentage for 2017-18. It is clear, therefore, milk supply will again be challenged to meet all current market needs, Dubé says.

“Supplementary import permits may be used, if necessary, but only after producers are given a chance to fill the domestic butterfat demand within our production and processing capacity constraints,” Dubé says.

RIGHT TIME AND PLACE

Increasing demand for butterfat production and processing capacity constraints in the short term are two factors P5 economists must manage to be able to send the right production signal to producers. Everything must be planned to ensure processors are getting the right amount of milk at the right time and at the right place, Dubé says.

SUMMARY: P5 quota committee members are currently evaluating how to meet the butterfat demand while ensuring there is an opportunity to market all the associated solids non-fat. The next P5 quota committee meeting will take place in October.

### P5 Utilization by Class*

<table>
<thead>
<tr>
<th>Class</th>
<th>Description</th>
<th>% Butterfat</th>
<th>% Solids Non-Fat</th>
<th>% Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1(a)</td>
<td>Homo, 2%, 1%, skim, chocolate milk, flavoured milks, buttermilk</td>
<td>11.50%</td>
<td>24.81%</td>
<td>*27.78%</td>
</tr>
<tr>
<td>1(b)</td>
<td>Fluid creams</td>
<td>2.51%</td>
<td>12.54%</td>
<td>*7.22%</td>
</tr>
<tr>
<td>2(a)</td>
<td>Yogurt, yogurt beverages, Kefir and Lassi</td>
<td>1.94%</td>
<td>5.34%</td>
<td>*4.63%</td>
</tr>
<tr>
<td>2(b)</td>
<td>Cheddar cheese</td>
<td>0.67%</td>
<td>7.70%</td>
<td>*3.93%</td>
</tr>
<tr>
<td>3(a)</td>
<td>Fresh cheese, specialty cheese</td>
<td>6.37%</td>
<td>6.18%</td>
<td>*6.68%</td>
</tr>
<tr>
<td>3(b)</td>
<td>All types of mozzarella except those declared in class 3d, Brick, Colby, Farmer, Jack, Monterey Jack</td>
<td>12.97%</td>
<td>17.10%</td>
<td>*15.45%</td>
</tr>
<tr>
<td>3(c1)</td>
<td>Asiago, Munster Canadian style (menust), Feta, Gouda, Havarti, Parmesan, Swiss</td>
<td>3.59%</td>
<td>3.68%</td>
<td>*3.86%</td>
</tr>
<tr>
<td>3(c2)</td>
<td>Cheddar cheese</td>
<td>3.74%</td>
<td>7.19%</td>
<td>*8.10%</td>
</tr>
<tr>
<td>3(d)</td>
<td>Cheddar cheese</td>
<td>3.35%</td>
<td>7.34%</td>
<td>*3.24%</td>
</tr>
<tr>
<td>4</td>
<td>Mozzarella used strictly on fresh pizzas by establishments registered with the CDC</td>
<td>1.42%</td>
<td>17.73%</td>
<td>*8.47%</td>
</tr>
<tr>
<td>5(a)</td>
<td>Butter and powders</td>
<td>2.78%</td>
<td>2.59%</td>
<td>*1.72%</td>
</tr>
<tr>
<td>5(b)</td>
<td>Condensed and evaporated milk for retail sale</td>
<td>0.81%</td>
<td>5.11%</td>
<td>*2.04%</td>
</tr>
<tr>
<td>5(c)</td>
<td>Cheese for further processing</td>
<td>1.07%</td>
<td>0.26%</td>
<td>*0.44%</td>
</tr>
<tr>
<td>5(d)</td>
<td>Non-cheese products for further processing</td>
<td>0.58%</td>
<td>0.68%</td>
<td>*0.34%</td>
</tr>
<tr>
<td>5(e)</td>
<td>Planned exports (Class 4m is grouped with 5d)</td>
<td>1.05%</td>
<td>27.19%</td>
<td>*6.09%</td>
</tr>
<tr>
<td>6</td>
<td>Milk used to process milk ingredients</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The graph below shows the 12-month blend price for the P5 provinces and Western Milk Pool (WMP).
*There is a three-month lag reporting these figures.

**ONTARIO DEDUCTIONS, PER HL**
For July 2017

<table>
<thead>
<tr>
<th>Deduction</th>
<th>Within quota</th>
<th>Over-quota</th>
</tr>
</thead>
<tbody>
<tr>
<td>DFO Administration</td>
<td>$0.635</td>
<td>$0.635</td>
</tr>
<tr>
<td>CQM Administration</td>
<td>$0.020</td>
<td>$0.020</td>
</tr>
<tr>
<td>DFO Research</td>
<td>$0.050</td>
<td>$0.050</td>
</tr>
<tr>
<td>Canwest DHI</td>
<td>$0.060</td>
<td>$0.060</td>
</tr>
<tr>
<td>Transportation</td>
<td>$2.510</td>
<td>$2.510</td>
</tr>
<tr>
<td>Market Expansion</td>
<td>$1.500</td>
<td>$1.500</td>
</tr>
<tr>
<td><strong>Total Deductions</strong></td>
<td><strong>$4.775</strong></td>
<td><strong>$4.775</strong></td>
</tr>
<tr>
<td><strong>Average total net</strong></td>
<td><strong>$70.528</strong></td>
<td><strong>$-4.775</strong></td>
</tr>
</tbody>
</table>

*These figures are based on Ontario’s average composition for July 2017 of 4.00 kg of butterfat, 3.27 protein and 5.78 other solids, rounded to the nearest cent.

**U.S. CLASS PRICES**
The July 2017 Class III Price, US$15.45 per hundredweight, is equivalent to C$43.85 per hectolitre. This equivalent is based on the exchange rate of US$1 = C$1.25035, the exchange rate when the USDA announced the Class III Price.
The Class III Price is in $ US per hundredweight at 3.5 per cent butterfat. One hundredweight equals 0.44 hectolitres. Canadian Class 5a and Class 5b prices track U.S. prices set by the U.S. Department of Agriculture.

*Source: USDA*

**DID YOU KNOW?**
Canadian dairy producers supply two main markets:
• the fluid milk market, which includes flavoured milks and creams;
• the industrial milk market, which uses milk to make products, such as butter, cheese, yogurt, ice cream and milk powders.

In 2015-16 dairy year, the fluid market accounted for approximately 28.9 per cent of total producer shipments of milk, or 97.8 million kilograms of butterfat. The industrial market accounted for the remaining 71.1 per cent or 240.2 million kg of butterfat. In 2016, 82.2 per cent of Canada’s milk production was concentrated in Ontario and Quebec.

*Milk production in Canada is expressed in kilograms of butterfat at 3.6 kg of butterfat per hectolitre.*


**ONTARIO MONTHLY PRODUCER AVERAGE GROSS BLEND PRICE**

A total 3,607 producers sold milk to DFO in July compared with 3,727 a year earlier.
HOT INDUSTRY TOPICS ADDRESSED IN WORLD DAIRY EXPO SEMINARS

World Dairy Expo features the best and brightest during its world-class seminars, and this year’s topics include robotic milking systems, A2 milk, transition cow health, mycotoxin in feedstuffs, consumer perceptions, cover crops and future farm labour.

Seminars will take place from Oct. 3 to 5 at the Alliant Energy Center in Madison, Wisconsin, in the Mendota 2 meeting room, located in the Exhibition Hall. The following is the schedule of seminars.

Tuesday, Oct. 3, 1 p.m.
“Building a stronger dairy producer banker relationship”
Arthur Moessner, vice president – Dairy Team Lead, American AgCredit

Wednesday, Oct. 4, 11 a.m.
“Economics of robotic milking systems”
Dr. Larry Tranel, dairy specialist, Iowa State University Extension and Outreach
Lance, Jonna Schutte, owners of Jo-Lane Dairy, and Doug Gernes, owner of Gernes Dairy, LLC

Wednesday, Oct. 4, 1 p.m.
“Making sense of dairy and anti-inflammation: yogurt, obesity and A2 milk”
Dr. Bradley Bolling, assistant professor, department of food science, University of Wisconsin-Madison

Thursday, Oct. 5, 11 a.m.
“Health and immunity in transition cows”
Dr. Marcus Kehrli, director, National Animal Disease Center – USDA-ARS

Thursday, Oct. 5, 1 p.m.
“Limiting mold and mycotoxin problems in dairy herds”
Dr. Lon Whitlow, professor emeritus, North Carolina State University

Friday, Oct. 6, 11 a.m.
“Consumer and public perceptions of the U.S. dairy industry: implications for practices, policy and market demand”
Dr. Christopher Wolf, professor, Michigan State University

Friday, Oct. 6, 1 p.m.
“Cover crop management for dairy producers”
Dr. Karla Hernandez, forages field specialist, South Dakota State University

Saturday, Oct. 7, 11 a.m.
“Who will work on America’s farms in 2025?”
Dr. Don Albrecht, director, Western Rural Development Center

For more than five decades, the global dairy industry has been meeting in Wisconsin for the World Dairy Expo. Crowds of nearly 75,000 people from more than 100 countries attended the annual event in 2016. For more information, visit www.worlddairyexpo.com.
The Grand Valley Fortifiers (GVF) group of companies has announced a new alliance between MS Schippers Canada Ltd. and Farmers Farmacy—a company within the GVF group of companies.

Launched on Sept. 1, Farmers Farmacy has become the master distributor of MS Schippers’ HyCare focus products, including MS Topfoam, MS T&T Cleaner, MS Megades Novo, MS Dry Care Plus, MS Goldmix pH, Di-o-clean, MS Equal Coating, MS Support and Hoof Care.

With Farmers Farmacy’s recent move to a 23,000-square-foot Costco-style facility at 455 Dobbie Dr., Cambridge, Ont., there is significant capacity to take on the sale and distribution of MS Schippers products within Ontario. Utilizing Farmers Farmacy storage, retail space, logistics, distribution and knowledgeable customer service staff, Schippers Canada Ltd. is confident its existing customers will continue to have timely delivery of MS Schippers HyCare products they have grown to know and appreciate. Over time, Farmers Farmacy will integrate additional MS Schippers products that will incorporate well with its product offering.

In addition to forming an alliance between MS Schippers Canada Ltd. and Farmers Farmacy, the GVF group of companies is pleased to announce Paul and Arianne de Rond have joined their team. The de Ronds immigrated to Ontario from the Netherlands five years ago. Paul became a Schippers Canada Ltd. HyCare specialist who services the hygiene and animal care needs of swine, poultry and dairy producers in Ontario. Paul’s wife, Arianne, has been responsible for receiving, inventorying and distributing MS Schippers products in Ontario. Paul and Arianne de Rond’s new GVF roles will focus on animal nutrition, farm audits and on-farm trial support, as well as include ongoing support of MS Schippers product sales and service, now through Farmers Farmacy. For more information, visit www.farmersfarmacy.com.

Participants wishing to compete in the Canadian Young Speakers for Agriculture competition on Nov. 4 at the Royal Agricultural Winter Fair in Toronto, Ont., are reminded the deadline to register is Sept. 30 at midnight.

The competition is open to youth ages 11 to 24 with a passion for agriculture, whether raised on a farm, in the country or in the city. Competitors can register online and find more information at www.cysa-joca.ca.
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Our dairy team wishes to congratulate the McLaren family at Larenwood Farms on being awarded the 2016 Top DHI Herd Management Score in Canada for the 2nd year running.

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Fax: 519-942-0148
e-mail: tomarmstrong@rogers.com
Summer might be over, but that doesn’t mean you can’t still enjoy a cold scoop of ice cream. The only thing that could make this delectable treat even better is one that won’t melt so easily under the warm afternoon sun.

Well, thanks to scientists in Japan, this futuristic treat now exists. They’ve come up with a cool way to make ice cream unmeltable, even in temperatures as hot as 28 degrees Celsius. What’s better is scientists say you won’t even taste the difference.

How did they come up with this idea? The prized creation was actually born from an accident. After a 2011 earthquake and tsunami destroyed strawberry fields in Japan, the country wanted to help its farmers find another use for the damaged fruit. The Biotherapy Development Research Center Co. recruited a pastry chef to come up with a strawberry dessert, stumbling on a unique discovery along the way.

Strawberries contain polyphenol liquid—an ingredient that makes it hard for water and oil to separate. For ice cream makers, this discovery gave them a way to solidify dairy, allowing ice cream to keep its shape at higher temperatures. One person even claimed the popsicle held up against the heat from a hair dryer.

The ice cream is now called Kanazawa Ice—named after the city it was discovered in. As of April, the treats have been sold in Kanazawa, Tokyo and Osaka, and are available in classic vanilla, chocolate and strawberry, as well as more exotic mango and matcha.

This invention promises a way for ice cream lovers to indulge in the rich, creamy treat, while avoiding the sticky mess that can come from eating it on a hot day. We can only hope it’ll one day make its way over to Canada.

By the way, did you know Dairy Farmers of Ontario hosted an Ice Cream Trail this summer to promote great ice cream locations throughout the province on its social media channels? You can check it out by visiting www.ontarioicecreamtrail.ca.
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