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FEATURES

30 ICE CREAM TRAIL
Read about some of the new trail stops during this year’s ice cream trail in July

32 ALLEY HOLSTEINS
Logan Leyenhorst shares his family’s dairy farming practices in Saskatchewan

34 EXPLORING SWITCHGRASS
Switchgrass could be an option for producers to use marginal land and feed livestock

4 EDITOR’S NOTES
6 CHAIR’S MESSAGE
8 DAIRY NEWS
22 CALF CARE
24 DFC HIGHLIGHTS
26 ONTARIO DAIRY COUNCIL
28 HERD MANAGEMENT
36 APPLIED SCIENCE
38 RUMINATIONS
40 MARKETS
42 NEW ‘N’ NOTED
46 BACK FORTY
EDUCATING THE PUBLIC

Now is the time to inform about the benefits of supply management

With recent heightened focus on supply management and Canada's dairy system, there's never been a more important time to educate the public about what the system is about, and how it benefits the economy, as well as provide proper context on how the industry affects trade.

There have been numerous media reports on Canada's dairy industry over the last year, which started almost immediately after United States President Donald Trump took office and stated his intent to renegotiate the North American Free Trade Agreement. Since then, the Canadian government and the dairy sector have been under constant attack for not giving up supply management, and blamed for the current demise of the U.S. dairy industry, a statement that couldn't be further from the truth. It is why Dairy Farmers of Ontario (DFO), Dairy Farmers of Canada and other provincial producer boards across the country have been working tirelessly to defend and promote the industry amidst all the negative press, misinformation and myths regarding dairy trade facts.

It is crucial for the public to know the truth about Canadian dairy and its orderly marketing system. Social media has been a powerful tool that has enabled the industry to spread positive dairy messages and help people understand Canada's dairy sector is not responsible for U.S. dairy sector woes, which is drowning in too much milk and no markets in which to sell its dairy products, lack of production controls and falling farmgate prices.

Canada's system is envied around the world. Recent investments and the strength of the Canadian dairy system are due to supply management. Ontario alone has had more than $400 million of new processor investments, including Gay Lea Foods Co-operative and Vitalus Nutrition's joint processing venture in Winnipeg, Man., China's Feihe International infant formula plant in Kingston, Ont., Coca-Cola Canada and fairlife's planned investment in Peterborough, Ont., and Nestlé Canada's expanded ice cream plant in London, Ont. These types of investments and economic growth are not seen in Mexico or the U.S. Managing supply and demand for a commodity such as dairy has been proven to benefit both local and national economies. A vibrant Canadian dairy sector means more jobs, improved access to rural infrastructure, and a stronger economy that benefits all Canadians.

American dairy farmers, especially those located in northeastern states, can only dream of such an environment to operate under. It is why last month, DFO chair Ralph Dietrich and board member Will Vanderhorst went to Michigan to speak to a group of dairy producers about the benefits of supply management. They were invited by the Michigan Farmers Union to talk about how the system could help their industry and possible ways they could start introducing production controls. And earlier this year, Dietrich and board member Murray Sherk travelled to Wisconsin to deliver the same message. Dietrich says both the Michigan and Wisconsin trips were "eye openers." He says the meetings reinforced their beliefs producers should not take the stable and successful Canadian dairy system for granted. Prior to supply management being implemented in Canada, producers faced frequent milk contract cancellations, lack of controls and uncertain pricing—tough situations younger producers today have not had to experience, thankfully.

Working in the dairy industry is a privilege for which many producers have told me over the years they are thankful. As Canadians, we are fortunate to live in a country that supports agriculture and farmers.
Give milk production a push

GEA’s FRone works around the clock to keep feed at the bunk, maximizing your cows’ production.

Could your bunk management routine use a little extra push? GEA’s FRone automated feed pusher provides consistent, high-quality feed available day and night to boost production results from your whole herd. It’s easy to use, charges fast and contains twin batteries for maximum run time. With the help of GEA’s FRone, you can push the limits on your feeding program.
Last month, Dairy Farmers of Ontario (DFO) board member Will Vanderhorst and I went to Michigan to speak to a group of dairy producers about the benefits of supply management. We were invited by the Michigan Farmers Union to talk about how our system could help their industry and possible ways they could start introducing production controls.

We held five meetings over a three-day period, and each was well attended. As expected, the meetings generated many questions from producers, but also comments about how they felt our supply management system was not to blame for their current situation. As many of you know, dairy farmers across the United States, particularly in the northeast, are dealing with massive amounts of overproduction, falling prices, farm attrition and rising production costs. All these factors, along with the pressure to keep a farm productive, have led to countless farmers suffering from despair and depression and, worse, more severe mental health issues. Make no mistake about it, the situation is dire.

It is no secret the U.S. dairy industry is at a breaking point, which is why President Donald Trump is looking to address the situation, albeit in the wrong way. His focus on Canada’s dairy system and the push to eliminate our dairy tariffs so the U.S. can dump its excess milk in our markets will not solve the problem of overproduction, which has resulted in lower farmgate milk prices. Many farmers and industry representatives recognize what the problem is and want to fix it. It is why DFO board member Murray Sherk and I also travelled to Wisconsin in March to speak to Wisconsin Farmers Union members about our system. At a time when U.S. dairy farmers are looking for solutions, they are turning to us for answers. I think this speaks volumes to the strengths of our system, the stability afforded to dairy producers across Canada, and the privilege to operate in such a way as to be able to cover our production costs without having to rely on government subsidies.

Both the Michigan and Wisconsin trips were eye openers. What became abundantly clear to me, Vanderhorst and Sherk is the U.S. open market system for dairy is not sustainable without some sort of production controls. It has been reported Wisconsin is losing a farm per day, and that number could grow if solutions aren’t found quickly. Producers at the Michigan meeting said they were envious of our system and intend to push for immediate action to reverse the downward trend. The trips also reinforced our belief we can’t take our system for granted. Prior to supply management being implemented in Canada, producers faced frequent milk contract cancellations, lack of controls and uncertain pricing—tough situations younger producers today have not had to experience, thankfully.

We should be proud of our system, and must never tire at defending and promoting the industry both in Canada and abroad.

Dairy Farmers of Ontario
June 22, 2018

CHAIR’S MESSAGE

By Ralph Dietrich

PRODUCTION CONTROLS BENEFIT FARMERS

We must never tire at defending and promoting supply management both in Canada and abroad.

It is no secret the U.S. dairy industry is at a breaking point, which is why President Donald Trump is looking to address the situation, albeit in the wrong way. His focus on Canada’s dairy system and the push to eliminate our dairy tariffs so the U.S. can dump its excess milk in our markets will not solve the problem of overproduction, which has resulted in lower farmgate milk prices. Many farmers and industry representatives recognize what the problem is and want to fix it. It is why DFO board member Murray Sherk and I also travelled to Wisconsin in March to speak to Wisconsin Farmers Union members about our system. At a time when U.S. dairy farmers are looking for solutions, they are turning to us for answers. I think this speaks volumes to the strengths of our system, the stability afforded to dairy producers across Canada, and the privilege to operate in such a way as to be able to cover our production costs without having to rely on government subsidies.

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We should be proud of our system, and must never tire at defending and promoting the industry both in Canada and abroad.

Ralph Dietrich, chair
Dairy Farmers of Ontario
June 22, 2018

LES CONTRÔLES DE LA PRODUCTION BÉNÉFIÇENT AUX AGRICULTEURS

Nous ne devons jamais cesser de défendre et promouvoir la gestion de l’offre, au Canada et à l’étranger.

Il est bien connu que l’industrie laitière des É.-U. a atteint un point de rupture, et le président Donald Trump cherche à résoudre cette situation en s’attaquant aux mauvais enjeux. Sa concentration sur le système laitier canadien et la pression pour éliminer nos tarifs laitiers pour que les É.-U. puissent se débarrasser de leurs excès de lait sur nos marchés ne résoudront pas le problème de la surproduction, qui a entraîné une baisse des prix de production du lait. De nombreux producteurs et représentants de l’industrie reconnaissent le problème et veulent le résoudre. C’est pourquoi Murray Sherk, membre du conseil de DFO et moi-même nous sommes rendus dans le Wisconsin pour parler avec les membres du syndicat des producteurs du Wisconsin à propos de notre système. À une période où les producteurs laitiers cherchent des solutions, ils se tournent vers nous pour obtenir des réponses. Je pense que cette situation illustre grandement les forces de notre système, la stabilité dont bénéficient les producteurs laitiers de l’ensemble du Canada, et le privilège de fonctionner de sorte à pouvoir couvrir nos coûts de production sans recourir à des subventions gouvernementales.

Les visites dans le Michigan et le Wisconsin ont été révélatrices. Ce qui nous a sauté aux yeux est que le marché ouvert des États-Unis n’est pas durable sans contrôle de la production. Il a été signalé que le Wisconsin perd une ferme par jour, et ce nombre pourrait augmenter si on ne trouve pas de solution rapidement. Les producteurs à la rencontre au Michigan déclaraient être enveisux de notre système, et compilent prendre des mesures immédiates visant à inverser cette tendance à la baisse. Les visites ont également renforcé notre croyance que l’on ne peut pas tenir notre système pour acquis. Avant que la gestion de l’offre soit mise en place, les producteurs ont été confrontés à de fréquentes annulations des contrats laitiers, à une absence de contrôles et une instabilité des prix : des situations difficiles que les jeunes producteurs d’aujourd’hui n’ont pas connues, fort heureusement.

Nous devons être fiers de notre système, et ne jamais cesser de défendre et promouvoir l’industrie, au Canada et ailleurs.
DON’T MISS IT!

Make plans today to join us October 2-6 in Madison, Wisconsin, USA! With the latest in dairy technologies, cutting-edge research and North America’s finest dairy cattle, see for yourself why World Dairy Expo truly is the must-attend event for everyone in the global dairy industry.
There has been a lot of information in the news lately about dairy and the supply management system, following comments United States President Donald Trump made on Twitter and in news conferences, as well as comments made by Lino Saputo Jr. from Saputo Inc. Dairy Farmers of Ontario (DFO) staff is closely monitoring both traditional media and social media, and working to push out positive news about Canadian dairy, dairy farmers and the supply management system.

Over the past few weeks, DFO has received numerous requests for information from media, government, farmers and consumers. Questions range from asking what supply management is about to requesting updated figures with regard to trade deficits. DFO communications staff has put together various resources to help answer these questions.

1. A new page has been created on DFO’s website (www.milk.org/thefacts), which contains updated information on trade, supply management and Canadian dairy. This information is considered public information and can be freely shared;
2. Positive messages and facts have been, and will continue to be, shared on Twitter (@DairyOntario and @OntarioMilk) and Facebook (/OntarioDairy);
3. Documents have been created for reference should anyone be asked questions about the current situation. These documents are available at www.milk.org/thefacts;
4. DFO is sharing media postings and stories where board members and staff have publicly defended the Canadian dairy system in a single document that can be used as reference. This will be continually updated;
5. Ralph Dietrich, DFO chair, and Graham Lloyd, general manager and chief executive officer, continue to meet with provincial and federal policymakers to advocate on dairy’s behalf. Producers and industry stakeholders are encouraged to continue sharing positive industry messages on social media, and sharing the materials at www.milk.org/thefacts with anyone wanting more information about supply management, dairy trade and the industry’s contributions to the economy.

Dairy Farmers of Canada (DFC) president Pierre Lampron and chief executive officer (CEO) Jacques Lefebvre attended a private meeting with Prime Minister Justin Trudeau on the afternoon of June 12.

The meeting was positive, with the prime minister listening intently and reiterating his support for supply management and Canadian dairy farmers. After the meeting, Lampron issued the following statement: “I want to thank Prime Minister Trudeau for today’s meeting. We had a very candid conversation with him, and he clearly understands our concerns. He stated not only does he support supply management, he is also committed to our dairy farmers and a robust dairy sector right here at home.”

The prime minister also took to Twitter after the meeting, thanking Lampron and Lefebvre by tweeting “We’re working with @dfc_plc to make sure we continue to support and defend Canada’s dairy farmers. My thanks to the DFC president and CEO for the productive meeting in Ottawa today.”

Dairy Farmers of Ontario’s website contains new and updated materials on trade

DFO HAS launched www.milk.org/thefacts, which contains various resources to help answer questions about trade, supply management and Canadian dairy.

DFC MEETS WITH PRIME MINISTER JUSTIN TRudeau
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ONTARIO DAIRY FARMERS GO ON CANADIAN TOUR

Ontario dairy farmers Henk and Bettina Schuurmans are embarking on a cross-country tour by tractor.

The journey started on June 22 when they left their family’s farm outside of Elmira, Ont., to head to northern Ontario and across the Prairies to British Columbia. Once they reach B.C., they’ll turn around to head back to the farm before making the journey to Atlantic Canada in the fall.

Henk Schuurmans says they want to share stories of their dairy farm with Canadians with the goal of promoting the Canadian dairy industry and the benefits of supply management for farmers, processors and consumers.

Along with their John Deere 6430, the Schuurmans will be showcasing a model cow for the ride and a few materials. They’ll be making stops in several towns and communities along the way, and hope to meet fellow Canadian dairy farmers throughout their travels. The Schuurmans will be documenting the trip on their Facebook page (https://www.facebook.com/Milky-Wave-Inc-247852845297019/), as well as on Twitter @CdnMilkTour using the hashtag #CdnMilkTour.

THE SCHUURMANS family from left are Romy, Eric, Tom, Jim, Bettina, Henk, Emily, Lize and Brodie. Henk and Bettina are travelling across Canada to promote the dairy industry and the benefits of supply management to the public. They set out on their tractor on June 22 and hope to reach British Columbia by the end of July.
MR-D2 - the double box
with DualFIT Technology, A Proven Winner

This enhanced mechanical head allows the robot arm to fetch two cups at once, creating efficient arm movement and box performance. That means more time available for milking.

This standard feature on all single-box and double-box robots can help you reach your performance and profitability goals.
NEW BRUNSWICK GOVERNMENT BANS CHOCOLATE MILK IN PUBLIC SCHOOLS

On June 13, the New Brunswick government announced beverages, such as flavoured milk and juices, will no longer be sold, served or offered in the province’s schools. The move was made under the guise of enhancing the province’s public school nutrition policy to ensure students have access to healthier foods.

The Policy 711, known as Healthier School Food Environment, sets the minimum requirements for creating a healthier food environment in public schools.

A government news release states the department of education and early childhood development partnered with the Office of the Chief Medical Officer of Health, Public Health dietitians and other stakeholders to enhance the existing policy to reflect the most recent evidence and best practices in school nutrition. However, according to Dairy Farmers of Canada (DFC) staff, government officials did not consult DFC or Dairy Farmers of New Brunswick (DFNB) prior to the announcement.

DFC says it is working closely with all stakeholders to determine what can be done to reverse or mitigate the impact of the new policy, and with DFNB to figure out next steps.

The debate on whether chocolate milk should be allowed in schools started in the early 2000s, says Nathalie Roy, DFC’s assistant director of nutrition, Maritimes.

“There have long been proponents of limiting chocolate milk in individual schools, in districts and in the public health sector. The last update of the school nutrition policy in New Brunswick was in March 2008. At the time, DFC had been consulted and given the opportunity to comment on the recommended guidelines, which ended up being favourable to chocolate milk,” she says.

Although the March 2008 policy allowed the sale of chocolate milk containing less than 28 grams of total carbohydrate, chocolate milk containing between 28 and 35 grams of total carbohydrate was deemed to provide only moderate nutrition and could only be served no more than twice per week, while any flavoured milk containing more than 35 grams of total carbohydrate was not permitted.

“Even though chocolate milk sold in New Brunswick met the criteria as outlined in the 2008 school nutrition policy, some schools still opted to limit or ban its consumption. The schools and districts that limited or banned chocolate milk over the last few years were provided with research in support of chocolate and flavoured milk,” Roy says, adding dairy industry officials in the province did not receive prior notice the government was going to publish a revised school nutrition policy in 2018.

The new policy applies to all food and beverages sold, served or otherwise offered in all New Brunswick public schools, and requires foods of a higher nutritional value, which are lower in saturated fat, sugar and sodium, be served instead.

Policy 711 is part of the New Brunswick government’s 10-year education plans aimed at improving educational outcomes and better preparing young people for the future.

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 08/18 replaces DFO Regulation 07/18 and was made to adjust the price of Special Milk Classes as a result of a CDC announcement, effective July 1, 2018 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>
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<tr>
<td></td>
<td>New</td>
<td>Old</td>
<td>New</td>
</tr>
<tr>
<td>5(a)</td>
<td>7.4466</td>
<td>7.0495</td>
<td>4.9907</td>
</tr>
<tr>
<td>5(b)</td>
<td>7.4466</td>
<td>7.0495</td>
<td>1.7584</td>
</tr>
<tr>
<td>5(c)</td>
<td>7.9201</td>
<td>7.6843</td>
<td>1.4957</td>
</tr>
</tbody>
</table>

Ralph Dietrich, chair
Ryan Mills, secretary
DAIRY FARMERS OF ONTARIO
DPAC APPOINTS NEW PRESIDENT

Dairy Processors Association of Canada’s (DPAC) board of directors has chosen Mathieu Frigon as the organization’s new president and chief executive officer (CEO). He assumed his new role on June 11, 2018.

Frigon originally joined DPAC as a senior adviser on policy and economics, bringing to the organization close to 20 years of experience gained working for the government and the dairy sector. Since his arrival in 2016, Frigon has progressively taken a more active leadership role in the organization, most recently acting as interim president and CEO following the departure of his predecessor, Jacques Lefebvre, earlier this year.

“I am very excited to have the opportunity to work with some of Canada’s top agri-food businesses and brands. It is both an exciting and challenging time for the Canadian dairy sector,” Frigon says. “I look forward to leading the DPAC team in working with industry partners and governments toward continued growth and innovation in the dairy sector.”

Frigon’s vision for the next three to five years is to help the industry further modernize. “There are many international and domestic challenges to our industry, but I think we can find a way to further satisfy all parties, including producers and processors. It is not by avoiding the sensitive issues that we will find resolution, but by tackling them head-on. It may not always be a smooth path, but I want to contribute to initiating positive improvements to our sector.”

He says the current positive outlook with dairy investments should not be taken for granted. “Most recently, there has been a high level of uncertainty in the investing climate as the government renegotiates the North American Free Trade Agreement and looks to ratify the Comprehensive and Progressive Agreement for Trans-Pacific Partnership. Those with an interest in seeing the sector succeed—from the farm to government table—need to ensure we are working together toward creating a business environment in which the dairy sector can invest and grow,” he says.

“We look forward to continuing to work collaboratively with colleagues across the sector. Industry partners and DPAC know we will not agree on everything. However, with this knowledge, it becomes a matter of identifying those things we can discuss and agree upon in order to take the necessary actions to further promote the health, growth and sustainability of our sector.”

“... a big contributor to higher quality milk.”

— John Waddell

“... a big contributor to higher quality milk.”

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On behalf of Ontario’s dairy farmers, Dairy Farmers of Ontario (DFO) congratulated Premier Doug Ford of the Ontario Progressive Conservative Party on his victory. Ontario dairy farmers are pleased to see Ontario voters have elected a leader who is committed to supporting the benefits of supply management to Canadian consumers and farmers. The PC Party, and all other major parties, has long supported dairy farmers. DFO is pleased this will continue, and looks forward to continuing to work collaboratively with the new government.

The Ontario dairy industry represents the largest sector in Ontario’s agricultural economy, generating more than 15 per cent growth in the last two years, and representing more than 3,570 dairy farms, 11,000 farm families and 72 processors across the province.

DFO believes as the new premier of Ontario, Ford has the power to continue the Ontario government’s strong history of standing up for Ontario’s dairy farmers by supporting supply management—a strong Canadian system for Canadian farmers, consumers and processors. Canada’s dairy sector contributes to the economic backbone of rural communities across the country. Not only does Canada’s dairy system provide farmers with fair wages for their labour, it offers continued and sustainable growth and hundreds of millions of dollars in new farm and processor investments.

NEW FOOD REGULATIONS INTRODUCED
The Canadian Food Inspection Agency (CFIA) recently introduced Safe Food for Canadians Regulations (SFCR), aimed at providing “clear and consistent rules for food commodities so consumers can be confident that food on grocery shelves is safer to eat, whether it is produced in Canada or abroad.”

The new regulations, which were published in Canada Gazette Part II (CGII) and take effect on Jan. 15, 2019, were created after consulting with stakeholders and consumers, and are in response to the Safe Food for Canadians Act passed in 2012.

Businesses will be required to obtain licences, as well as implement preventive controls to address potential risks to food safety if they import, export or send food across provincial or territorial borders. To expedite the movement of food, businesses are also encouraged to maintain simple traceability records, according to a government release. Retailers will only be required to trace their food back to their supplier, not forward to consumers to whom they sold their products, the release notes.

The period between the final publication of the regulations in CGII and them coming into force should give businesses enough time to learn about and prepare for the requirements, including licensing, traceability and preventive controls, the release states.

The government also notes the new rules will be consistent with international food safety standards, and will strengthen Canada’s food safety system, enable industry to innovate and create greater market access opportunities for Canadian food products exported abroad.

Visit ontariosoilcrop.org for Environmental Stewardship opportunities
MASTITIS IS ONE OF THE LARGEST COSTS TO THE DAIRY INDUSTRY¹

Mastitis leads to:¹

- Milk discarded due to residues
- Reduction in yields due to illness or damage to udder tissue
- Extra labour, veterinary care, and medicines
- Reduced longevity due to premature culling

It is therefore important to prevent mastitis and protect a cow’s potential.

Experience Imrestor™.

Imrestor decreased the incidence of clinical mastitis by 31.9% in the first 30 days of lactation during clinical research trials²

Ask your veterinarian for Imrestor.

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Dairy producers are highly aware of the importance of good udder health on milk quality, animal health and the general profitability of their dairy herds. For decades, milk recording services in Canada have included milk sample analysis for somatic cell count (SCC) and the same data have been used to provide somatic cell score (SCS) genetic evaluations for bulls and cows in all dairy breeds. In October 2017, the genetic evaluation board of Canadian Dairy Network (CDN) recommended the expression of SCS genetic evaluations change to be consistent with all other functional traits. Following approval of this recommendation by the CDN board of directors, an implementation plan was established with an effective date of December 2018.

GENETIC SELECTION FOR IMPROVED UDDER HEALTH

In the 1990s, an overall udder health index was developed by Canadian researchers, which included SCS, udder depth and milking speed, for breeders and artificial insemination (AI) companies to make genetic selection decisions in this area. In August 2001, due to the increasing interest in genetic selection to improve udder health, these three traits were directly included in the lifetime profit index (LPI) formula. In 2007, the dairy industry implemented a data collection system for health events recorded by producers enrolled on DHI and/or via the Dossier Santé Animal program in Quebec. As a consequence, CDN later introduced official genetic evaluations for clinical mastitis, as well as a mastitis resistance (MR) index for Holstein, Ayrshire and Jersey breeds in August 2014. One year later, modifications to the LPI formula for these three breeds included the addition of mastitis resistance as the optimized genetic selection index for improved udder health to replace SCS, udder depth and milking speed. At the same time, ProS was introduced as the new profit-based genetic selection index, which has a 40 per cent correlation with MR.

Availability of the MR index provides producers with the opportunity to make genetic improvements to reduce the frequency of both clinical and subclinical mastitis in the herd. SCC is an indicator of subclinical mastitis, while clinical mastitis has a bigger negative impact on cow and herd profitability.

PROOF EXPRESSION

In January 2008, the expression of genetic evaluations for all functional traits, with the exception of SCS, was changed to a relative breeding value (RBV) scale with an average of 100 and a standard deviation of five. In general, this means 99 per cent of all bulls within each breed fall between 85 (poorest) and 115 (best). There are multiple reasons for adopting an RBV scale for functional traits but the key advantages include:

• The RBV scale is almost identical to the scale used over several decades for conformation traits, with the only difference being an average value of 100 for RBVs instead of zero for type;

• The use of a consistent scale across all functional traits facilitates the understanding of how each bull ranks
within the breed;
• The evaluations for all traits can be expressed in a common direction with the highest RBVs being most desirable.

At the time when the RBV scale was introduced for all other functional traits, it was decided to exclude SCS in fear it would create confusion at a time when producer interest in this trait was growing. Now, after 10 years of using the RBV scale for many traits, it has been decided to move SCS to this scale as well. Some of the key reasons for this CDN decision include:
• The current scale for SCS, with an average of three and a range from 2.25 to 3.75, is not well understood by producers other than the fact values below the average are most desired;
• SCS is currently the only trait for which lower values are preferred, so changing to the RBV scale allows the expression to become consistent across all functional traits, both in terms of range and direction of published values;
• Only three other countries involved in Interbull evaluations express SCS evaluations in the same manner as the current scale used in Canada. These include Belgium, Slovakia and the United States but, in reality, the scale used in the U.S. has about half the range as the current scale in Canada. Such a scale difference between Canada and the U.S. is not well known and can lead to misinterpretation when comparing evaluations from both countries.

IMPLEMENTATION PLAN
There are several details associated with the implementation of this change, which explains the significant lead time before the December 2018 target date. The CDN website will be modified, starting with the genetic evaluation release in August 2018, by removing SCS as a trait listed in the section of functional traits on the genetic evaluation summary page for all animals in the Holstein, Ayrshire and Jersey breeds. Focus should be shifted toward MR evaluations already available in this section. For bulls in the three breeds, evaluation details for SCS will continue to be available under the health tab. For genetic evaluation data files provided by CDN for both bulls and cows, there will be no specific changes to the file formats and test files with SCS populated with RBV values can be requested from CDN.

The Holstein, Ayrshire and Jersey breed associations will implement modifications to their respective website queries, as well as official pedigrees and other official documents in advance of the December 2018 implementation. Similarly, prior to implementation, computerized mating programs offered by AI companies in Canada will require some modification to incorporate the new scale of expression and interpretation for SCS.
Dairy Farmers of Ontario (DFO) will be relaunching the Ontario Ice Cream Trail in July—an online campaign that recognizes local ice cream shops during National Ice Cream Month.

The campaign will promote Ontario businesses that sell ice cream made with real Canadian dairy. Several ice cream shops across Ontario will be participating in the campaign, and about three shops new to the trail this year will be featured on DFO’s social media channels each week during the month of July using the hashtags #OntarioIceCreamTrail and #NationalIceCreamMonth.

DFO will also be running three contests throughout the month all concluding to the “last stop” on the trail—the Ice Cream Festival on Aug. 12 at Pinery Market in Grand Bend, Ont. The contests include two photo contests encouraging trail goers to take pictures of themselves enjoying the trail, as well as a passport contest where participants can collect stamps every time they visit a trail stop. As a special bonus, trail visitors are asked to suggest a unique name for the 2019 Ontario Ice Cream Trail signature ice cream creation. The winning name will be sent to all 2019 trail stops to recreate the feature flavour. All contest winners will receive an Ontario dairy prize pack.

Visit www.ontarioicecreamtrail.ca to read short biographies of each stop on the trail. You can also turn to page 30 for a full spread featuring profiles on some of the shops. Follow the campaign on Twitter @OntarioMilk, Instagram @ontariodairy and Facebook at www.facebook.com/OntarioDairy/.
BIGGEST CHEESE COMPETITION IN CANADA

Louis d’Or, an Alpine-style cheese made by Jean Morin from Fromagerie du Presbytère in Sainte-Élizabeth-de-Warwick, Que., was named the 2018 Cheese of the Year during the biennial Canadian Cheese Awards—the biggest cheese competition in the country.

The cheese awards took place at the University of Guelph with 14 cheese experts evaluating 375 submissions from across the country.

The recipient of the Cheese of the Year, as well as champions in 33 categories, were announced at the awards ceremony in June at the St. Lawrence Market in Toronto, Ont. Winners were also featured at the Canadian Cheese Expo the following day, as well as at Canada’s first Artisan Cheese Night Market, which was open to the public.

The Canadian Cheese Awards is the only pan-Canadian cheese competition open to all milks used in cheesemaking, including cow, goat, sheep and water buffalo, with only pure natural cheese accepted for judging.

The biennial Canadian Cheese Awards is produced by Cheese Lover Productions, with the support of Loblaw Companies as the marquee sponsor and Dairy Farmers of Canada as a principal partner.

For the complete list of winners, visit http://cheeseawards.ca.

ADL WON first place for both Dairy Isle medium and Dairy Isle old at the Canadian Cheese Awards. Pictured is Lee Turner, ADL sales manager.
ALBERTA MILK INTRODUCES PROGRAM TO ATTRACT ORGANIC DAIRY FARMERS

Alberta Milk recently introduced a new program to alleviate some of the costs associated with starting an organic dairy farm. Similar to the new entrants assistance program (NEAP), the organic entrants assistance program (OEAP) works by offering a quota loan at no cost to successful applicants.

“We want to be sure if Albertans want organic milk, they will have a stable supply of it from local farms,” says Alberta Milk chair Tom Kootstra. “We’ve had great success in our program for conventional farmers, so our organic program was a natural decision.”

The program is open to any current non-licensed dairy farm in Alberta and applications will be assessed on a first-come, first-served basis. You do not need to join this program to become an organic dairy farmer in Alberta. Similar to the NEAP, the process to qualify for the program consists of submitting a two-year financial business plan, a 10-year implementation plan, a risk mitigation plan, and a signed conditional approval letter from a financial institution agreeing to finance the operation. The farm location will also be part of the selection criteria with the goal to minimize transportation costs.

TECHNICAL PROGRAM ELEMENTS:
• As organic producers have increased costs, participants in the OEAP will receive a transition premium of 10 cents per litre of their milk for up to three years;
• They will receive three kilograms of loaned quota for every one kg purchased through the quota exchange, up to a maximum of 25 kg of loaned quota;
• The quota loan gradually expires beginning in year 11 at a rate of 10 per cent per year and reduces to zero at the end of year 19;
• While using the program, new entrants can expand up to 100 kg per day of total quota holdings, or about 71 to 100 cows (previously maximum 70 kg per day).
AGRICULTURAL IMPACT ASSESSMENT PROPOSAL

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) is seeking comments on its draft Guidance Document for Agricultural Impact Assessments (AIA) available for public comment until July 13. AIs are now required under certain provincial land use plans. OMAFRA is seeking input on the guidance document, which outlines conditions for completing an assessment.

The document supports provincial plan policies affecting the Greater Golden Horseshoe, the Greenbelt, Oak Ridges Moraine Conservation and the Niagara Escarpment, which all require an AIA be undertaken for certain types of development, such as settlement area boundary expansions, infrastructure projects and mineral aggregate extraction operations within prime agricultural areas.

An AIA evaluates the potential impacts of non-agricultural development on agricultural operations and the agricultural system and recommends ways to avoid or, if avoidance is not possible, minimize and mitigate adverse impacts. It is important for producers in these affected areas, or surrounding areas, to speak up and ensure their farm lands are protected from future urban development. The document provides technical information for municipal planners, agricultural and environmental assessment professionals, as well as aggregate, development and infrastructure proponents. OMAFRA will consider all input received for the development of a final document, to be released later this year.

The guidance document:
• outlines when an AIA is required, as well as the process for undertaking an AIA study;
• identifies best practices and resources for mitigating impacts to farmland, farm operations and the agricultural system;
• addresses farmland rehabilitation where applicable;
• helps ensure AIs are conducted in a consistent manner and integrated with other legislative processes where applicable.

As a pregnant cow approaches its due date, producers start thinking ahead and doing everything they can to help the cow prepare for calving. Producers will dry the cow off to allow time for the udder to repair and make colostrum for the calf, as well as update vaccinations. They also adjust feed so the cow has the right nutrients and minerals since the quality and quantity of follicles may be compromised, and milk production. This makes managing feed with pregnancy in mind a key priority to protect gestation investments.

As it turns out, placental and fetal growth is most likely to be affected by a dam’s nutritional status during the first trimester, particularly around the time just after implantation and while the placenta is rapidly growing. Think about what is going on with early-lactation cows. Around the time of first breeding, they are usually peaking in milk production, which can cause a negative energy balance if a cow is not eating enough to sustain production and is “milking off her back,” or losing body mass. Research in human medicine, as well as in sheep and beef production, has shown the fetus will make adjustments in response to this stress, which can result in negative effects later in life. It is important to meet the high nutritional demands during early lactation and minimize the level of negative energy balance that can occur.

Insufficient dam nutrition has been found to reduce weaning weights and other production measures in beef calves, despite normal birth weights. Changes in maternal nutrition also appear to alter an offspring’s metabolism, possibly by altering the way nutrients are used for growth. This has been shown in several studies in beef production, with calves exhibiting different growth rates depending on how their dams were fed during gestation.

Feeding management is also an important determinant since major changes in pen sizes and stocking density can alter access to feed according to available bunk space. Cows need to have access to feed 24 hours a day, which may require an extra feeding or more feed being pushed up more often to make this happen.

It is critical for cows to maintain body condition during the dry period rather than experience any gains or losses. It is helpful to monitor body condition score (BCS) within a herd, and try to avoid any changes in condition that are greater than 0.5 BCS during the dry period. Producers should not overfeed because that will impact cows’ postpartum health, and can potentially change a calf’s future metabolic function and milking ability.

Changes in maternal nutrition appear to alter an offspring’s metabolism, possibly by altering the way nutrients are used for growth.
Underfeeding during the dry period, when the calf is at its greatest growth, can also affect its ability to absorb colostrum antibodies. For instance, while certain studies have not found changes in dam nutrition affect the immunoglobulin content of colostrum, the level of immunoglobulins in the calf was found to be negatively affected. It is believed other components of colostrum involved in the absorption of immunoglobulins in the colostrum may be affected by the ration the dam was fed. This means even with high-quality colostrum, calves may not be getting the protection they need.

While maternal nutrition is the most important factor for fetal development, other sources of maternal stress can yield long-term negative effects on developing calves. Research shows dam management in the dry period and throughout gestation, and even in the period leading up to breeding, may affect the developing calf, which can significantly affect health due to long-term changes in tissue and organ functions.

Management practices that minimize maternal stress on developing calves are also in cows’ best interests. Keeping cows in the appropriate body condition as they face lactation and gestation, and as they transition to the next lactation, will ensure the best future production and reproductive success. All periods of gestation, either during lactation or the dry period, deserve focus and consideration for the developing calf. Providing the most optimal maternal care, through minimizing stress and ensuring energy needs are met, may very well improve a calf’s overall health, as well as provide many benefits for the dam. Producers should consult their management advisory team regarding the possible benefits of implementing or updating their monitoring and dry cow programs, while keeping in mind the effects of the cow on her calf at all stages of gestation.

For more information on calf management, visit www.calfcare.ca or contact Veal Farmers of Ontario at ontarioveal.on.ca for a copy of the Off to a healthy start naturally: The dry cow resource.
WORLD MILK DAY

Dairy Farmers of Canada partners with DPAC to donate cheese, yogurt and milk

World Milk Day, which happens every year on June 1 since 2001, takes place around the world to highlight the dairy sector’s important contributions toward sustainability, economic development, livelihoods and nutrition.

This year, in honour of World Milk Day, Dairy Farmers of Canada (DFC) teamed up with Dairy Processors Association of Canada (DPAC) to help vulnerable members of society by donating dairy products to the Ottawa Mission. The donation provided about 400 people with cheese, yogurt and milk, given generously by General Mills Canada and Saputo Dairy Products Canada GP.

In a blog on World Milk Day, DFC president Pierre Lampron thanked consumers for their continued support of supply manage-

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This support was reaffirmed in a May Ipsos survey, which showed 75 per cent of people believe the dairy industry should be defended during North American Free Trade Agreement renegotiations.

World Milk Day coincided with this year’s Federation of Canadian Municipalities’ (FCM) annual conference.

Many municipal leaders attended the conference, which includes a trade show where DFC, as part of the SM5, participated. Egg Farmers of Canada, Turkey Farmers of Canada, Chicken Farmers of Canada and the Canadian Hatching Egg Producers joined DFC’s booth to offer delegates food samples and test knowledge about supply management through an interactive game. Recipe cards and supply management fact sheets were distributed.

Dairy Farmers of Ontario (DFO) has an annual scholarship program, which offers up to four $3,000 scholarships to students entering a degree or diploma program in agriculture.

To be eligible for these scholarships, an applicant must:

• be a son or daughter of a DFO licensed dairy producer (sons or daughters of current board members are not eligible);
• be entering semester one of an agricultural degree program or a diploma program in agriculture;
• have achieved an average of 80 per cent or greater in Grade 12 credits (best six to be averaged).

Selection criteria will be based on:

• academic achievement;
• future career plans;
• demonstrated leadership in secondary school and/or community activities.

Payment if selected: The scholarships will be payable in two installments, one in semester one and one following semester two, based on satisfactory achievement.

Application forms are available on DFO’s website at www.milk.org in the Forms section under Farmers.

Complete application forms must be sent to Dairy Farmers of Ontario by August 31, 2018.

For more information, please contact Kateryna Dmytrakova at kateryna.dmytrakova@milk.org or 905-817-2168.
Perhaps one of the main policy issues for many delegates at the Ontario Dairy Council’s convention in June is Health Canada’s Healthy Eating Strategy, an aggressive regulatory approach that takes aim at industries, according to Joslyn Higginson, principal at Manifesto Advocacy Consulting.

“The Healthy Eating Strategy targets processed foods and food processors,” she says, adding it comes at a hefty price tag of about $1.8 billion for processors to update food labelling since the strategy would make it mandatory for foods high in sugar, saturated fat and salt to carry a front-of-package warning label.

Higginson spoke about the role food policy should play in guiding healthy food choices for consumers. She says most experts would agree food policies should target obesity and healthy eating, but Health Canada’s actions to date have focused on processed foods and targets industries.

The Healthy Eating Strategy would change how products are produced, labelled and marketed, permanently altering Canada’s agri-food sector in a short time frame.

“No other country in the world has attempted to make all these changes at once,” she says. “It’s unprecedented change all at once, unprecedented cost and unprecedented timelines.”

Some of the guiding principles behind the revised Canada’s Food Guide include encouraging consumers to eat protein-rich foods derived from plant sources and limit eating foods high in sugar, saturated fat and salt, which Higginson says isn’t backed by scientific evidence of improving health.

These recommendations would also have a negative impact on the dairy industry, and yet, she says the industry has been kept entirely out of government consultations.

Higginson suggested alternative principles for the food guide, such as focusing more on science and evidence-based recommendations to address obesity and promote healthy eating.

“Let’s empower and encourage Canadians rather than shame them, and let’s maintain the food groups, which is how the food guide has been structured since inception,” she says, adding the industry should look at the situation in other countries as an indication of what the Canadian government may adopt in its food policy. Governments in other countries have looked at implementing a sugar tax, stop sign warning labels on food packaging, or total restrictions on marketing foods high in sugar, saturated fat and salt.

“We need a multipronged, multifaceted approach to address this,” Higginson says. She encourages all sectors in the dairy industry to create a comprehensive obesity strategy and advocacy campaign.
Dairy Farmers of Ontario (DFO) values its partnerships and working relationships with processors,” says Graham Lloyd, DFO’s general manager and chief executive officer. “We can’t sell our milk without processors, so to us, it makes sense to work with them.”

Lloyd was one of the speakers at ODC’s convention, giving members an update on the development of DFO’s promotions and marketing program. Following the board’s decision to withhold promotions and marketing funding from Dairy Farmers of Canada (DFC), Lloyd says one of the first tasks the board set out to do was form an advisory committee, which included key members of the dairy industry.

The advisory committee had a single mandate—to grow the dairy market. Starting with a blank slate, the committee began its research and presented a final report to the board in December 2017.

DFO’s immediate priorities include hiring a marketing director, as well as developing programs with assistance from the interim marketing committee.

The promotions and marketing program would focus on key areas, including pre-competitive generic advertising activities, supporting supply chain partners in their initiatives to find ways to maximize growth, and allocating funds to support investment in several areas, such as plant capacity or technological advancements.

“Creating an effective promotions and marketing program is a major undertaking,” Lloyd says, adding staff is working to ensure the program benefits dairy farmers. “We want to do this right and roll out a program that works.”

In the meantime, DFO is carrying on with a number of existing programs it feels are critical to maintain, such as Recharge with Milk, an Ontario milk calendar and Elementary School Milk Program, as well as existing promotions activities with dairy producer committees.

DFO is also partnering with Restaurants Canada to promote dairy in restaurants, working on developing positive relationships with processors, as well as attending trade shows, such as SIAL Canada, RC Show and cheese festivals.

“We need to work strategically and in alliance with the people who sell our products,” Lloyd says. “These dollars are farmers’ dollars that have to tie to growing the market. It also has to be incremental new growth.”

Graham Lloyd

Jennifer Nevans
is assistant editor of Milk Producer.
Dairy farmers face an ongoing barrage of tough questions and management decisions every day that could affect their herd and farm’s future. Are my rations sufficient? Is this new bedding worth it? Are we catching cases of mastitis early? Am I fully minimizing antibiotic use? The list of questions never seems to end.

Real-time answers to these questions and more are now available from SomaDetect’s technology platform, which will launch commercially in early 2019. SomaDetect is a sensor that can detect fat in milk and early disease symptoms. Let’s examine how the technology works. At the heart of the system is a sensor invented by Dr. Satish Deshpande, who obtained a doctorate in biophysics from the University of Guelph in 1987. Satish had been doing research and development at the company he’d started in Guelph in 1992 called SpectraDigital, developing a simple and economical light-scattering sensor that could identify agents in blood that cause diseases, such as malaria, tuberculosis and AIDS. Sensors that use light-scattering to analyze fluids already existed at the time, but their application was limited and costly. They work by directing a beam of light through a medium, which scatters when it hits small particles within. Particles of varying sizes, in various concentrations, create different scattering patterns. Satish’s sensor differs in that it can detect multiple compounds across a wide range of sizes, and is cost-effective.

Satish discovered his sensor by accident and that it could analyze milk. He’d been using milk to calibrate it, and realized he could easily determine differences in fat content. After discussing it with someone in the dairy industry, he tweaked the device so it could also detect somatic cells. A patent for somatic cell count (SCC) detection soon followed.

His entrepreneurial daughter, Dr. Bethany Deshpande, suggested they talk to dairy farmers about whether they would be interested in using a device that could provide rapid analysis of milk fat and SCC. She and her husband, Nicholas Clermont, had positive discussions with dairy farmers in New Brunswick, where they lived at the time. Bethany established SomaDetect in Fredericton in 2016 as chief executive officer, and with new team members, began analyzing sensor data using cutting-edge machine-learning algorithms. She and her team soon realized they had a platform that could instantly identify the presence and amount of every major compound in raw milk, from SCC and fat to protein, progesterone and even trace antibiotics.

SomaDetect quickly moved forward and by 2017, the system was ready for testing. The sensor is enclosed in a box that attaches to a farm’s milking hose. Data collected by the sensor are analyzed by system software and presented to farmers on a web-based platform. Farmers can instantly see the component counts for each cow and are alerted to those outside normal range or chosen from pre-set ranges. Data for individual cows and the entire herd can be tracked over time.

“Some robotic milking systems, or their add-ons, currently provide farmers with fast and direct measurements of fat, protein and SCC, but they rely on adding a reagent to milk, and those costs add up,” Bethany notes. “Those who farm conventionally, receive individual measurements of milk quality indicators every six weeks, and have to rely on averaged measurements from bulk milk to make critical management decisions in the meantime. Our system provides cost-effective, instant analysis at every milking, enabling any farmer to make rapid and proactive decisions relating to disease management, reproduction and overall herd management. This means better decisions, higher profits and better animal welfare. Farmers can take the data and reduce the severity and spread of disease, minimize the use of unnecessary antibiotics, better manage reproduction, more accurately prevent contamination and maximize the quality of milk going into the bulk tank.”

In terms of which milk component measurement makes the biggest difference to a dairy farmer, Bethany says that’s a hard question to answer. “It depends on the specific farm’s chal-
challenges and goals,” she explains. “All farms and farmers are unique. From our many discussions with hundreds of farmers, I’d say what they’re interested in most is progesterone levels for better reproduction management and also SCC, for mastitis and health management. These are critical indicators that have been hard to measure in the past.”

Bethany says it’s important for SomaDetect’s user experience to be very easy as it paves a way toward commercialization. “Farmers don’t need any more chores or extra work,” she observes. “They have so much to do, so we want to provide the maximum benefit for the least amount of work. We want farmers to be using it the same day it’s installed, and we’re there soon after.”

The SomaDetect system can identify cows through their robotic milker collar or their radio-frequency identification ear tags, and will soon offer a new type of cow identification system, Bethany adds.

Early-adopter sales of SomaDetect are available now at a reduced price, but the price after commercial launch will be C$2,000, plus a few dollars per month per cow for software use.

**RAPID DEVELOPMENTS**

SomaDetect moved this year to Buffalo, New York, after its founders won a $1 million grand prize startup contest (see sidebar for more). In April, SomaDetect began a research partnership with Cornell University to validate and further develop the technology. These new studies will supplement an on-farm pilot program SomaDetect began in June 2017, in association with Milk2020 and the New Brunswick Crop and Livestock Health and Quality Program. “It’s a very exciting time for us,” Bethany says. “We will be installing it on farms in Ontario, Atlantic Canada and Western New York for commercial, herd-level validations this fall.”

SomaDetect was also a finalist in the New Brunswick Innovation Foundation Breakthru startup competition, and winner of the Ontario Fierce Founders Bootcamp and the Ag Innovation Showcase in St. Louis, Missouri. The firm also took part in the 2018 Sprint Accelerator Cohort and the NVIDIA Inception program, which aims to nurture startups that are changing industries with artificial intelligence software. The Sprint event took place from March to June in Kansas City, and Bethany says she and her team were extremely pleased to interact with one of the event’s corporate sponsors, Dairy Farmers of America (DFA), a co-op of more than 13,000 farmers.

“It was a fantastic opportunity,” she says. “We worked a lot on various parts of moving the business forward, and most importantly, we got to know DFA’s leadership team. They were very excited and it was great to have their encouragement and talk to them about how the technology can benefit their members and the industry as a whole. They have been very supportive and we are incredibly appreciative.”

Bioenterprise Services, a Canadian startup business accelerator, also provided SomaDetect with mentoring services and introduced the team to strategic partners. “We also helped the company prepare for investment pitches by reviewing pitch decks, hosting rehearsal sessions and offering feedback on the company’s valuation and financials,” says Rattan Gill, Bioenterprise’s agriculture and regulatory affairs analyst. Bioenterprise also funded the firm’s initial technology validation and software development activities. Gill believes SomaDetect’s technology “promises to revolutionize how farmers receive information about their herd and about the milk they produce.”

Bethany reflects that “it’s lovely to work with my dad,” who is still involved in SomaDetect and still runs SpectraDigital. “He is thrilled to see this technology commercialized and see how excited farmers are,” she says. “For me, I’ve learned so much about so many different things—how dairy farmers work and business and design engineering. Most of all, I’ve gotten to know my dad as a scientist and inventor. This means a lot to me in commercializing something very cool and very impactful.”

**WINNING 2017 GRAND PRIZE**

In October 2017, SomaDetect won the $1 million grand prize in the fourth annual 43North business plan competition, beating out 15 other startups from around the world. The 43North contest is sponsored by New York, and aims to stimulate economic development through awarding cash, mentoring, tax-free benefits and incubator space to new businesses. In return, 43North gets a five per cent ownership stake, and each business must move a substantial portion of its operation to Buffalo for at least a year. It’s a particularly good fit for SomaDetect, Bethany says, because New York is home to more than one million dairy cattle, more than in all of Canada.

SomaDetect plans to hire eight people in Buffalo later this year, ranging from engineers and developers to technicians and support staff, and could hire another 15 in 2019.

**DR. BETHANY** Deshpande is pictured with her father, Dr. Satish Deshpande, who invented the sensor that led to the development of SomaDetect. Bethany and her husband, Nicholas Clermont, took the technology to dairy farmers to gauge their interest in using the device on their farms, and received positive feedback.
ICE CREAM TRAIL

For the second year in a row, Dairy Farmers of Ontario is hosting its Ice Cream Trail in July. The online campaign promotes Ontario ice cream shops that sell real Canadian dairy ice cream. Visit ontarioicecreamtrail.ca

FOUR ALL ICE CREAM

Located in Waterloo, Ont., Four All Ice Cream offers a range of handcrafted ice cream and sorbet made from natural ingredients that are locally sourced and created with inclusion as a goal. All the ice cream is made from local Guernsey cows’ milk from Eby Manor farm, and then combined with local cream. The ice cream shop offers four flavour categories with an abundance of flavours to suit every palette. Popular customer favourites are the whiskey caramel pecan and salted caramel swirl, which rotate monthly. Ajoa Mintah, owner and chief ice cream maker, started the business in 2016. She attributes her success to forming partnerships with local farmers and supporting small-scale manufacturers in the Kitchener-Waterloo region.

URE’S COUNTRY KITCHEN & VARIETY

Established in 1988 by Randy and Laurie Ure, Ure’s Country Kitchen & Variety has become a household name. The popular retail store located between Amherstburg, Ont., and Harrow, Ont., is a one-stop shop that offers everything from gas, a convenience store, full-service restaurant that serves all-day breakfast and, of course, its specially-made 24 flavours of hand-scooped ice cream. The family-run business supports local and Canadian small businesses, and keeps customers coming back for its homemade waffle cones and new ice cream flavours.

THE ICE CREAMERY

For almost a quarter of a century, The Ice Creamery has been handcrafting the highest-quality ice cream, gelato and frozen yogurt using fresh, local ingredients and 100 per cent real Canadian cream. All its ripples are made fresh onsite, as are its candied pecans. The Ice Creamery takes creative liberties when producing gourmet flavours, such as blueberry basil, toasted fig, salted pecan and mascarpone, or its popular strawberry rhubarb made with homegrown rhubarb. The Sarnia-Ont., business continually works on creating new and exciting flavours to grace its customers’ taste buds.
Customers who visit Antiques & Ice Cream in Dutton, Ont., in Elgin County, enjoy the opportunity to browse the varied antiques and collectibles while enjoying some Shaw’s Ice Cream offerings, or handmade milkshake. While savouring one of the many ice cream flavours, customers can also shop for one-of-a-kind mementos, or learn a little history while chatting with the owner.
Q: How and why did you start farming?
A: My parents, Albert and Heather, started farming in Alberta in the early ’80s. My dad’s family was already dairying in British Columbia, but my parents wanted to start their own farm. They began working on a dairy farm in southern Alberta until they were able to start on their own. We have been farming in Saskatchewan since 1997. Since returning home from the University of Saskatchewan in 2014, I’ve been taking care of the herd, and my wife, Kaetlyn, also helps with the farm along with our employees.

Q: What is your cow replacement program?
A: We raise all our heifers and use artificial insemination on the whole herd. We breed the top cows with sexed semen, and the rest are bred with conventional semen.

Q: What do you feed your herd?
A: We feed a total mixed ration to our milking cows that consists of barley silage, barley grain, alfalfa silage, alfalfa hay, oats hay and a protein supplement.

Q: What are your thoughts on the future of the dairy industry?
A: I think the industry is great. It is definitely evolving and there is pressure to become more efficient and innovative. We are optimistic about our industry because all the core positive elements are still present. We also believe it is still the best place to raise a family. We definitely know there are challenges and changes coming but we feel as long as we can adapt to whatever those changes are then the industry will always be optimistic.

Q: How is labour divided on the farm?
A: I manage the dairy, while my dad manages the fields, and both of us make the decisions. We have two full-time employees. Levi does a lot of the afternoon milking and helps with day-to-day cattle chores, and Spencer takes care of maintenance and feeding. We have four part-time employees who help with day-to-day duties.

Q: What is your farm’s philosophy?
A: Our farm’s philosophy is to do the best with what we have been given, and to be good stewards of the land and the cattle. People are valued; my dad has always said it is important decisions are made with everyone’s interests in mind. It is important good strong relationships stay at the core of the farm’s decisions.
GEA 2017 Project of the Year

Congratulations Steenholl Dairy Farm Ltd for winning the GEA 2017 Project of the Year Award in North America!

The Steen Family has been long-time GEA customers of both GEA Dealerships, Performance Dairy Centre Inc. and Lamers Silos Ltd., and decided to purchase GEA equipment for their new 250-cow facility. The award was presented April 20, 2018 by GEA Sales Specialists, Brian Morton and Harry Inthout, along with Tys Van Ginkel and Chris Lamers from the GEA Dealerships.

We want to thank the Steen Family for their support with GEA and wish them success with their new facility.
EXPLORING SWITCHGRASS
An option for producers to use marginal land and feed livestock

Could switchgrass be an alternative to hay for dairy cattle to decrease competition between humans and cattle for land use and improve soil health?

That’s what University of Guelph researcher Abigail Carpenter from the department of animal biosciences wants to know.

Carpenter is researching the benefits of unconventional fibre sources, such as switchgrass, for cows in various stages of lactation. She previously looked at reducing the environmental footprint of dairy production which, in some cases, decreases methane production. Currently, she wants to know if switchgrass will help decrease competition between humans and cattle for land utilization, all while improving soil health.

She says growing perennial switchgrass on low-quality land that is hillier, more erodible and in low areas beside water features can contribute to provincial environmental priorities in addition to animal health, including reduced soil erosion and reduced nutrient losses to surface water.

Research has already demonstrated switchgrass’s environmental benefits, but dairy producers need clear feeding recommendations in order to consider switching lands to this perennial biomass crop.

“Previously, research on switchgrass focused on using the forage for bedding in farms since it only provides fibrous nutrients unlike some types of hay, which provide protein and energy, as well as fibre,” Carpenter says. “But no one knew the benefits of feeding dairy cattle this easy-to-grow grass.”

Dairy production has become highly efficient, but Carpenter thinks there’s still room to improve soil health and the way humans and livestock share land.

“As the population continues to grow, space and resources are limited, and we need to allocate them in the best way possible,” Carpenter says. “Our hope is by decreasing competition for land between humans and animals, we can make milk more efficiently and reduce the environmental impact of the industry.”

The Ontario Ministry of Agriculture, Food and Rural Affairs and the Natural Sciences and Engineering Research Council of Canada provided funding for this research.

The Livestock Research and Innovation Centre – Dairy Facility near Elora, Ont., is one of the world’s most advanced dairy research facilities. This series highlights research at the centre, which is a joint project with the Agricultural Research Institute of Ontario, the University of Guelph and the Ontario dairy industry. Follow this series and follow us on Twitter @DairyFacility to learn about the latest studies designed to benefit Canada’s dairy sector.
At Pioneer, we believe in growth. Growth of crops, people and the communities we’re proud to be part of. Here’s to all the men and women who never stop growing.

#NeverStopGrowing
The Canadian dairy sector has a great innovation story to tell, including advances made in dairy genetics excellence, continuous improvements dairy cattle health and welfare, leadership in sustainable milk production and how new research findings are supporting positive health outcomes for Canadians.

March 31, 2018 marked the end of the five-year Dairy Research Cluster 2 program managed by Dairy Farmers of Canada (DFC). Six new fact sheets are available online at dairyresearch.ca to showcase key outcomes and success stories from DFC investments in the program, as well as listings of ongoing research projects in dairy production, human nutrition and health, and genetics and genomics, funded in part by DFC.

In 2017-18, DFC leveraged $1.7 million in research investments to create a total research value of $7.8 million to drive innovation in the Canadian dairy sector. DFC and its council, called the Canadian Dairy Research Council (CDRC), oversaw 46 research projects with 15 partners under five programs. About 80 scientists worked on those dairy research projects, along with 80 students training in a range of dairy science programs in nine federal research centres and 15 Canadian universities.

**BENEFITS OF RESEARCH INVESTMENTS TO SECTOR**

Rapid advances in genetics and genomics research produce tools for farm profitability. Key outcomes include:

- Canadian dairy farmers have immediate access to more accurate national genomic evaluations produced by the Canadian Dairy Network (CDN), providing them with information to select the best bulls and cows for their dairy operations;
- Two powerful tools were developed in the Dairy Research Cluster 2 to help improve hoof health in Canadian herds. CDN launched the genomic evaluation for digital dermatitis in December 2017. CanWest DHI will soon offer a new management report for farmers to better manage hoof health;
- Advances in genomics are part of a large-scale project to develop an index farmers can use to select animals most efficient at digesting their feed and that are the lowest methane emitters;
• New knowledge is helping lay the groundwork to build on the use of mid-infrared spectroscopy (MIR) and MIR spectral data in the dairy industry to predict fatty acids in genetic selection, and as a new indicator trait for other novel traits in development;
• A new reference database of 10,000 cows from herds with high-quality phenotypes for fertility, survival, health, other key traits and novel trait phenotypes, such as immune response, hoof health, feed efficiency and related traits, as well as milk spectral data, is being used to advance research and development by CDN and the dairy industry in general.

Canadian dairy farmers are leading the herd in sustainability. Key outcomes include:
• An award-winning Canadian scientist and her team have improved protein formula balance used to feed dairy cattle. When implemented in dairy rations, Canada could cut its nitrogen emissions by 17,000 tonnes a year, saving Canadian farmers $77.5 million annually;
• Predictions of the effects of alternative feeding strategies on dairy farm greenhouse gas emissions (GHG) improved, including the identification of key milk fatty acids to predict on-farm enteric methane emissions from individual dairy cows;
• A new methane emission factor calculated by a team of scientists demonstrated Canadian dairy cows emit less methane (CH4) than reported in the national GHG inventories. The new factor of 5.79 per cent of CH4 energy losses compared with the default factor of 6.5 per cent used by the Intergovernmental Panel on Climate Change will be the basis for the 2019 national inventories for the calculation of enteric methane emissions from Canadian dairy cows;
• A dynamic online tool called dairyfarm-splus.ca, linked with CanWest DHI’s database, enables Canadian dairy farmers to voluntarily measure and track their farms’ environmental footprint, act and apply best management practices to reduce their farms’ footprint, meet sustainability goals and evaluate continuous improvements over time;
• Research results can be immediately applied to reduce water footprint and dairy farm environmental nutrient loading, as well as provide tools and new knowledge to evaluate and reduce water use and nutrient outflows on any Canadian dairy operation;
• A new web-based decision support tool on the Agrométrie Québec platform is currently being tested to help producers make informed decisions on optimal time of cutting timothy forage giving its digestibility and yield under climatic conditions. This will have an important impact on dairy farm profitability and sustainability.

Tools and new technologies for more comfortable and healthier cows have been developed. Key outcomes include:
• A simplified and practical advisory tool to assess cow comfort was created, reducing usual assessment times by about 50 per cent, or about three hours, depending on the herd;
• A web-based online benchmarking tool was developed for dairy farmers to compare their scores for each welfare element evaluated and access information and resources to improve cow welfare;
• Quarterly-based selective dry cow therapy can now be implemented on farms without negative impacts on udder health to reduce the use of antimicrobials by an average of 60 per cent—a potential cost savings for farmers and improved treatment for better animal health;
• Discovery of antibiotic molecules produced by coagulase-negative staphylococci (CNS), which led to a new and innovative tool to control and treat bovine mastitis caused by staphylococci and other gram-positive mastitis pathogens;
• Development of a new economic model to analyze mastitis costs on Canadian dairy farms indicated substantial losses due to mastitis with median costs of $662 per cow per year. Total cost for Canadian farms, using year 2014 demographic data, was estimated at $665 million;
• A new mobile application is in the final stage of development and will include the latest research findings on mastitis costs, treatment and prevention. The mobile application for udder health for use by farm advisers and dairy farmers will improve udder health management;
• The national dairy study generated the first national baseline statistics for data comparison to other countries that routinely generate similar information (e.g., United States), and facilitates future evaluation of progress or impact of changes in the Canadian dairy industry that might result from external/internal factors or the implementation of programs, such as the proAction Initiative;
• Sustainable reproduction practices can be readily adopted in reproductive programs to improve their efficiency and reduce hormone use, such as using sensor data to modify and-or enhance commercial software for fertility prediction and accuracy of real-time reproduction management;
• New knowledge is available to guide management decisions for dairy farmers who have adopted or who plan to adopt automated milking systems to ensure a smooth transition and ensure better herd and hoof health management practices are established.

Strong science-based evidence supports the role of dairy in Canadians’ diets. Key outcomes include:
• Strong evidence was produced supporting the lack of an adverse association between dairy fat consumption, in the form of cheese and butter, and risk of heart disease. This highlighted the importance of looking at whole foods, not just individual nutrients, as well as their global effects on risk, not just low-density lipoprotein cholesterol concentrations, when developing dietary guidelines for the Canadian population;
• Key findings support the beneficial impact of dairy products, including milk, yogurt and cheese, in controlling appetite (satiety), food intake and post-meal blood glucose levels;
• Evidence shows dairy and dairy fat consumption might reduce the risk of developing Type 2 diabetes by improving certain risk factors, such as insulin sensitivity, insulin secretion and inflammation;
• New Canadian data were generated and demonstrate diets containing dairy products can reduce the risk of metabolic syndrome, cardiovascular disease and Type 2 diabetes;
• New evidence shows milk has antioxidant properties and may protect nutrients from degradation, and when combined with other foods, these benefits can be further increased;
• New knowledge related to factors associated with biogenic amine levels in Canadian cheese was shared, which is very relevant for Canadian cheese processors and Health Canada’s salt reduction strategy and its implications for cheese;
• Evidence was shared showing dairy products contribute significant amounts of vitamin B12 to the diet and are better than taking vitamin supplements.

For more information on these research initiatives, visit these online resources:
• Dairy research blog: www.dairyresearchblog.ca;
• Dairy research portal: www.dairyresearch.ca;
• Twitter: @dairyresearch;
• Facebook: Dairy Research Cluster @dairyresearch;
• YouTube: Dairy Research Cluster channel.
SWITCHING BEDDING

What should you look for when shopping for bedding materials for your barn?

In general, dairy cows need 12 to 14 hours of rest or lying time for optimal health, welfare and productivity. Bedding materials play an important role in achieving this target by providing comfortable resting areas for cows to lie. Increased costs and reduced availability of traditional bedding materials have prompted many dairy producers to search for more feasible alternatives.

The majority of these alternatives are byproducts from manufacturing and processing industries looking for opportunities to manage their waste more resourcefully. The materials can vary from paper and paper fibre (pulp) to recycled wood products, such as wood fibre and crushed wallboard. Since there is a wide variety of these materials and their characteristics are not as well-known, evaluating their potential as bedding material is challenging. Some of these materials are shown Table 1.

ARE YOU THINKING OF SWITCHING MATERIALS?

It is a challenging but important task to evaluate if a material is suitable and meets the need of your farm operation. Make sure the material is available in a quantity that meets your long-term demand. It is important to find a reliable supplier capable of ensuring a consistent supply of materials. The other aspect to examine is labour efficiency and material handling. The alternative product should not result in extra labour for handling, cleaning and disposing of after use. For example, if you end up using some kind of recycled wood product that is not suitable for land application, you will have to find an alternative way to dispose of the material after use. This will result in extra labour and cost. Also, check if the new material will require changes in your storage system. Most alternative bedding materials are organic. Organic materials, such as recycled sawdust, shredded paper and paper fibres, require storage in a dry and clean facility. Also, many of these products may come in bags and could be available year-round, therefore requiring smaller storage areas.

Switching to a new bedding material may require a different manure management system than what you have in place. For example, if you have an anaerobic digester to manage your manure, a detailed study should be carried out to assess the impact of the new material to the process. Producers with a manure composting system should be aware of the carbon-to-nitrogen ratio of the new material and its impact on the composting system.

The cost advantage of switching to new material is unique to each operation and should be looked into individually. Sometimes an inexpensive material may result in higher costs because of the extra volume required for bedding. Costs for materials in high demand could rise, further impacting your bottom line down the road.

PROPERTIES TO LOOK FOR IN ALTERNATIVE BEDDING

Alternative bedding materials new to the market have limited research-based information to rely on. This makes the process of evaluating the suitability of the material more challenging. The best approach is to ask the supplier to analyze and provide information on material characteristics.

One of the critical factors to consider is the presence of bacteriological, physical and chemical contaminants in the material and its impact on animal health and comfort. Bedding with low bacterial counts can improve milk quality and reduce mastitis levels in a herd. Fresh and clean bedding material will normally have bacteria counts lower than 5,000 colony forming unit per millilitre (CFU/mL), Renéau, 2001. Since the majority of the alternative bedding materials are organic, it is important to check if the material being examined meets the acceptable standard for bacterial count.

While most alternative bedding materials are industry-based byproducts, the risk of chemical contamination is high. Check with your supplier or manufacturer for assurance on buying chemical-free products that could have short- and long-term detrimental effects on animal and human health. Bedding materials should also be free from chemicals that could potentially contaminate milk or crops after land application. For example, land application of materials with a high or low pH value in large quantities can affect soil pH, potentially reducing growth. Lead, asbestos and wood preservatives are other contaminants to avoid.

It is also important to check bedding material’s physical properties. It should be evaluated for its ability to absorb maximum moisture from ma-
nure and urine. In general, commercially-available wood and paper-based bedding materials are highly absorbent if kiln dried. Dry matter content (DM) is another factor that should be considered to maintain dry resting areas. Pennsylvania extension veterinarian David Wolfgang and extension engineer Dan McFarland recommend bedding materials with at least 60 per cent DM for dairy barns. Most bedding materials made from byproducts from process industries, such as pulp, paper and paper recycling facilities, contain high levels of moisture in their raw states and are often kiln-dried to reduce moisture content to less than 10 per cent.

Material particle size influences bacteria population in bedding materials. Fine-sized materials provide more surface area for bacteria to grow. Avoid material that is too fine since it tends to stick to the skin and teat ends thereby exposing these areas to higher concentrations of bacteria. For cow comfort, bedding materials should be soft, dry and clean, and should be free of any foreign objects, such as nails, glass and plastics.

ARE THE MATERIALS SAFE FOR THE ENVIRONMENT?

It is important to choose bedding materials that have minimal environmental risk. Large pieces of plastic that survive manure handling, storage and spreading are unsightly and environmentally irresponsible. Glass and metal shards spread on land are also a concern. The effects of chemical contaminants, such as polychlorinated biphenyls (PCB) and heavy metals in bedding materials, are harder to assess and of greater environmental concern.

SUMMARY

Switching to alternative bedding materials may provide economical, operational and environmental benefits. However, it is important to evaluate material suitability from different aspects, such as availability, cow and human health, cow comfort and environmental impact. Selecting the right material also depends on housing type, bedding management, bedding and manure handling equipment, and manure handling system. Producers should extensively consult with dairy experts, veterinarians, agriculture extension officers and consultants before deciding on what alternative bedding material is best for their operations.

### Table 1. Examples of alternative bedding materials.

<table>
<thead>
<tr>
<th>Product</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper products</td>
<td></td>
</tr>
<tr>
<td>Shredded paper/cardboard</td>
<td>Industries, offices, residences</td>
</tr>
<tr>
<td>Shredded drywall paper</td>
<td>Industries, construction</td>
</tr>
<tr>
<td>Paper sludge</td>
<td>Industry (paper mill wastewater)</td>
</tr>
<tr>
<td>Paper fibre</td>
<td>Byproduct of the pulping</td>
</tr>
<tr>
<td>Wood products</td>
<td></td>
</tr>
<tr>
<td>Recycled wood products</td>
<td>Industries, construction</td>
</tr>
<tr>
<td>Sawdust from furniture plants</td>
<td>Industries, construction</td>
</tr>
<tr>
<td>Separated manure solids</td>
<td>Anaerobic digester</td>
</tr>
<tr>
<td>Separated manure solids</td>
<td>Solid liquid separator</td>
</tr>
<tr>
<td>Composted manure</td>
<td>Drum composter</td>
</tr>
<tr>
<td>Other organic products</td>
<td></td>
</tr>
<tr>
<td>Mushroom farm compost</td>
<td>Mushroom farm</td>
</tr>
<tr>
<td>Peat moss</td>
<td>Peat mine</td>
</tr>
</tbody>
</table>
On June 22, P5 boards decided to implement a group of measures to slow and realign production trends with short and long-term demand, says Patrice Dubé, Dairy Farmers of Ontario’s economics director. While there is still strong growth in markets, immediate action was needed to better balance supply and demand, as well as avoid significant over-production financial penalties at the P5 pool level, he says. The large number of underproduction credits held by P5 producers is the main element that explains this production and market imbalance.

As a result of high production levels in relation to demand, May butter stocks were at 43,000 tonnes, which is well above the 35,000-tonne target. For these reasons, P5 boards are implementing the following measures, effective July 1, 2018:

1. Reduce quota issued to all producers by 1.5 per cent. Additionally, provinces will either further reduce quota issuance for all producers by two per cent or limit production credit day usage to one day per month (see Table 1);
2. Eliminate previously announced fall 2018 incentive days for conventional producers only;
3. Implement an over quota penalty of $20 per hectolitre (hL) to be applied on production over 10-plus days in Ontario and the Maritimes.

Ontario will implement the following measures for all producers:
4. Effective July 1, 2018, temporarily limit the number of production credit day usage to one day per month. This measure will be reviewed periodically by the P5 quota committee and P5 boards;
5. Implement an over quota penalty of $20 per hL to be applied on production over 10-plus days and if production credit usage exceeds one day per month.

Quebec is also committed to work toward the regulatory changes to implement measures four and five no later than Dec. 1, 2018. The Maritime provinces are going to evaluate implementing mea-

Table 1

<table>
<thead>
<tr>
<th>Measure</th>
<th>Quebec</th>
<th>P.E.I.</th>
<th>Nova Scotia</th>
<th>New Brunswick</th>
<th>Ontario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quota reduction, effective July 1, 2018</td>
<td>3.5 per cent</td>
<td>3.5 per cent</td>
<td>3.5 per cent</td>
<td>3.5 per cent</td>
<td>1.5 per cent</td>
</tr>
<tr>
<td>Incentive days (Aug. to Nov.)</td>
<td>0-0-0-0</td>
<td>0-0-0-0</td>
<td>0-0-0-0</td>
<td>0-0-0-0</td>
<td>0-0-0-0</td>
</tr>
</tbody>
</table>

P5 UTILIZATION BY CLASS*

| Class 1a | Homo, 2%, 1%, skim, chocolate milk, flavoured milks, buttermilk |
| Class 1b | Fluid creams |
| Class 2a | Yogurt, yogurt beverages, Kefir and Lassi |
| Class 2b | Ice cream, sour cream, frozen yogurt |
| Class 3a | Fresh cheese, specialty cheese |
| Class 3b | Cheddar cheese |
| Class 3ci | Asiago, Munster Canadian style (muenster), Feta, Gouda, Havarti, Parmesan, Swiss |
| Class 3cii | All types of mozzarella except those declared in class 3d, Brick, Colby, Farmer, Jack, Monterey Jack |
| Class 3d | Mozzarella used strictly on fresh pizzas by establishments registered with the CDC |
| Class 4a | Butter and powders |
| Class 4b | Condensed and evaporated milk for retail sale |
| Class 4c | New products |
| Class 4d | Inventory, animal feed |
| Class 5a | Cheese for further processing |
| Class 5b | Non-cheese products for further processing |
| Class 5c | Confectionery products |
| Class 5d | Planned exports (Class 4m is grouped with 5d) |
| Class 7 | Milk used to process milk ingredients |
sures four and five. When a province implements the monthly production credit day limitation policy and the over quota penalty, there will be an offsetting quota adjustment.

The P5 quota committee considers a one-day-per-month production credit limitation equivalent to a two per cent quota reduction for all P5 provinces. Notwithstanding the temporary variations in this decision, P5 boards remain committed to a harmonized quota policy and a common quota issuance level across the pool.

Organic producers will receive incentive days as shown in Table 2.

The P5 quota committee will continue to monitor the milk production trend and market evolution over the coming months, as well as determine if further measures will be required.

### Table 2

<table>
<thead>
<tr>
<th>Month</th>
<th>Conventional</th>
<th>Organic</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2018</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>August 2018</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>September 2018</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>October 2018</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>November 2018</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>December 2018</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>January 2019</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>February 2019</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>March 2019</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

### MONTHLY QUOTA PRICES ($/kg)

<table>
<thead>
<tr>
<th>PROVINCE</th>
<th>PRICE/kg</th>
<th>AMOUNT WANTED/kg</th>
<th>AMOUNT FOR SALE/ kg</th>
<th>AMOUNT PURCHASED/kg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberta</td>
<td>$41,000</td>
<td>193.00</td>
<td>91.64</td>
<td>60.64</td>
</tr>
<tr>
<td>British Columbia</td>
<td>$38,500</td>
<td>1,131.66</td>
<td>144.84</td>
<td>31.84</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>$35,000</td>
<td>131.50</td>
<td>19.68</td>
<td>19.68</td>
</tr>
<tr>
<td>Manitoba</td>
<td>$29,725</td>
<td>190.00</td>
<td>267.98</td>
<td>135.00</td>
</tr>
<tr>
<td>Ontario</td>
<td>$24,000</td>
<td>12,608.37</td>
<td>395.49</td>
<td>395.30</td>
</tr>
<tr>
<td>Quebec</td>
<td>$24,000</td>
<td>8,762.94</td>
<td>1,888.94</td>
<td>1,888.93</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>$24,000</td>
<td>765.23</td>
<td>90.99</td>
<td>90.99</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>$24,000</td>
<td>165.42</td>
<td>13.30</td>
<td>13.30</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>$22,997</td>
<td>186.10</td>
<td>158.40</td>
<td>106.10</td>
</tr>
</tbody>
</table>

*Newfoundland does not operate a monthly quota exchange. Quota is traded between producers.

### U.S. CLASS PRICES

The May 2018 Class III Price, US$15.18 per hundredweight, is equivalent to C$44.64 per hectolitre. This equivalent is based on the exchange rate of US$1 = C$1.29533 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

### P5 AND WESTERN MILK POOL BLEND PRICES*

The graph below shows the 12-month blend price for the P5 provinces and Western Milk Pool (WMP).

*These figures are based on Ontario’s average composition for May 2018 of 4.04 kg. butterfat, 3.35 protein and 5.79 other solids, rounded to the nearest cent.

A total 3,549 producers sold milk to DFO in May compared with 3,623 a year earlier.
Cargill is transforming the way its customers manage their dairy operations through Dairy Enteligen, a digital platform designed to unleash the power of data and insights to help farmers improve their operations. Dairy Enteligen is now available in Canada through Cargill and Purina.

“In today’s agricultural economy, dairy farmers are looking for real-time information and insights,” says Ricardo Daura, Cargill’s digital insights global product line director for ruminants and pork. “We believe Dairy Enteligen can help producers make better, simpler decisions to run a profitable and efficient farm, and preserve optimal animal health and condition.”

With a simple touch on a tablet or smartphone, dairy consultants can help producers track key information, including milk productivity, animal health and comfort, and feed management. The Dairy Enteligen data collection, management and analysis platform can combine data from multiple on-farm software programs into one comprehensive system. This feature, unique to the industry, allows Cargill consultants and customers to make precise decisions based on live herd metrics from multiple sources.

Enteligen is just one example of the ways Cargill is using technology to unlock insights that will help customers grow and more efficiently and sustainably manage their farm businesses.
The Regina Exhibition Association Limited (REAL)—the operator of Evraz Place—and Canadian Western Agribition (CWA) have announced a 10-year partnership deal. Board chair Sandra Masters says, “Our board of directors is pleased to see the two organizations collaborate at the senior leadership level to form this mutually beneficial partnership that secures an estimated $750 million in provincial economic impact over the life of the contract. It’s truly a win-win-win in many respects.” The 2018 Canadian Western Agribition will take place at Evraz Place from Nov. 19 to 24, 2018.

REGINA EXHIBITION ASSOCIATION LIMITED AND CANADIAN WESTERN AGRIBITION FORM PARTNERSHIP

New N Noted

Milk Producer’s special section, New N Noted offers an opportunity for agribusinesses to inform readers about new and exciting products available to them. To have your new products and services in our issue, forward your information to pat.logan@milk.org. (Space restrictions will apply)

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New N Noted

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Henry Van Ginkel’s Construction built this new facility. The main barn is 355 feet by 136 feet.

Compass Dairy milks 480 cows in its new GEA 50-stall rotary system.
Compass Dairy Farms, along with Dairy Lane Systems and Henry Van Ginkel’s Construction, recently hosted an open house at the farm’s new dairy facility. More than 2,000 visitors toured the farm on June 16, 2018.

The new milking facility features a GEA 50-stall rotary with the FutureCow prep brush, Daritech Biolynk parlour flush system, DLS crowd gate and sort gate. The dairy barn is a six-row perimeter feed sand barn that features a GEA Houle manure system, ACME 54-inch panel fans and Jourdain stabling. Prior to the new install, cows were milked in a double 10 parallel parlour, which took six to seven hours. One milking now takes 2.5 hours. Milking twice daily, the farmers are saving seven to eight hours per day.

The new milking system has reduced stress since cows have shorter periods of time in the holding area before milking. There is no overcrowding, and the sand bedding has provided additional comfort. With these changes, milk production has increased by four litres per cow per day.

Photos provided by Mark Wescott
SCIENCE OF **ICE CREAM**

Ever wonder what makes ice cream so delicious?

You might think ice cream is a pretty simple dessert but scientists at the University of Wisconsin-Madison would probably say otherwise.

These ice cream scientists are so passionate about the craft the university even developed a program dedicated to studying the frozen dairy dessert. And their ice cream experiments can get pretty complex.

One of the food science professors at the school calls ice cream a “very, very complicated food.” For one thing, ice cream can sustain much colder temperatures than many other liquids. While water starts freezing at around 0 degrees Celsius, ice cream can sit in a colder freezer and still maintain its soft ice-creamy texture.

According to ice cream researchers, a few components in ice cream help stop it from freezing so quickly. Sugar is one of those ingredients, along with air bubbles. Ice crystals are also key to keeping ice cream solid yet malleable, but they only form in the special freezers found at processing plants.

It’s ice cream’s simple recipe that gives it that rich, creamy texture, but when you start adding in flavour combinations, things can get a little complicated. Those additional ingredients can affect how ice cream holds up. But to always ensure a perfect scoop, ice cream scientists are working with a dairy plant on campus to study how to manipulate flavoured ice cream to make it look and feel like, well, ice cream. It’s perhaps one of the best jobs there is if you’re an ice cream lover!

Speaking of ice cream, have you checked out the Ontario Ice Cream Trail yet? We’ve added several new stops to this year’s trail. Check out the map at www.ontarioicecreamtrail.ca and make sure to visit a trail stop during National Ice Cream Month in July. 🍦
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Napanee
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Dortmans Bros
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Tara Partner Ag Services
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Wellesley
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# More Choice Of Outstanding

## Sexxed Bulls

<table>
<thead>
<tr>
<th>Bull Description</th>
<th>GLPI</th>
<th>Pro$</th>
<th>Conf.</th>
</tr>
</thead>
<tbody>
<tr>
<td>View-Home CARDINALS</td>
<td>0777HO10668</td>
<td>Yoder x McCutchen</td>
<td>3341</td>
</tr>
<tr>
<td>Westcoast RANDALL</td>
<td>0777HO10641</td>
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*GPA 04/18