Dairy Farmers of Ontario’s annual meeting provides insight into upcoming marketing initiatives

Dairy industry concerned about Health Canada’s Healthy Eating Strategy

Dairy Farmers of Ontario’s annual meeting provides insight into upcoming marketing initiatives
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LOBBYING TO GOVERNMENT

A s magazine staff wraps up this month’s Milk Producer, dairy producers from across Canada are assembling in Ottawa for the industry’s federal lobby day.

It’s an important event for the dairy industry because it gives producers a chance to meet face to face with elected officials to stress the importance of the Canadian dairy industry and issues impacting dairy farmers. This includes concessions made on Canadian dairy during recently-signed trade agreements.

“The federal government has publically promised full and fair compensation, and Dairy Farmers of Ontario (DFO) is working to ensure the government honours its commitments,” says Laural Adams, DFO’s communications manager, who was at lobby day to support producers.

Another issue dairy representatives discussed with elected decision-makers was Health Canada’s Healthy Eating Strategy, which includes a revised Canada’s Food Guide that eliminates milk as its own food group and encourages the consumption of low-fat dairy. In addition, the proposal for front-of-package warning labels will brand certain dairy products as unhealthy based on its sodium, sugar or saturated fat levels without considering dairy’s other nutritional attributes. The entire strategy risks confusing consumers and driving Canadians to consume unhealthy foods. You can read more about lobby day on page 8.

And as you continue to flip through the pages of Milk Producer this month, you may notice the edition feels heavier than usual. That’s because this month’s magazine is 68 pages and packed with some great features, including coverage of DFO’s annual general meeting in January and profiles of some of the processors showcased at DFO’s wine and cheese reception. We also have an interesting article on the Irish dairy industry, where writer Owen Rob-tion. We also have an interesting article on the show anchored by day on page 8.

and draws on many similarities with the Canadian dairy industry. For example, Ireland’s national quality assurance and sustainability program called Origin Green will sound familiar to Canada’s proAction program.

Irish farmers consider sustainability to be a business model. It helps the environment, allows farmers to be profitable and provides quality assurance to consumers, which helps retailers sell their dairy products. You can read more on page 34.

NEW EDITORIAL STAFF MEMBER

I’m happy to announce a new staff member has joined Dairy Farmers of Ontario’s editorial team. Allison Williams started at DFO on Jan. 23 as a communications specialist. She will be working with the editorial team to effectively communicate DFO’s messages, as well as provide information to producers and industry stakeholders, using various communication vehicles.

More specifically, Allison will assist the editorial team with writing, editing and distributing various publications, including magazine writing and production, as well as social media development and website co-ordination.

In her short time at DFO, Allison has already made contributions to the magazine. You can read her first Back Forty article on page 66, where she shares a unique beauty treatment that’s attracted the attention of celebrities. We can look forward to reading more of Allison’s articles in future editions of the magazine.
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REFLECTING ON THE PAST

It can be helpful to be reminded of the past as we face the challenges of today.

I t is both an honour and privilege to have been elected chair of Dairy Farmers of Ontario (DFO) following the retirement of Ralph Dietrich. I want to thank you, Ralph, for your mentorship in the time we have served on the executive together, and I wish you all the best in the years ahead.

This column is intended to speak to industry issues and how DFO is addressing them. Your board is tasked with providing strategic direction and policymaking so we can accomplish our mission of providing leadership and excellence in the production and marketing of Canadian milk and thus, contribute to our vision of a dynamic, profitable, growing Canadian dairy industry. However, before we begin, I want to introduce a new section to Milk Producer magazine as a way of reflecting on the past.

My grandfather on my mother’s side farmed in southern Ontario near Springfield for 50 years beginning in 1937. Although farming was his occupation—the work that put “bread on the table”—his real passions were wood carving and poetry writing. Their home, as I remember it as a boy, was filled with all sorts of chains, birds, ornate shelves and such—all carved out of wood. This was something I understood he did in the winter between daily morning routines and evening chores. He milked cows for several years and switched to raising beef later in life.

The other legacy he left the family was a massive collection of poetry written throughout his adult life. Since his passing in 2013, my mother and uncle have taken it upon themselves to organize, edit and publish his poetry. Many of his writings revolve around aspects of farm life and nature. Titles, such as Milking Cows Comes Twice a Day, Making Maple Syrup and Farming is a Battle, leave us with word pictures of what farming was like back when life was arguably simpler. I find it helpful sometimes to be reminded of the past as we face the challenges of today.

The first poem we begin with is titled Better with Butter—likely written in the mid-1970s following the introduction of margarine to the marketplace. It’s interesting 40 or so years later, the dairy industry continues to be challenged by substitutes for dairy products—even the newly released Canada’s Food Guide recommends margarine rather than butter in their mac and cheese recipe.

I trust these Merry Chimes of a Farmer’s Rhymes, written by Warren Wordsworth Faw, will bring you a smile and even draw a good chuckle now and then. Enjoy.

Murray Sherk, chair
Dairy Farmers of Ontario
Jan. 28, 2019

MERRY CHIMES OF A FARMER’S RHYMES

By Warren Wordsworth Faw

Bonne lecture.

Il peut être utile de se rappeler notre passé lorsque nous sommes confrontés aux défis du monde actuel.

C’est à la fois un honneur et un privilège d’avoir été nommé président de Dairy Farmers of Ontario (DFO) à la suite du départ à la retraite de Ralph Dietrich. Je souhaite vous remercier, Ralph, pour votre encadrement durant la période où nous étions tous deux membres de la direction et je vous souhaite le meilleur dans les années à venir.

Ce texte a pour but d’aborder les problèmes de l’industrie et la façon dont DFO les résout. Votre conseil est chargé de donner une orientation stratégique et de créer des politiques afin que nous puissions accomplir notre mission d’offrir un leadership et de l’excellence dans la production et la commercialisation de lait au Canada, et ainsi contribuer à notre énoncé de vision, une industrie laitière canadienne dynamique, rentable, et en croissance.

Cependant, avant de passer aux choses sérieuses, je souhaite vous présenter une nouvelle section du magazine Milk Producer pour vous faire réfléchir au passé.

Mon grand-père maternel a été agriculteur dans le sud de l’Ontario, près de Springfield durant 50 ans, à partir de 1937. Même si l’agriculture était son emploi, le travail qui lui permettait de mettre du pain sur la table, sculpter du bois et écrire de la poésie étaient ses véritables passions. Dans mes souvenirs d’enfance, sa maison était remplie de toutes sortes de chaînes, d’oiseaux, d’ornements, etc., sculptés en bois. C’est une passion qu’il pratiquait durant l’hiver, entre ses routines du matin et ses tâches de la soirée. Il a trait les vaches durant plusieurs années, puis est éventuellement passé à l’élevage de bétail.

L’autre héritage qu’il a laissé à la famille est une importante collection de poèmes écrits tout au long de sa vie d’adulte. Depuis son décès en 2013, ma mère et mon oncle ont décidé d’organiser, de mettre en page et de publier ses poèmes. Plusieurs de ses textes abordent la vie à la ferme et la nature. Ces titres, comme Milking Cows Comes Twice a Day, Making Maple Syrup and Farming is a Battle, mettent en mots imagés la vie à la ferme lorsque les temps étaient beaucoup plus simples. Je trouve qu’il est important de se remémorer notre passé parfois lorsque nous sommes confrontés aux problèmes actuels.

Le premier poème avec lequel nous commençons est intitulé Better with Butter, probablement écrit vers le milieu des années 1970 après l’apparition de la margarine sur le marché. Il est intéressant de noter qu’environ 40 ans plus tard, l’industrie laitière est encore confrontée aux substituts des produits laitiers, même le nouveau guide alimentaire canadien privilégie la margarine au beurre dans sa recette de macaroni au fromage.

Je suis certain que les rimes de Warren Wordsworth Faw intitulées Merry Chimes of a Farmer’s Rhymes feront naître un sourire sur vos lèvres et vous feront rigoler de temps en temps. Bonne lecture.
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Dairy producers from across Canada met in Ottawa, Ont., to remind elected decision-makers about the importance of the Canadian dairy industry and issues impacting dairy farmers.

“Not surprisingly, this year’s significant topics included the recently-signed trade agreements, Healthy Eating Strategy and border controls,” says Laural Adams, Dairy Farmers of Ontario’s (DFO) communications manager.

Adams was one of many dairy representatives who attended the federal lobby day on Feb. 5 to support dairy producers as they expressed concerns about the recently-signed trade deals, namely the Comprehensive Economic and Trade Agreement (CETA), Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and Canada-United States-Mexico Agreement (CUSMA).

Combined with commitments made under the World Trade Organization (WTO), when all trade deals are fully implemented, the importation of milk, conventional dairy products and dairy ingredients will equate to about 18 per cent of Canada’s milk production.

“The federal government has publically promised full and fair compensation, and DFO is working to ensure the government honours its commitments,” Adams says.

The federal lobby day also provided producers and dairy representatives an opportunity to voice their concerns about the newly updated version of Canada’s Food Guide.

“Dairy Farmers of Ontario (DFO) is extremely concerned about the government’s updated food guide, which advises Canadians consume plant-based proteins rather than animal-based proteins, and to only consume low-fat dairy without evidence to make these recommendations,” says Murray Sherk, DFO’s board chair.

He says such recommendations go against the findings of Health Canada’s advisory panel, the public position of thousands of North American doctors, as well as sound scientific evidence.

“The government needs to recognize the important role wholesome, healthy animal-based proteins, such as dairy and meat, play in a healthy lifestyle,” he says. “There is no conclusive evidence to say otherwise.”

Along with the food guide, Health Canada is proposing certain foods carry front-of-package warning labels, which target foods high in sodium, sugar or saturated fat and does not consider other nutritional attributes. As a result, healthy foods, such as cheese, yogurt and whole milk, may carry warning labels branding them as unhealthy. Meanwhile, diet sodas and some chips will not carry these warnings.

“We told elected officials this proposal will only cause confusion for consumers and drive Canadians to consume unhealthy foods,” Adams says. “Health Canada should grant exemptions for nutrient-rich dairy products.”

In addition to the recently-signed trade agreements and the Healthy Eating Strategy, dairy representatives used lobby day to stress the importance of border control enforcement.

DFO believes the government must increase its enforcement and inspection of dairy products coming across the border, Adams says. Poor enforcement of border rules may disrupt the industry’s supply and demand balance, which is a pillar of the Canadian dairy system.

“Dairy farmers are not asking for new rules. Rather, we’re calling on the Canada Border Services Agency (CBSA) to enforce the trade rules and tariffs currently in effect by ensuring proper border inspection and transparent reporting,” she says.

DFO is also concerned about the process CBSA follows to make advanced rulings for tariff classification. As a result, decisions impacting the dairy sector may not be consistent with the industry’s understanding and interpretation of the rules.

“These are all important issues we reminded elected decision-makers they need to address to ensure the sector remains an economic driver for the Canadian economy,” Sherk says. “Ensuring a strong, vibrant, growing dairy industry benefits all Canadians—including the government.”
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DAIRY INDUSTRY CONCERNED WITH FOOD GUIDE

The Canadian government has released an updated version of Canada’s Food Guide on Jan. 22 during a press conference in Montreal, Que.

Among the changes, the dairy category was removed and instead included as part of a broad protein category. In addition, consumption of plant-based proteins instead of animal-based proteins was encouraged, along with a recommendation to consume low-fat dairy products.

“Dairy Farmers of Ontario (DFO) is extremely concerned about the government’s updated food guide, which advises Canadians consume plant-based proteins rather than animal-based proteins, and to only consume low-fat dairy without evidence to make these recommendations. We all want a food guide that promotes healthy eating,” says Murray Sherk, DFO’s board chair.

Sherk says the new food guide made recommendations that go against Health Canada’s 2015 Evidence Review for Dietary Guidance and the public position of thousands of North American doctors, as well as sound scientific evidence.

“When examining medical data, there is no scientific basis for the federal government to advise Canadians to reduce their dairy consumption,” Sherk says. “Recommendations to stop or reduce consuming any particular food must rely on conclusive scientific and medical findings. There is no conclusive evidence to recommend Canadians stop consuming high-fat dairy or reduce dairy intake.”

In 2016, Canada’s minister of health announced a multi-year Healthy Eating Strategy, which included a framework covering revisions to Canada’s Food Guide, a proposal for front-of-package warning labelling and new regulations around marketing to children (Bill S-228).

Each proposed initiative treated foods above pre-determined thresholds for sodium, sugar and saturated fat as unhealthy, or encouraged consumers to limit consumption—whether or not they contain other good nutrients, or contributed to reducing chronic diseases.

However, DFO believes characterizing milk products as “to avoid” or “to limit” based solely on their sodium, sugar and saturated fat content and despite their nutritional value and overall beneficial effect on health is misguided. Whether a food contains mostly unsaturated fat or saturated fat does not determine its healthfulness, Sherk says. Experts increasingly agree it is important to consider foods as a whole when judging the impact of foods on health, rather than by their saturated fat content.

Sherk says there is no scientific justification for promoting diets that completely disregard animal-based foods. Research continues to confirm milk proteins rank as some of the highest quality protein available, and are particularly important for growing children and preserving healthy bones and muscles in aging adults. Milk products are associated with a reduced risk of heart disease, Type 2 diabetes and colorectal cancer and are as strong, if not stronger, than vegetables, fruit, whole grain

**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.**

Classes 1 to 4 butterfat pricing requires an adjustment on Feb. 1, 2019 as a result of a P5 Supervisory Body decision in December 2018. The adjustments are as follows:

<table>
<thead>
<tr>
<th>Class</th>
<th>New rate ($/hL)</th>
<th>Old Rate ($/hL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fluid Milk</td>
<td>104.12</td>
<td>104.24</td>
</tr>
<tr>
<td>Industrial Milk</td>
<td>84.94</td>
<td>85.06</td>
</tr>
</tbody>
</table>

DFO Regulation 03/19 replaces DFO Regulation 02/19 and was made to adjust the price of Special Milk Classes as a result of a CDC announcement, effective Feb. 1, 2019, as follows:

<table>
<thead>
<tr>
<th>BUTTERFAT ($)/KG</th>
<th>PROTEIN ($)/KG</th>
<th>OTHER SOLIDS ($)/KG</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>Old</td>
<td>New</td>
</tr>
<tr>
<td>1(a), 1(c)(milk)</td>
<td>3.2527</td>
<td>3.4472</td>
</tr>
<tr>
<td>1(b), 1(b)(ii), 1(c)(cream)</td>
<td>2.7908</td>
<td>2.9578</td>
</tr>
</tbody>
</table>

Advance billing rates were adjusted as the price changes, as follows:

<table>
<thead>
<tr>
<th>Fluid Milk</th>
<th>New rate ($)</th>
<th>Old Rate ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>104.12</td>
<td>104.24</td>
<td></td>
</tr>
</tbody>
</table>

Murray Sherk, chair
Shikha Jain, interim corporate secretary
and plant-based protein foods.

Health Canada noted Canadians across all age groups are not getting enough of eight key nutrients, including calcium, magnesium, zinc, potassium, fibre and vitamins C, A and D—six of which are provided by milk products. Dairy foods provide high-quality protein, calcium, phosphorus, potassium, iodine and vitamins B2 and B12 that can be easily absorbed in the body.

Sherk says wholesome, healthy animal-based proteins, such as dairy and meat, play an important role in a healthy lifestyle. Research continues to suggest milk has some of the highest quality protein available, especially compared with plant-based proteins, such as soy and pea protein.

DFO will continue to advocate for a healthy, balanced diet for all Canadians and provide updates through its communications channels, including www.milk.org and social media.

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HEALTH CANADA noted Canadians across all age groups are not getting enough of eight key nutrients, including calcium, magnesium, zinc, potassium, fibre and vitamins C, A and D—six of which are provided by milk products.
The last few years have been very good for the dairy industry,” said Ed Friesen, chair of CanWest DHI, during the organization’s annual general meeting in January.

Friesen says support for the planned partnership between CanWest DHI, the Canadian Dairy Network and Valacta has received a positive response with industry partners, delegates and producers across Canada supporting the partnership.

“The strength of our supply management system is our ability to work together from coast to coast,” he says about the partnership.

Considerable work has occurred over the past year, and the organizations anticipate the partnership will be operational by early next year.

“Our partnership is another step in the evolution of our industry,” he says. “By combining our strengths, we are expecting to bring additional benefits to our industry.”

Friesen reflected back on 2018 and the challenges dairy farmers faced, including lower blend price, increased cost of production, more capital investments and debt, high interest rates, lack of skilled labour and anticipated quota reductions due to trade agreements.

In overcoming these challenges, Friesen made note of the importance of investing in the development of strong leadership and governance processes. He says the Future Leadership Program is an example of ongoing development initiatives.

Neil Petreny, general manager of CanWest DHI, provided members with a highlight of 2018, including record numbers of milk pregnancy and Mastitis tests. Mobile DHI and DairyComp software enrollment reached all-time highs as well.

Petreny says robotic milking systems now represent nearly 13 per cent of DHI customers and include 60,000 cows in the CanWest region, as well as nearly 100,000 cows across the country.

As for 2019 projects, Petreny spoke about the pending implementation of an electronic-only DHI service, a new DairyComp cloud platform and GestaLab milk pregnancy test to be available at 26 days. Petreny also recognized outstanding dairy herd managers for 2017 and the successes achieved by top customer service representatives in Ontario.

“There are a number of things between the three partners we hope to accomplish in 2019,” Petreny says.

CanWest DHI is a producer-run organization providing herd management solutions to dairy producers from Ontario to British Columbia.

Ed Friesen was re-elected chair of CanWest DHI’s board of directors, and Matthew Flaman was re-elected vice-chair following the organization’s annual general meeting in January.

Friesen is a dairy producer from Kleefeld, Man., and is serving his 13th year on DHI’s board and ninth year as chair.

Flaman is a milk producer from Vibank, Sask., and is serving his eighth year on the DHI’s board and third year as vice-chair.

Joining Friesen and Flaman on the executive committee are directors Harold Kress from Lucan, Ont., and Bob Matzek from Rosedale, B.C.
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Valleyville Farm in Prince Edward Island is just one of the many farms that shares our vision and who has had success in achieving the lifestyle and business that they desire for their family.
Farm & Food Care Ontario (FFCO) has been recognized for its FarmFood360 virtual cheese tour during the 2018 Best of CAMA (Canadian Agri-Marketing Association) Awards in November 2018 at the Hotel Bonaventure in Montreal, Que.

FFCO’s virtual cheese tour won in the category of “Company or producer-funded public relations campaign element directed to consumers.” This tour was created in partnership with Gay Lea Foods Co-operative Ltd. and was filmed and produced by Bruce Sargent from Farm Boy Productions.

Sargent worked with FFCO to film and produce the FarmFood360 virtual reality technology project, which gives Canadians access to virtual tours of working farms and food processing plants without leaving their homes or classrooms.

The Best of CAMA Awards acknowledges outstanding achievement in creativity, marketing and communications expertise. There are more than 40 categories in the competition relating to radio, television, public relations, total campaigns, crisis management, etc.

All virtual reality tours, including the milk and cheese processing tours, can be viewed at www.FarmFood360.ca.

AMY CARON, communications specialist at Corteva Agriscience, the agriculture division of DowDuPont (the award’s sponsor), presented Bruce Sargent from Farm Boy Productions with a Best of CAMA Award in November 2018.
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ONeNTARIO SUPPORTS FIRE SAFETY ON FARMS

Prevention practices can help reduce the risk of barn fires

The Ontario government has unveiled resources to help farmers reduce the risk of barn fires this winter—during a time when most barn fires occur.

“As a former volunteer firefighter who has witnessed the devastation caused by barn fires, I am always saddened to hear when we face these kinds of losses on our farms,” says Minister of Agriculture, Food and Rural Affairs Ernie Hardeman. “I highly encourage all farmers to learn about the resources my ministry provides and consult with their local fire departments or insurer on farm fire safety planning.”

The Ontario Ministry of Agriculture, Food and Rural Affairs released a series of new videos on ways to prevent barn fires. The videos are a part of an ongoing effort with farmers and industry to develop strategies to reduce the potential loss of human and animal lives, injury and property damage from barn fires. Visit www.ontario.ca/preventfarmfires to learn about preventing barn fires, and view recently added resources, including:

- Fact sheet on 10 ways to reduce the risk of barn fires;
- Video on good housekeeping practices in barns;
- Video on safety practices regarding electrical equipment;
- Video on safety practices when performing hot work, such as welding, grinding and torching.

Preparation and planning are also crucial in barn fire prevention:

- Have a contingency plan ready to deal with any emergency;
- Develop a preventative maintenance and housekeeping schedule;
- Have buildings inspected and maintained regularly by a licensed electrical contractor;
- Work with the local fire department and insurance company to identify any problem areas and fix those problems;
- Train family and employees on what to do if there is a barn fire.

“Fires in farm buildings are tragic incidents that can result in unnecessary loss of animals and extensive property damage,” says Ross Nichols, Ontario’s fire marshal and chief of emergency management. “These devastating and preventable events underscore the need for owners and operators to identify and eliminate potential fire risks in all farm buildings, including barns and stables.”

Keith Currie, president of the Ontario Federation of Agriculture (OFA), urges all members to read and access new resources on barn fire prevention.

“Assessing fire risk on our farms is critical to the well-being of our livestock and our livelihoods,” Currie says.

QUICK FACTS

- The Office of the Fire Marshal and Emergency Management (OFMEM) tracks fire incidents in Ontario, including barns housing livestock. Based on OFMEM data, there are about 80 reported fires involving barns housing livestock, with an estimated loss of $18.5 million each year;
- About 40 per cent of all barn fires are caused by faulty electrical systems, which is one of the leading causes of barn fires;
- In 2018, 24 barn fires in Ontario involved deadstock managed under the regulations compared with a total of 15 in 2017, and 22 in 2016.

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- Annika, Celmar Dairy, Ontario

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TIPS TO HELP PREVENT BARN FIRES

Though barn fires are a year-round concern, most barn fires occur in the winter. Colder months are generally the time when feed and bedding storage is greatest, electricity use is high and equipment repairs and upgrades are made. It is an important time to be extra vigilant. When it comes to barn fires, prevention is key.

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), in collaboration with representatives from fire protection and response, insurance, university, farm and commodity organizations, recommends these top 10 safety practices to reduce the risk of fire. These practices can be done without having to make major changes to building structures or equipment.

1. Focus on housekeeping—Maintaining a clean and organized barn is a simple and cost-effective way to reduce the likelihood of barn fires;
2. Limit the use of temporary electrical equipment—Extended use of temporary equipment can increase the chance of a fire occurring through degraded outlets and extension cords. Make sure to hardwire electrical equipment that’s used regularly;
3. Regularly inspect and maintain permanent electrical systems—The humidity and corrosive gases generated by livestock and manure storage can degrade permanent electrical systems. The Ontario Electrical Safety Code has specific requirements for installing electrical equipment within livestock housing areas. For more information, see Section 22-204 and Bulletin 22-3-5 in the code and the OMAFRA fact sheet, Electrical systems in barns;
4. Perform hot work safely—When using hot tools, such as welders and blowtorches, make sure to do the work in well-ventilated areas outside buildings. If the work needs to be done inside farm buildings, ensure the area is well ventilated, remove all combustible materials, place non-combustible pads under the work area, and have a fire extinguisher readily accessible;

Continued on page 18
5. Participate in a risk reduction assessment with insurance or fire departments—Many insurance companies and fire departments offer on-site reviews or risk reduction assessments for farms. Take advantage of these opportunities to help identify potential risks and get recommendations to address concerns;

6. Prepare and implement a fire safety plan—A fire safety plan can help ensure a farm operation is regularly maintaining safety equipment, avoiding or reducing high-risk activities and preparing to respond to a fire;

7. Regularly inspect and maintain fire walls, fire separations and attic fire stops—These safety measures can slow the progression of a fire within a building and increase the time for people to escape;

8. Regularly maintain heaters—Ensure heaters are properly installed, regularly maintained and suspended well above combustibles or where they cannot be damaged by livestock;

9. Store and maintain motorized equipment away from livestock—Motorized equipment, such as tractors, produce significant amounts of heat, even after being turned off and stored. This heat can dry debris caught in the equipment and cause the material to ignite. In addition, motorized equipment can develop electrical or mechanical failures that provide additional sources of ignition;

10. Store combustibles in a designated location away from livestock—Combustibles, such as straw or oil, provide the fuel to feed a fire. Isolating these materials in a separate area reduces the risk of a fire spreading throughout the barn.

For more information on the top 10 ways to reduce the risk of barn fires, or to view other resources OMAFRA provides, including new videos on barn fire prevention, visit http://bit.ly/2SfnQv0.

CASTING A LIGHT ON MENTAL HEALTH IN AGRICULTURE

Ontario Minister of Agriculture, Food and Rural Affairs Ernie Hardeman has announced in January the government has launched a public awareness campaign to highlight mental health challenges farmers face and encourage people to ask for help when daily struggles become too much to bear.

“We care about the well-being of our farmers and farm families,” Hardeman says. “We recognize they face unique mental health challenges associated with running a farm business, and want them to know it’s OK to reach out for help.”

As part of the campaign, Hardeman held a roundtable with members of the agricultural community, discussing candidly about mental health issues in the sector.

“Farming can be a tough business—one that sometimes takes a toll on farmers and their families and yet, we all know people who have been reluctant to ask for help,” Hardeman says. “We want to address the stigma that still surrounds mental health, and help people find resources that can make a difference.”

The ministry also supports several programs to help farmers, including research to evaluate mental health needs for farmers and farm business risk management programs to cover loss and damage.

This is part of the government’s commitment to invest $3.8 billion over the next 10 years to develop and implement a comprehensive and connected mental health and addictions strategy. It’s the biggest commitment to mental health in provincial history.

“I want to thank the farmers and farm leaders who participated in our mental health roundtable and showed a great deal of openness and commitment to help tackle this issue and support hopefulness,” Hardeman says.
ALBERTA MILK
ACCEPTING NEW ENTRANT APPLICATIONS

The Alberta dairy industry is open for business. Alberta Milk will be accepting applications to the province's new entrant assistance program (NEAP) until March 31. The program offers a quota loan at no cost to successful applicants who want to be dairy farmers in the province.

Through the program, Alberta Milk matches two kilograms of quota for every kilogram of quota purchased by the new entrant, up to 25 kg per day at no cost. This loan translates to enough quota to milk about 20 to 25 additional cows. It gradually expires beginning in the 11th year, and reduced to zero at the end of the 19th year.

"Since 2011, there have been 17 new dairy farms that have started milking thanks to the new entrant assistance program," says Tom Kootstra, chair of Alberta Milk. “That means long-term benefits, such as more local jobs, more local milk and more contributions to the rural economy. That’s something we’re really proud of.”

ABOUT THE PROGRAM
• While using the program, new entrants can expand up to 100 kg per day of total quota holdings, or about 80 to 100 cows;
• 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 letter from the applicant’s financial institution agreeing to finance their operation;
• Applications will be accepted until March 31, 2019;
• Applicants do not need to join this program to become a dairy farmer in Alberta.

Alberta Milk is also accepting applications for its organic entrant assistance program. Similar to the NEAP, the organic program is designed to encourage growth in organic dairy production in Alberta.

For more information about the program, visit www.albertamilk.com, or call 1-877-361-1231.
DAIRY DAY A SUCCESS AT GBFW CONFERENCE

“...and really like the results.” — Karen Hawbaker

“We started using Udder Comfort™ 5 years ago and really like the results,” says Karen Hawbaker of Warm Spring Dairy, Chambersburg, Pennsylvania. She and her team operate the dairy she started with her husband in 1988 and has kept going since losing Rodney in a tragic farm accident in 2011. She relies on her faith in God, passion for dairy, and is thankful for positive people. Recently, she whittled the herd from 200 to 160, optimizing the efficiency of her parlor. They average 90 lbs. of high quality milk that Karen attributes to the basics, attention to details, having good employees and clean, simple protocols.

Comfort and cleanliness are evident here. “We don’t see a lot of issues with our cows. Udder Comfort is part of that. We love it for fresh cows.”

WARM SPRING DAIRY, Karen Hawbaker, owner-operator
2018 PA Distinguished Dairywoman of the Year
CHAMBERSBURG, PENNSYLVANIA
160 cows avg. 90 lbs/cow/day, 62,000 SCC

Andrew Campbell, founder of Fresh Air Media, was one of the speakers at the Dairy Day event during Grey Bruce Farmers’ Week in January.

If neighbours can understand why (dairy farms) might be noisy, dusty or smell bad sometimes, then the relationships with the community will be much better,” says Andrew Campbell, founder of Fresh Air Media. “It also presents a positive image for the entire dairy industry when others are comfortable with the dairy farms in their area.”

Campbell was one of the speakers during the 53rd annual Grey Bruce Farmers’ Week (GBFW) Dairy Day event in January, explaining to producers why it’s important to have a positive relationship with their neighbours.

“Attendance was strong this year,” says Lorie Smith, GBFW’s co-ordinator, about the event, which attracted around 1,300 attendees. “We also offered live streaming for the second year. Interest in this online viewing option grows annually.”

The purpose of Dairy Day is to provide an opportunity for dairy producers to gather and learn about the latest technology, health and nutrition topics, discuss market issues and exchange ideas with other dairy producers.

Along with Campbell, Tom Kilcer, crop consultant at Advanced Ag Systems, joined the event remotely to discuss annual winter crops for dairy cow rations, and Ralph Dietrich gave his last Dairy Farmers of Ontario (DFO) update since his term as DFO’s chair wrapped up after the event.

“Neil McCutcheon from BDO Canada presented on optimizing returns in current market environments,” Smith says. “The day wrapped up with a producer panel about genomics.”

GBFW takes place annually at the Elmwood Community Centre in Elmwood, Ont. With more than 50 speakers from across Canada and the United States, the seven-day agricultural conference features programs dedicated to major commodity groups in Grey and Bruce counties and beyond.
TIPS FROM

ANDREW CAMPBELL

Andrew Campbell, founder of Fresh Air Media, shares with attendees of the Dairy Day event six tips for developing a positive relationship with neighbours.

- **Know your neighbours** — Make sure you introduce yourself. Start the relationship off on a positive note by welcoming others into the community. It will make your family and your farm more personal;
- **Open communication** — Let your neighbours know what you’re doing, especially if work is going to be late at night, or you plan on spreading manure near their home;
- **Open doors** — Invite neighbours over. Give them a tour. Answer their questions openly and honestly. Make them feel comfortable coming to you for information about farming, instead turning to the Internet for answers;
- **Respect the timing of certain jobs** — Your neighbour may only have Sunday afternoon to barbeque since they are at work all week. Maybe their laundry is on the line beside your dry hay or straw. If it can wait a few hours or an extra day, respect their property and time to enjoy it, too;
- **Respect the neighbourhood** — Anyone would get aggravated when livestock gets loose, if dogs tread onto their property, or if there’s mud on the road. Although you may have been in your community longest, you don’t own it all. If livestock damage a lawn, or mud damages a car, it is your responsibility to cover it;
- **Instill goodwill** — It doesn’t take long to push snow or level a laneway with the equipment you have. This type of goodwill can be beneficial in the future, and when things don’t go as planned, your neighbours are more likely to be accommodating.

**DID YOU KNOW?**

Dairy Farmers of Ontario’s new culinary program will continue to roll out throughout the year. The marketing team will be taking part in upcoming culinary trade shows, including the Restaurants Canada Show from Feb. 24 to 26, and SIAL Canada from April 30 to May 2. To learn more about DFO’s culinary program, visit www.dairyontario.ca.
60 YEARS STRONG

“T”he past year was one of celebration, community, challenge and change,” says Rob Goodwill, chair of Gay Lea Foods.

The organization held its 60th annual meeting in Mississauga, Ont., on Jan. 22 and highlighted some of the co-operative’s successes over the last year, as well as challenges and goals for the future.

By launching a modernized new brand identity in January 2018, Gay Lea defined itself as a preferred dairy supplier, product innovator and engaged partner in the Canadian agriculture and agri-food sector.

Gay Lea also expanded its foods and ingredients business in 2018 by acquiring Alberta Cheese, constructing the Dairy Innovation Centre in Hamilton, Ont., investing in a new, central distribution centre in Brampton, Ont., opening a collaborative, year-round Co-operative Education Centre (CEC) at the Gay Lea Dairy Museum in Aylmer, Ont., and continuing construction in Teeswater and Hamilton, Ont., where the initial phase of its $140-million project to build an innovative nutraceutical-grade dairy ingredients hub is nearly finished.

Gay Lea was also named the 2018 Large Co-operative of the Year by Co-operatives and Mutuals Canada (CMC), and was the joint recipient of the Paul Mistele Memorial Award from the Ontario Association of Food Banks, which recognizes agricultural partners who have shown a significant and enduring commitment to ending hunger in Ontario.

“On one hand, we saw the investments we’ve made to grow our business, support our communities, contribute to the social and economic framework of our country, and reinforce a strong, sustainable and growing dairy industry in Canada take shape,” Goodwill says. “On the other, we experienced the destabilizing impact of trade concessions and continued pressure on our industry from south of the border.”

In 2018, the company realized record sales, profits, processing volumes, membership growth and investment returns for the fifth consecutive year in a row. Going forward, the company plans to strengthen Gay Lea Foods’s butter, cheese and whip business through product and process innovation, which will respond to market and consumer demands.

“Change is inevitable,” says Michael Barrett, president and chief executive officer of Gay Lea. “It is in times of uncertainty that we need leadership and vision the most. Gay Lea Foods will continue to plan and invest, support our key principles and advocate for our industry. This is our history, our passion and our commitment to the future.”

DFO AWARD WINNER

TONY BRUINJÉ, PhD candidate in epidemiology in the department of population medicine at the Ontario Veterinary College, is the recipient of Dairy Farmers of Ontario’s (DFO) Doctoral Research Assistantship award presented at DFO’s annual general meeting in January. To read about Bruinjé’s research and achievements, turn to page 19 in the January edition of Milk Producer magazine.

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Healthy Animals. Healthy Food. Healthy World.
Saputo Inc. celebrated the second edition of the Big Cook Up, its signature community engagement program, in December 2018. Hundreds of Saputo employees gathered across 13 sites to prepare more than 20,400 meals for families in need. This year, the Big Cook Up expanded to 10 new Saputo sites in Canada, the United States and Australia, in addition to its three original sites in the greater Montreal area.

Saputo launched the Big Cook Up with the goal of creating a unique and impactful community program by combining its two greatest assets—its employees and its nutritious products.

“The Big Cook Up brings everyone together in a meaningful way,” says Lino A. Saputo Jr., chair of the board and chief executive officer of Saputo. “We enjoy rolling up our sleeves, working toward a common goal and allowing deserving families to have the opportunity to share a warm and delicious meal together.”

Saputo also worked with its long-standing community partner, La Tablée des Chefs, to incorporate the Big Cook Up at the heart of its Brigades Culinaires program. In November 2018, students from 125 participating high schools in Quebec took part in the program and delivered 50,000 meals.

Saputo looks forward to continuing the tradition of the Big Cook Up and increasing its impact over time to benefit more communities.

Community engagement is important to Saputo and it strives to invest one per cent of its pre-tax profits each year toward community programs and organizations that promote a healthy lifestyle for people of all ages. To learn more, visit www.saputo.com/our-promise/community.

SOUTH WESTERN ONTARIO DAIRY SYMPOSIUM
Thursday, February 21st, 2019
Woodstock Fairgrounds
875 Nellis St, Woodstock. ON

9:00 a.m. Exhibits open
10:15 a.m. Welcome address
10:20 a.m. Fairlife – The Journey to Canada
Carolyn Novick, Director of Fairlife, Coca Cola Ltd.
10:50 a.m. Keynote speaker:
If You Don’t Have a Story, You Don’t Have a Business
Terry O’Reilly, CBC/Sinu’s Radio’s Host of “Under the Influence”
12:15 p.m. Hot Lunch featuring Food from our Farms
1:30 p.m. Organic as a Business
John Brunsved & Justin Bell
2:15 p.m. Managing Protein Content in Milk
Tom Wright, OMAFRA
2:30 p.m. Managing your Dairy with Narrower Profit Margins
Jack Rodenburg, DairyLogix
3:15 p.m. Gay Lea, Speak Your Mind! – Sponsored by Gay Lea
Your chance to ask the questions you want answered!
4:00 p.m. Exhibits Close

For full information visit: www.dairysymposium.com
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Farming is all about community

There’s a closeness that shines through, despite the acres that separate us.

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Farming is an amazing way of life, but sometimes it can be as draining mentally as it is physically. And that same community is here to help.

Make sure your well-being is a priority and talk to somebody if you or someone you know needs help.

Agriculture is rooted in strength – the strength to take care of our families and ourselves.

For more resources, visit domore.ag.

#RootedInStrength

Effective Jan. 31, 2019, Dairy Farmers of Ontario’s (DFO) general manager and chief executive officer, Graham Lloyd, is no longer with DFO. The board will be appointing an acting general manager. In the meantime, the board and directors will continue to lead the organization and work to support both DFO staff and dairy producers.

Daritech engineers sustainability and longevity into everything we develop and manufacture. We’ve been helping dairy farmers get the most out of their land and herds for over three decades. The experience of working with dairies of all shapes and sizes gives us the knowledge to develop creative process flow solutions for your farm. Combined with manure management equipment that’s designed for low maintenance, low energy, and increased efficiency, we can help you do MORE with LESS ... labor, equipment, time and cost. Contact us today for a dealer near you!

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ED VERYGA retired as a bulk tank milk grader after 34 years of service to the dairy industry. Veryga started his career in 1984 transporting milk for Bob Dawson from Stoney Creek, until Neil McCollum Ltd. purchased the routes in September 1998. Veryga has seen many route changes throughout the years. At retirement, Veryga occasionally picked up and delivered two loads in one day on a tri-axle trailer with more than 60,000 litres of milk in one day.
Sixteen restaurants from across Ontario hosted the Milk & Honey menu, which offered guests featured dishes inspired by the 2019 Milk Calendar and brought to life by unique local dairy ingredients.

Dairy Farmers of Ontario (DFO) partnered with Feast On and the local chefs at the different venues to host the January event, which celebrated local terroir. The event was a part of DFO’s new culinary program, which inspires consumers to put more dairy on the dinner table.

Foodies were encouraged to reserve their table to ensure they didn’t miss out on the special edition menus, featuring items such as smoked cheddar mac and cheese and maple whiskey crème brûlée. With their reservation, patrons also received a copy of the 2019 Milk Calendar.

As a local food producer, Ontario’s dairy farmers are proud to engage with partners in the communities where they live and work, making the partnership with Feast On a natural fit.

Businesses with Feast On certification are recognized as those committed to sourcing Ontario grown and made food and drink.

“I love supporting my local dairy farmers and (the community) does as well,” says executive chef Cass Mercier of Atomica Kitchen in Kingston, Ont. “Having local dairy suppliers really helps give our customers the best possible product and top-notch food quality.”

DFO’s marketing team is excited to build on this partnership and explore future opportunities to support local businesses and dairy farmers.

DFO’s new culinary program will continue to roll out throughout the year. The marketing team will be taking part in upcoming culinary trade shows, including the Restaurants Canada Show from Feb. 24 to 26, and SIAL Canada from April 30 to May 2. To learn more about DFO’s culinary program, visit www.dairyontario.ca.

Dairy producer committees are encouraged to reach out to their local team for potential partnerships through Dairy Farmers of Ontario’s Recharge with Milk grassroots program. More information on the grassroots program is available on the website at www.milk.org, behind the password under At Your Fingertips. For questions, contact Chantel Crockett at chantel.crockett@milk.org.
“DHI helps us focus on making data-driven decisions in our day-to-day herd management. This information is also an important resource to our advisor team for making recommendations to help us meet our goals.”

Josh Ireland, Albadon Farms Ltd.

“Benchmarking our herd performance allows us to measure progress and set goals for the future.”
A recent study reveals that the Canadian dairy sector has one of the lowest global carbon footprints.

The firm responsible for the study, Groupe AGÉCO, examined the environmental performance of Canadian milk production in 2016 and compared it with 2011 data.

The firm took into account common environmental concerns, such as carbon footprint, water consumption and land use. It concluded crop rotation, improvements in feed, reduced tillage and precision agriculture techniques were some of the environmentally-friendly practices applied by dairy farmers, which improved their environmental footprint. Additionally, improved efficiency contributed to an increase in the quantity of milk produced per cow by 13 per cent from 2011 to 2016.

“I’m really proud of the work done by all Canadian dairy farmers in adopting environmentally-friendly farming practices,” says Pierre Lampron, president of Dairy Farmers of Canada (DFC). “As a result of farmers increasing efficiency, productivity and innovation, Canada’s dairy footprint on the environment is minimal and decreasing. Our carbon footprint, water consumption and land use associated with the production of a litre of milk have decreased significantly between 2011 and 2016. Dairy Farmers of Canada and other dairy organizations are committed to continue making improvements over time.”

**KEY FINDINGS**

- Milk produced in Canada has a lower footprint than average. A litre produced in Canada emits 0.94 kilograms of carbon dioxide equivalent, which is about one-third the greenhouse gas (GHG) emissions compared with the global average;
- Carbon footprint, water consumption and land use associated with milk production have decreased by seven per cent, six per cent and 11 per cent, respectively, in the past five years;
- As a result of improvements in animal nutrition, genetics and housing, milk production per cow increased by 13 per cent since 2011.

For a thorough review of the study, refer to accompanying infographic or visit DFC’s website at www.dairyfarmersofcanada.ca.
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The Southwestern Ontario Dairy Symposium will be held on Feb. 21 at the Woodstock Fairgrounds in Woodstock, Ont., with doors opening at 9 a.m.

The day will start with Carol Novick from Coca-Cola Ltd. giving a presentation on the launch of fairlife milk in Canada and the investment made by Coca-Cola Ltd. into Ontario’s dairy industry.

This year’s keynote speaker is Terry O’Reilly, host and writer of the Under the Influence documentary series and podcast on CBC Radio. He’ll highlight the power of storytelling and the application of marketing in the dairy industry.

Other speakers include Justin Bell, a new entrant in organic dairy production, and John Brunsveld, an organic dairy producer, speaking on the ins and outs of organic dairy production.

Brunsveld will also focus on the growth of organic dairy products in the industry since production doubled from 2007 to 2017.

Tom Wright, dairy cattle specialist from the Ontario Ministry of Agriculture, Food and Rural Affairs, will speak on the total protein versus true protein milk test and how to manage protein content in milk.

Dairy consultant Jack Rodenburg will identify herd management opportunities to improve producers’ bottom line as profit margins decline.

This year also marks the return of Speak Your Mind, the open discussion at the end of the symposium where producers can share their thoughts, as well as Food from Our Farms, a session with new and innovative dairy products provided by lunch sponsors, which will be both appetizing and educational.

Registration is $20 at the door. For more information, visit www.dairysymposium.com.

Progressive Dairy Operations (PDO) is hosting its triennial dairy symposium from March 4 to 6 at the Delta Hotel Toronto Airport and Conference Centre in Toronto, Ont.

The theme for the conference is Managing disruptors on the dairy farm, and speakers will discuss how to deal with adversity and continue to be profitable under stress.

“We try to push the envelope on topics that might not get as much attention and get us thinking a few years down the road about things affecting our industry,” says Erica Kiestra, PDO’s chair.

“Experts from other businesses can often provide some insight into how we manage our own farms. During challenging times, it’s still important to connect with fellow dairy farmers, and we can all learn how to be better managers.”

The conference will start with an evening wine and cheese reception on March 4. Attendees will also be given the opportunity to sign up for two workshops, which will be held in smaller groups to allow for discussion.

The symposium will have a banquet dinner on March 5, featuring Dr. Brian Goldman, emergency room physician at Mount Sinai Hospital in Toronto and radio host for CBC’s show White Coat, Black Art.

For information about the conference or to register, visit www.pdo-ontario.ca.

Students are asked to submit a multimedia presentation, video, Twitter chat, blog or wiki article responding to the following question: How can agriculture bridge the increasing rural and urban divide?

For more information about the competition, for details on how to enter, or to apply, visit www.fmc-gac.com. All applications are due by May 3.
CALENDAR OF EVENTS

Feb. 21
SOUTHWESTERN ONTARIO DAIRY SYMPOSIUM
Woodstock Fairgrounds
Woodstock, Ont.
https://dairysymposium.com

March 4-6
PDO TRIENNIAL SYMPOSIUM
Delta Hotel
Toronto, Ont.
wwwpdo-ontario.ca

March 5-8
WESTERN CANADIAN DAIRY SEMINAR
Sheraton Hotel
Red Deer, Alta.
www.wcds.ualberta.ca

March 6-8
LONDON FARM SHOW
Western Fair District
London, Ont.
www.westernfairdistrict.com

March 12-14
OTTAWA VALLEY FARM SHOW
EY Centre
Ottawa, Ont.
www.ottawafarmshow.com

March 20-21
LIVESTOCK CARE CONFERENCE
Pomeroy Inn and Suites
Olds, Alta.
www.afac.ab.ca

April 3-4
CANADIAN DAIRY XPO
Stratford Rotary Complex
Stratford, Ont.
http://dairyexpo.ca

April 10
FFCO ANNUAL CONFERENCE
Country Heritage Park
Milton, Ont.
www.farmfoodcare.org

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FOOD AND FARMING CHAMPION

Farm & Food Care Ontario (FFCO) is looking for nominations for the 2019 Food and Farming Champion Award. This annual award is presented to individuals, organizations or businesses that have taken the initiative to help engage consumers about agriculture in Ontario.

Potential nominees use their skills to help inform Canadians or correct misinformation about production practices and promote agriculture.

• Nominations are open to those who have taken an active role in getting the message out about agriculture;
• A nominated individual or group does not have to be a member of FFCO to be eligible;
• Nominations will be accepted from all FFCO members, as well as the current board of directors. Board members themselves, however, are not eligible for nomination;
• Members may nominate more than one individual, organization or business;
• A panel will select the award winner(s).

Nominations must be submitted to FFCO by March 21. The award recipient will be honoured at the organization’s annual meeting in April.

To nominate a deserving champion, visit www.FarmFoodCareON.org.

TENTATIVE HOLSTEIN CANADA CLASSIFICATION SCHEDULE

MID-FEBRUARY: Prescott, Niagara & Wentworth, Renfrew, Pontiac
LATE FEBRUARY: Russell, Leeds, Lanark
EARLY MARCH: Grenville, Grey, Huron, Bruce, Quebec
MID-MARCH: Peel, Halton-York, Dufferin, Simcoe, Ontario, Quebec, Alberta, Manitoba
LATE MARCH: Peterborough, Quebec

Italics indicate mid-round classifications

SAVE THE DATE

WESTERN CANADIAN DAIRY SEMINAR

The 2019 Western Canadian Dairy Seminar (WCDS) will take place from March 5 to 8 at the Sheraton Hotel in Red Deer, Alta. The seminar is geared toward dairy producers, dairy service and supply representatives, and technology transfer specialists, allowing them to network and gather the latest information in dairy production and technology advances.

This year’s theme is Knowledge is power, and workshops and sessions throughout the week will focus on a number of topics, including precision feeding for cows in automated milking systems, barn designs, mental health in the livestock production sector, feeding management and increasing calcium demands for dairy cows. Keynote speaker Timothy Caulfield from the University of Alberta will talk about the clash between celebrity culture and science.

Registration is available online at www.wcds.ca/registration.

AWARDS OF DISTINCTION

Nominations open for Alberta Farm Animal Care’s Awards of Distinction

Alberta Farm Animal Care (AFAC) is looking for individuals or groups who have made exceptional contributions to livestock welfare for AFAC’s Awards of Distinction.

Award categories include:
• Award of Distinction for Communication—This award honours those who take an active role in effectively telling the story about livestock issues, and informing the public and agri-food industry about farm animal care in a factual and honest way that is credible and builds trust;
• Award of Distinction for Industry Leadership—This award honours those who integrate animal welfare into their core business strategy, striving to achieve more than expected regarding animal welfare and setting a higher standard;
• Award of Distinction for Innovation—This award honours those who have developed a new process, product, or source of knowledge that has made a significant impact on improving the welfare of livestock and the industry.

The awards of distinction were initiated in 2001 to recognize individuals or organizations that apply new, innovative ideas and management practices to ensure high standards of animal well-being. They understand the public’s need for assurance that farm animals are raised humanely, and they can be held up as examples of those who are making a difference.

Nominees must demonstrate a strong commitment to others through contributions to their community or society, and be recognized by peers as having reached a high level of accomplishment and expertise in their field.

To nominate a deserving individual or organization, summarize in letter format why they deserve the award, and email the information to the AFAC.

Nomination deadline is Feb. 15. Award will be presented at the Livestock Care Conference on March 21 in Olds, Alta. The names of the award recipients will be posted on AFAC’s website and published in AFAC updates and media releases following the conference.

To submit a nomination, visit www.afac.ab.ca, or email Kristen Hall at kristen@afac.ab.ca.
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To Irish dairy farmer Joe Hayden, sustainability is more than a hollow cliché or consumer slogan. Rather, he and most of the other 17,000 dairy farmers on the Emerald Isle see sustainability as a point of distinction, as well as a selling feature for products from their export-intensive nation. And the uptake of a program called Origin Green, designed to support sustainability on their farms and supply their growing industry, suggests they’re on the right track.

Hayden is the fourth-generation proprietor of Orchard Centre, a farm established by his great grandfather in 1865 on Ireland’s postcard-perfect east coast. In 1975, when he was just 15 years old, circumstances led Hayden to assume control of the farm’s milking herd. Over time, he grew it to a thriving 135-hectare, 175-cow operation—about five times bigger than most Irish dairy farms—supporting two families and producing 1.2-million litres of milk each year.

That longevity is a very practical measure of sustainability in itself. But these days, sustainability is also a consumer demand that’s driving many of the dairy industry’s business decisions. Even if consumers don’t know exactly what the term sustainability means, they are drawn to Ireland’s grass-fed livestock story and have a gut feeling it’s an important part of sustainability here.

Origin Green gives sustainability teeth. It’s Ireland’s national quality assurance and sustainability program for agriculture, a business-to-business initiative run by the country’s food marketing agency, Bord Bia. Origin Green is aimed squarely at importers, who bought €13.6 billion (C$20.5 billion) worth of Irish food last year, a €1-billion-plus (C$1.5-billion) increase over 2017.

“Before Origin Green, Ireland was seen as a ‘green’ producer, but we needed to provide proof to build on our reputation with businesses,” says Michael Malone, director of quality assurance at Bord Bia. “More than slogans are needed for our clean, sustainable agriculture image to stay competitive.”

In 2009, after working out the program for 1.5 years with Irish farming organizations to gain their support, Bord Bia launched Origin Green. The voluntary plan called for program officials to audit participating farms every 18 months, checking for a long list of sustainability traits and standards that would be recognized internationally. These include proper manure and fertilizer management,
producers. Pressure is mounting for plant-based diets to be better promoted in the next common agricultural policy. As well, a highly publicized study from Britain at the end of 2018 called for measures—including taxes and subsidies—that “discourage livestock products harmful to health, climate or the environment.”

Even fellow Irishman Phil Hogan, the EU’s agriculture commissioner, says he wants European livestock industries to become “smarter, greener and cleaner, and do so fast.”

That all points to the need for sustainability. But as dairy producer Hayden says, profitability and sustainability must be synonymous. “For me, sustainability is a business model that delivers an income that helps make sure the farm will be there for future generations,” he says. “On our farm, it works. Sustainability makes me feel like I’m helping the environment. It puts money in my pocket and it helps my buyer sell their products. Dairy has served us well with income, job satisfaction and a good way of life. Every morning, I see the visible imprint of four generations of sustainability.”

With profitability in mind, the country’s dairy sector responds to global demand for greater accountability.

energy use, fertilizer, grazing approaches and animal genetics.

While they’re sustaining their farms, they’re also making money at it. The sustainable proof of concept, the dairy sector’s tightly knit value chain, open marketing and aggressive promotion of iconic products, such as Baileys Irish Cream, continue propelling the Irish dairy sector forward. Production is expected to grow by about six per cent this year, driven further by the success of competitive Irish companies, such as Glanbia, a global nutrition and health products firm that makes many of its consumer products with Irish dairy. And all 4,500 Irish dairy farmers who sell to Glanbia—including Hayden, whose entire production goes to the company—are part of the Origin Green program.

Origin Green’s guidance has worked for Hayden. He’s increased milk solids on his farm by 0.68 per cent since 2011, through improved genetics and feeding, boosting his income by €15,000 (C$22,600) a year. Other producers have likewise found it profitable—in 2017, 95 per cent of Irish milk suppliers had been certified Origin Green. Although it’s voluntary, if a co-op decides it’s in, its members are expected to fall in line.

“Irish dairy farmers are like an army, moving ahead as one,” Hayden says. “I have no problem leaving farmers behind if they don’t take part in this sustainability program.”

With increasing hostilities and misunderstanding about livestock in the European Union, Origin Green is a timely initiative for Irish producers. Pressure is mounting for plant-based diets to be better promoted in the next common agricultural policy. As well, a highly publicized study from Britain at the end of 2018 called for measures—including taxes and subsidies—that “discourage livestock products harmful to health, climate or the environment.”

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OWEN ROBERTS is a journalist at the University of Guelph and president of the International Federation of Agricultural Journalists. He visited Joe Hayden’s farm in Ireland in November 2018.
C

adian dairy producers have experienced challenging times, as they continue to face further concessions to their industry during recent trade agreements, says Graham Lloyd, Dairy Farmers of Ontario’s (DFO) former general manager and chief executive officer.

A topical issue for dairy producers at DFO’s annual general meeting, Lloyd discussed the trade environment the dairy industry would face with the newly-signed Canada-United States-Mexico Agreement (CUSMA).


But in the face of threat from south of the border, the Canadian dairy industry remained steadfast in its approach to educate the public about the benefits of the supply management system.

In response to trade negotiations heating up, DFO launched the Love Canadian Milk campaign to educate and influence Canadian consumers and government representatives about the Canadian dairy system and the industry’s contribution to the Canadian economy.

“It was a successful campaign and generated more than 30,000 emails from consumers to government officials,” Lloyd says.

These efforts spanned beyond Canadian borders, as DFO senior staff and board members also reached out to U.S. dairy producers and decision-makers to inform them about the benefits of supply management.

“This didn’t just generate producer meetings—it got media attention,” he says. “This was a spark that led to a fire.”

It is hoped that the lobbying campaign successfully contributed to Dairy Farmers of America approving a motion last year to investigate a similar dairy system they called inventory management, proving the Canadian system is thriving and the envy of other dairy industries in the world, Lloyd says.

Now that CUSMA has been signed, market access granted in all of Canada’s existing trade deals, including CUSMA, equates to about 18 per cent of Canada’s milk production, or $1.3
It will be critical going forward that we, as an industry, need to ensure we have the right amount of milk at the right place at the right time,” says Ralph Dietrich, Dairy Farmers of Ontario’s (DFO) former board chair, during DFO’s annual general meeting.

Dietrich expressed a similar sentiment during his speech at last year’s AGM, stressing the importance of managing supply and demand to enable Canadian producers and processors to fill the domestic market.

During his last address as DFO’s chair, Dietrich reflected back on the past eight years on DFO’s board and the successes and memories he will take away with him. One of those successes includes the creation of the national ingredients strategy.

Labelled as the biggest change to the Canadian dairy industry since supply management, the national ingredients strategy was established to address several issues the industry faced, including aging processor infrastructure, surplus of solids non-fat and the need to price domestic ingredients more competitively.

As part of the board that had a large influence in the creation of the national strategy, Dietrich recalls the development of the program as a demanding and stressful experience, yet also the most significant event that has happened during his tenure.

“The ingredients strategy was a monumental accomplishment for our dairy industry,” Dietrich says. “It was a 12-year journey, which ended with producers and processors achieving an unexpected and jointly agreed upon strategy to move our industry forward.”

Not only did the ingredients strategy address industry issues but it also resulted in a tremendous amount of quota growth over the past few years, Dietrich says. The ingredients strategy created an economic climate that encouraged processors to invest in Canada.

“I like to refer to the ingredients strategy as our field of dreams—build it and they will come,” he says.

The strategy was a development that changed the Canadian dairy industry landscape, but it wasn’t the only major event Dietrich will remember.

During Dietrich’s time on the board, he has witnessed three international trade deals, which he calls both a blessing and a curse. This includes the Canada-European Union Comprehensive Economic and Trade Agreement, the Comprehensive and Progressive Trans-Pacific Partnership, and the Canada-United States-Mexico Agreement.

“The past eight years have been busy and especially the last four years as chair,” Dietrich says. “The ingredients strategy and trade deals were the major events.”

Along with reflecting back on his tenure at DFO, Dietrich looked ahead to the future of the Canadian dairy industry, making note of challenges and opportunities that lie ahead for producers.

Dietrich says the future of dairy includes the proAction program, and it will be important for the industry to effectively promote it to consumers.

“It has become even more evident that proAction is the proper program and we, as an industry, need it,” Dietrich says. “Our consumers and processors are insisting for answers to questions that the proAction program will provide.”
Canada, the United States and Mexico would not have been able to reach a new trade agreement had Canada not made concessions on dairy, according to Aaron Fowler, chief agriculture negotiator at Agriculture and Agri-Food Canada, during Dairy Farmers of Ontario’s (DFO) annual general meeting.

Providing delegates an overview of where the Canadian dairy sector stands under the Canada-United States-Mexico Agreement (CUSMA) and the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), Fowler says there’s no doubt the agreements resulted in compromises made to dairy.

However, he says overall, the new CUSMA agreement resulted in advancements in trade between the three countries and other upgrades to the North American Free Trade Agreement, originally signed in 1994.

“There are several areas of improvements in the text,” Fowler says, adding while existing agriculture commitments between the countries have been preserved, in order to reach the final agreement, concessions were made relating to Canada’s dairy sector.

This includes a government-calculated 3.6 per cent market access to the Canadian dairy industry, the elimination of Class 7, a cap on the amount of skim-based products the industry can export, and the disclosure requirements that call for certain publications, notifications and consultations regarding milk pricing and classes, which grants U.S. oversight into the administration of the Canadian dairy system.

Fowler says this notification process is designed to promote dialogue and consultation between the U.S. and Canada on changes to both dairy systems. All disclosure is reciprocal, meaning the U.S. must provide the same information to Canada. He also added that the disclosure is generally what is required in any trade relations.

As for next steps when it comes to CUSMA, Fowler says the agreement will come into effect three months following the last country’s legislative approval, which could be as early as March 2019. However, Fowler says the timing would depend heavily on the U.S. ratification process.

To read the final available CUSMA text, visit the Global Affairs Canada website at http://bit.ly/2zFUDyB.

Dairy Farmers of Ontario (DFO) has partnered with No Fixed Address (NFA) to handle the marketing board’s brand strategy, creative, digital, media and public relations.

During DFO’s annual general meeting, delegates were introduced to the faces behind the advertising agency, and received a glimpse of the brand strategy that will be rolled out this year, with messages that will all come back to the idea of “making dairy the way it was meant to be.”

“We want to fill everyone’s fridges with more and more dairy,” says Sabrina Babooram, head of strategy at NFA.

Babooram, along with David Jowett, partner and head of media at NFA, highlighted DFO’s brand strategy that NFA has been working to develop using their own research, as well as market research conducted by Jeffrey Histed, chief executive officer of Northstar Research Partners.

The team plans to make dairy the way it was meant to be by utilizing farming stories to connect with consumers, engaging with them using emotions and facts.

“There’s a lot of sentimentality around the farmer’s story,” Histed says. “People want to believe it. They want to get behind it. It’s a great story to tell.”

On behalf of DFO, Northstar Research has spent more than 60 hours talking with 1,200 people to try to understand food trends among consumers, discovering food can often divide consumers.

“It used to be congenial—now, it’s becoming confrontational,” Histed says. “But if food is dividing us then farmers can unite us. We are agreed that generationally, the farmer’s story is compelling. It’s a unifying message, and the farmer’s story is showing its strength across all age groups.”

Babooram agrees and says the industry will find value in utilizing farming stories to educate and inspire consumers.

“If we talk about dairy the way it’s meant to be, it’s a very fresh story and no one else can tell it,” she says. “Dairy products are made by people who know this is a life’s calling—not a job. It’s about this notion of family.”

DFO’s board has approved the brand strategy, and the marketing team is currently producing advertising. Dairy producers can expect to see the campaign go live in April with multiple ads in various formats. With the help of Northstar Research Partners, the team will measure return on investment throughout the campaign.
MARKETING: WELCOME BACK TO DAIRY

“M y guarantee to you is we are going to measure everything,” says Sean Bredt, Dairy Farmers of Ontario’s (DFO) director of market and business development. “You will have transparency to marketing programs. You will know what we’re doing and how we’re doing it.”

That was one of the key messages Bredt delivered to delegates during DFO’s annual general meeting, as he highlighted some of the marketing activities that have taken place since he started at DFO in July 2018, as well as programs for 2019.

“The work is just beginning,” he says. “Producers can expect to see significant programs rolled out this year and it will all tie around a single, relevant brand message.”

With a focus on three key areas, including nutrition, taste/culinary and community, the marketing team aims to leverage a unifying brand message to educate consumers and connect with nutritionists and dietitians to help promote the many benefits of dairy.

The proAction program will also play an integral role in the marketing strategy, and will be used to paint positive images of Canadian dairy products and the producers who make them.

“I believe ultimately where we’ll end up is proAction,” Bredt says. “I believe it answers all of the questions consumers will have.”

The ongoing goal is to renew consumers’ faith in the dairy industry and welcome them back to dairy; however, Bredt says the ultimate goal is to drive quota growth by changing consumer behaviours.

While producers can expect to see significant marketing programs roll out this year, the team can already reflect on recent program successes, including the Love Canadian Milk campaign and the successful relaunch of the Recharge with Milk program.

The 2019 Milk Calendar launched late last year, and Bredt calls it a marketing tactic that allowed for nutritious dairy recipes to get into the hands of those who want them. The tactic also accumulated around 200,000 contacts from consumers who signed up for the calendar. The valuable marketing information will be used as part of a bigger strategy to connect and communicate directly with consumers.

“We will be an online marketing juggernaut,” Bredt says. “That is the future of marketing. We will own that future and we will work with our partners to grow quota.”

GUEST SPEAKER: JOLENE BROWN

Jennifer Nevans is assistant editor of Milk Producer.
WINE AND CHEESE

Dairy Farmers of Ontario held its wine and cheese event in Toronto, at the Fairmont Royal York hotel in January, where it showcased several leading cheese processors.

EMPIRE CHEESE

The Empire Cheese Factory is a co-operatively-run, dairy farmer-owned facility located in Campbellford, Ont., and Northumberland County’s only cheese-manufacturing plant. Cheesemaker Mark Erwin oversees traditional open-style vat operations without production-boosting additives respectful of Empire’s 135-year history. Cream is not skimmed off, contributing to both product flavour and creaminess. The all-natural approach in production and aging is maintained through vacuum packing rather than the use of preservatives. Empire cheddar remains highly popular, but is best known for its fresh curds, enjoyed either on their own or for poutine.

GUNN’S HILL ARTISAN CHEESE

Passion for cheesemaking drives Shep Ysselstein, who honed his craft in the United States and British Columbia before finding ultimate inspiration in Handeck, Switzerland. Gunn’s Hill is located in the rural heart of Oxford County, Ont., Canada’s dairy capital, and sources milk from the adjacent Ysselstein family farm, founded in the 1950s by Ysselstein’s grandfather. The product line boasts 15 different artisan cheeses, handcrafted using traditional methods. Gunn’s Hill cheese is available in more than 300 locations provincially.

ORGANIC MEADOW

Organic Meadow was the first organic dairy company in Canada, founded 30 years ago as a farmer owned co-operative, it remains committed to authenticity, quality, sustainability and community. The goal remains to create natural, organic products, crafted with high standards, using traditional methods. Organic Meadow cheese is artisanal crafted and crumbly with significant sharp flavour development. The company also produces the first organic cheese sticks available in the marketplace, made with only four simple ingredients.
Arla Foods came to Canada in 1961 as a wholly-owned European dairy co-operative subsidiary. Initially an importer, Arla began producing Havarti under license using Canadian milk in the mid-1980s, adding feta several years later. Subsequent acquisitions added production facilities, national distribution and representation. Currently, under the vision of creating dairy’s future by bringing health and inspiration to the world naturally, producer and importer Arla’s main brands include Arla, Tre Stelle and Castello. Arla currently employs more than 200 Canadians across its national business. Respect for traditional European roots features familiars such as Havarti, feta, blue, bocconcini, ricotta and mascarpone, balanced by innovation including paneer, a South Asian cheese ideal for flexitarians.

Sabana Cheese features a Latin-inspired quartet of queso cheeses paying tribute to the Venezuelan pasturing prairie, the sabana. Founder Antonieta Herrera grew up with a long-standing tradition of cheesemaking for personal consumption. Having immigrated to Canada 20 years ago, she has been producing Latin-inspired cheese for five years, sourcing Ontario fresh, pasteurized cow’s milk, rennet-free and without modified milk ingredients. Sabana’s award-winning queso fresco, queso blanco, queso cotija and queso picante are made in small batches for a memorable taste experience, freshness and optimal shelf life.

Cheeses from the following processors were also on display:
- Agropur
- Saputo
- Thornloe Cheese
- Gay Lea
- Mountain Oak Artisan Cheese
- Parmalat
- Quality Cheese
- International Cheese

Hans and Jolanda Weber emigrated from Switzerland to their St. Marys, Ont., farm in 1996, focusing on dairy production but with a dream of using their milk to create high quality cheese honouring the Swiss Alpine tradition. When their two sons returned from university, their dream became a reality. As their sons took over of the 250-head Holstein herd, the couple founded Stonetown Artisan Cheese sourcing the expertise of fourth-generation Swiss master cheesemaker Ramon Eberle. Stonetown’s 12-cheese array is created utilizing heat-treated, non-pasteurized whole milk without additives, ensuring natural and flavourful results.
CREATING A HEALTHY WORK ENVIRONMENT

Seven ways to transform your mental health

We may expect employers to create a healthy working environment, but this is often a daunting task with many complex layers.

“It’s how we communicate, how we treat each other and how mindful we are about our actions and their effect on the people around us,” says Deborah Connors, a leading Canadian workplace coach, speaker and author. “There is overwhelming evidence that suggests daily practices can improve positivity and resilience in individuals, teams and organizations. Such practices boost employee satisfaction, creativity, innovation, productivity, customer service and customer satisfaction.”

Connors suggests seven transformational practices that dairy producers could apply to improve their mental health and promote a healthy, productive work environment.

Connors drew her suggestions from her new book, A Better Place to Work: Daily Practices that Transform Culture. In the book, Connors captures decades of experience as the driving force behind the national Health Work & Wellness Conference, and as a Canadian Mental Health Association (CMHA) certified psychological health and safety adviser.

Connors suggested the following:
1. Increase your positive emotions. Practise gratitude by writing three things you’re grateful for every day. In team meetings, invite each person to share one thing they’re grateful for. It releases stress, encourages positive thinking and creates a sense of community;
2. Be more mindful in your conversations, listening and leadership practices;
3. Take real breaks, even if it’s only for a few minutes at a time. Allowing yourself frequent short breaks, a quick walk or a different type of task will energize and enable you to refocus;
4. Move from a vicious cycle to a resilient cycle. Does this sound familiar? “When the going gets tough, I just put my head down and work harder and longer to get the job done.” For short periods of time, this might be OK, but for sustained periods, this just makes you more tired and less effective. Instead, allow yourself time to meditate, exercise and sleep well. You’ll feel better and do more in less time;
5. Complete the Guarding minds at work initial scan, a six-item questionnaire at https://bit.ly/2FhRo4O that indicates how stressed or satisfied you are at work. It’s easy, and the results can help you focus on ways to create a psychologically safer and healthier workplace for yourself;
6. Ask yourself transformational questions, such as “What can I start doing on a daily basis that will help me achieve my goal?” Use transformational questions with your team to start discussions;
7. Transform your leadership style. Start by asking yourself, “Am I focused on solving problems or moving the company forward?”

HOW WSPS CAN HELP
Explore mental health solutions and sessions at the Partners in Prevention Health & Safety Conference & Trade Show on April 30 and May 1 in Mississauga, Ont.

Visit www.partnersinpreventionconference.com for a full list of sessions, and a collection of free online resources to guide workplaces in developing a psychologically healthy workplace.

Speak to a Workplace Safety & Prevention Services consultant at 1-877-494-WSPS (9777), who can help you identify and eliminate workplace factors that may contribute to poor mental health, create an action plan and a process for achieving it, review and evaluate the plan, recognize success and identify opportunities for improvement.
WE’VE GOT BIG BALEs.

Kubota’s 5’ x 6’ Round Baler produces the most dense bales in its field thanks to BV4580’s PowerFeed rotor intake for ultimate capacity and using it’s 3D Density system. You get direct feed transfer into the bale chamber, while the wide opening allows almost unrestricted intake capacity for fast and efficient baling process. Whether you’re working with silage, hay or straw, you can count on great quality binding and the biggest Kubota sized bale.

*See your dealer for details.
Applying manure to wheat or forage crops can be problematic on frozen soils. Winter manure application should not be a part of a manure management plan—it should be a part of a contingency plan.

Contingency plans are essential for manure that must be applied in less than ideal conditions. Frequent rain and a late corn harvest are taxing manure storage capacities on many farms. Forage or wheat fields can be ideal sites for contingency plan manure application since compaction should not be an issue and soil cover would help prevent nutrient runoff and erosion. However, winterkill becomes a greater risk, especially when applying liquid manure. Besides the common risks, including compaction from wheel traffic and crown damage, manure contains harmful salts.

**SALT DAMAGE**

Salinization, which is the concentration of salt in the root zone, is not an issue in Ontario. Ample precipitation and drainage leaches salt through the soil profile. However, when the soil is frozen, infiltration can’t occur. Salt in manure can turn deadly, and high sodium also has a negative effect on soil structure, making the soil more susceptible to crusting and further decreasing the capacity for infiltration.

Livestock manure contains many salts, including ammonium, calcium, magnesium, potassium and sodium. When accrued, these salts can be significant. Salt content varies from farm to farm based on livestock species, diet formulation and even the salt in drinking water. Many manure analyses report total salt or electrical conductivity (EC) to reflect the accumulated salt. A typical hog manure (as applied basis) can have about 20 millisiemens per centimetres or about 125 pounds of total salts per 1,000 gallons. Dairy manure averages 14 mS/cm or about 90 lbs/1,000 gal. Sodium and magnesium chloride have a working temperature to about -15 degrees Celsius, potassium chloride to about -4 C, and calcium chloride to about -23 C.

When manure is applied on frozen or snow-covered soils, the salt melts the snow and ice at the soil surface. The layer below may still be frozen, preventing infiltration. The melted, saturated layer is high in salt, toxic to roots, more prone to erosion and runoff and more susceptible to frost heaving. All these risks are increased where manure with high EC or total salt contents has been applied.

**CONTINGENCY PLAN**

When contingency plan applications become necessary during the winter season, consider the following options:

- Late summer application to forage crops after the final cut or at the beginning of the critical harvest period;
- Temporary storage at a neighbouring location that has extra capacity;
- Application to forage fields or cover crops that will be tilled or killed;
- Application to level harvested fields, preferably with residue still present and furthest away from surface water where application does not occur through water runs or flow paths.

Sampling manure during application should be standard practice. A manure analysis that includes total salt will help determine the level of risk if contingency application in winter is a last resort.
Some innovations are hard to beat. No other teat sealant is backed by as much research as OrbeSeal®, the original product with more than 15 years of experience on dairy farms in Canada. Protect your herd from mastitis with the teat sealant that’s tried, tested and true.

Visit OrbeSeal.ca for more information and resources.
GROUP HOUSING CALVES
How early is too early to group house pre-weaned calves?

Group housing is often promoted for its benefits to calf welfare but receives criticism for its potential impacts on calf health. Producers who group house before weaning often don’t group calves from birth, which allows them to ensure the calf is getting its full milk meal. This also ensures the calf’s immune system develops before exposing it to other calves. Some producers group house calves at a few days old, while others wait up to three weeks. Group housing can be less labour intensive than single housing, especially on farms with automatic feeders. However, sick calves in a group are more labour intensive than healthy single-housed calves. How are producers supposed to decide when to group calves?

A 2018 study by Abdelfattah et al. examined the health and behavioural impacts of grouping calves at three, seven or 14 days old. Calves were housed individually in outdoor hutches with attached runs. They were grouped in sets of three by moving three hutches and runs together. For the first week after calves were grouped, workers were available during feeding to ensure calves could locate their bottle and no calves stole milk from other calves. Bottles were provided at the same height and location in groups as they were in individual housing.

Calves that were grouped at 14 days old vocalized more from weeks two to five of the experiment (Figure 1A), and once they were grouped, they continued to be more vocal. A higher amount of vocalization can be an indicator of stress in calves. Calves grouped sooner appeared less stressed, even when all calves were in groups. It is unknown whether the late grouped calves were stressed about the change in housing, the new social interaction, or something else.

Calves in individual housing were unable to express most social behaviours, whereas grouped calves were able to perform normal social be-

The effect of a calf’s age on the percentage of calves observed in (A) vocalizations and (B) social grooming week one to seven of the experiment. Calves grouped at 14 days had a major spike in vocalizations the week of grouping, and their level of vocalizations stayed higher than calves grouped at three or seven days. When calves were in groups, there was plenty of social interaction. Calves grouped at seven or 14 days showed a spike in social interaction immediately after being grouped.

GH3 – calves grouped at three days
GH7 – calves grouped at seven days (week 1 on above figures)
GH14 – calves grouped at 14 days (week 2 on above figures)
haviours (Figure 1B). Calves grouped as young as three days old spent time grooming one another. This suggests calves of all ages will spend time being social when given the chance. These early social interactions may be helpful later in life, especially for calves that will be in a freestall barn when they enter the milking herd.

Grouped calves were often seen playing when in group housing. This could be because calves are playing with one another, or they are taking advantage of the larger space. Play is an indicator of good welfare.

Calves were more likely to cross-suck when grouped at three or seven days. However, calves were only given 5.7 litres of milk per day. Increasing this amount, reducing the milk flow rate through the nipple, or providing a teat to suck on outside of milk meal times could help decrease cross-sucking in early housed calves. For more information, visit http://bit.ly/2MIQ7Vq to read the Calf Care Corner article entitled Do Calves Need to Drink From a Nipple?

Calves grouped at three days required more assistance to find their bottles and prevent milk stealing. However, it is not uncommon for calves this young to need some assistance to find their bottle even if individually housed.

The age at grouping had no effect on calf performance or health. Average daily gain was the same, and there was no impact on health scores. Fecal scores, eye and nasal discharge and cough were the same between early or late grouped calves. Based on this study, waiting to group house young calves for health reasons may not be necessary.

While grouping pre-weaned calves can lead to new challenges, it can also lead to new opportunities. When combined with key calf care practices, such as colostrum management, good nutrition and comfortable housing, grouping pre-weaned calves early can provide benefits to calves and producers without impacting calf health.

Reference:
Fibre digestibility is fundamental in determining forage quality and is a routine analysis requested by nutritionists. For many years, the indigestible component of fibre was calculated as lignin multiplied by 2.4, and expressed as a per cent of the total neutral detergent fibre (NDF). Thus, lignin was inversely related to digestibility—the more lignin, the more poorly the forage was assumed to perform. However, the relationship between lignin and NDF digestibility was known to vary with legumes as opposed to grasses, as well as vary by season and other factors. Clearly, a better method of evaluating forage fibre digestibility was needed.

About a decade ago, forage analysis laboratories began offering undigested neutral detergent fibre (uNDF) results. This new method provides values for the undigested portion of NDF. The uNDF is the part of the total NDF that is left after forage is incubated in vitro for an extended period of time. NDF that was di-

<table>
<thead>
<tr>
<th></th>
<th>Beet pulp</th>
<th>Canola meal</th>
<th>Wheat middlings</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDF, % of DM</td>
<td>43.3</td>
<td>28.8</td>
<td>38.0</td>
</tr>
<tr>
<td>Lignin, % of NDF</td>
<td>8.25</td>
<td>22.9</td>
<td>8.50</td>
</tr>
<tr>
<td>Old method of calculation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calculated uNDF (Lignin *2.4), % of NDF</td>
<td>19.8</td>
<td>54.9</td>
<td>20.4</td>
</tr>
<tr>
<td>Calculated metabolizable energy, Mcal/kg</td>
<td>2.26</td>
<td>2.57</td>
<td>2.44</td>
</tr>
<tr>
<td>New method of calculation</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Determined uNDF, % of NDF</td>
<td>18.5</td>
<td>31.5</td>
<td>35.0</td>
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<tr>
<td>Calculated metabolizable energy, Mcal/kg</td>
<td>2.27</td>
<td>2.70</td>
<td>2.13</td>
</tr>
</tbody>
</table>

Table 1: The effects of using uNDF instead of lignin *2.4 to predict energy value of concentrate ingredients (dry matter basis)
gested during incubation is an accurate predictor of the potential digestibility of fibre. This has had a remarkable impact on the understanding and use of forages. The uNDF values allow nutritionists to formulate diets more precisely, better estimate the energy contributed by forages, predict performance response and maintain rumen health.

What is often overlooked, however, is the digestibility of NDF in concentrate ingredients. Many feed formulation programs still use the default lignin *2.4 to compute fibre digestibility for concentrate ingredients, and from there, energy value of these ingredients.

Table 1 provides examples of the differences between simply using lignin *2.4 compared with laboratory analysis of uNDF, using higher fibre concentrate ingredients that are commonly used in Canada as examples. A typical dairy diet was formulated to include all three ingredients, and uNDF was calculated using both prediction methods. Looking at beet pulp, uNDF values determined in the lab were very close to the values estimated from lignin, as were the metabolizable energy values. However, that was not the case for canola meal or wheat middlings.

With canola meal, uNDF calculated from lignin resulted in much lower digestibility than what was determined by direct uNDF analysis. Therefore, the older lignin method would underestimate the metabolizable energy value of the meal by more than five per cent. Meanwhile, true uNDF for wheat middlings was much lower than what would be predicted by lignin—by 13 per cent based on the values in Table 1.

It’s important to consider the uNDF value of more fibrous byproducts. First, most of these ingredients are purchased, and the cost value depends on the nutrients they provide. The uNDF analysis allows energy to be predicted more accurately. Second, digestibility impacts performance. Feed formulation programs available today are highly precise, but need information on the feeding value of ingredients available in order to provide accurate results. With uNDF, better decisions can be made that can help lower costs and maintain consistent performance.

Essi Evans is a ruminant specialist and president of Essi Evans Technical Advisory Services Inc. in Bowmanville, Ont. She can be reached at essievans@sympatico.ca.

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A third-party assessment of lactating dairy herds for animal-based measures, including hocks, knees, necks, locomotion and body condition, is required under proAction and is known as “cattle assessment.” In most provinces, Holstein Canada is conducting these assessments.

After a cattle assessment is conducted, a “peer report” is provided to the producer, which shows if the herd’s results are in the green, yellow or red zones.

As discussed in previous proAction articles, Dairy Farmers of Canada (DFC) is in the process of developing requirements for continuous improvement. Requirements being evaluated include meeting minimum scores, and this will result in redesigning peer reports. The revised design has not been finalized due to the extensive consultation needed. Changes will be communicated to producers once the peer report design is finalized.

Holstein Canada has almost completed the first round of cattle assessments across Canadian dairy farms, and is starting the second round of assessments.

Through consultation with the proAction committee and provincial co-ordinators, DFC has asked Holstein Canada to delay issuing peer reports for second-round cattle assessments until the revised design is ready for implementation. This will ensure all producers receive a peer report based on the same criteria for the second round.

DFC is expecting to have the revised peer report design ready in June 2019. Holstein Canada will then generate peer reports for all second-round cattle assessments conducted to date and provide them to producers. For cattle assessments completed after June 2019, peer reports will be provided along with cattle assessment reports.

Peer reports are planned to be distributed in advance of validations, allowing producers to have time to review the results and develop corrective action plans, as needed.

Maria Leal is Dairy Farmers of Ontario’s assistant director of quality assurance and field services.
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Pacific Dairy Centre Ltd.
Chilliwack — 604.852.9020

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D. H. & P. Supplies & Equipement Ltd.
Blackfalds — 403.782.6473
Kneller’s Sales and Service Ltd.
Leduc — 780.986.5600
Lethbridge Dairy Mart Ltd.
Lethbridge — 888.329.6202

SASKATCHEWAN
Dairiland Agro Supply Ltd.
Saskatoon — 306.242.5850
Regina — 306.721.6844

MANITOBA / NW ONTARIO
Penner Farm Services Ltd.
Blumenort — 204.326.3781
Brandon — 204.728.7563

ONTARIO
Claire Snoddon Farm Machinery
Sunderland — 705.357.3570
Conestogo Agri Systems Inc.
Drayton — 519.638.3022
1.800.461.3022

County Automation
Ameliasburg — 613.962.7474
Dairy Lane Systems Ltd.
Komoka — 519.666.1404
Keith Siemon Farm Systems Ltd.
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Lamers Silos Ltd.
Ingersoll — 519.485.4578
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Seely’s Bay — 613.382.7411
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Melbourne Farm Automation
Melbourne — 519.289.5256
Aylmer — 519.773.2740
Silver-Tech Systems Inc.
Dunnville — 905.981.2350

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Atlantic Dairy Tech.
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DAIRY PERFORMANCE RELATED TO CALF HEALTH
Poor lung health in calves implicated in long-term negative impacts to dairy production

To maximize productivity and profitability, and to facilitate managerial decision-making, dairy producers need to look at their calves’ lung health.

Tricia Dunn, graduate from the department of population medicine at the University of Guelph, and Theresa Olivett from the University of Wisconsin School of Veterinary Medicine used thoracic ultrasound technology, a non-invasive chest ultrasound, to analyze dairy cow herd health to determine why some calves grow and perform better than others.

Their results identified lung consolidation—lung tissue lesions that can become filled with fluid and marked by swelling and induration—plays a role in calf performance and can negatively affect dairy production in the long term as calves grow.

Lung consolidation in calves can occur from illnesses, such as pneumonia and bovine respiratory disease, which often lack clinical signs.

“Calf health is important,” Dunn says. “Vets, producers and researchers should spend more time in the calf pen focusing on the health of young stock—not just the milking herd.”

Researchers used thoracic ultrasonography to detect the presence and severity of pneumonia and lung consolidation in calves for the first eight weeks of life. The research studied 215 female calves from three herds—one from Elora Dairy Research Centre, one from Ponsonby Dairy Research Centre, and a large commercial herd in southwestern Ontario. Calves were followed after the eight-week study to determine their first lactation milk production.

Results indicate lung consolidation greatly affects future milk productivity and profitability of herds as milk producers. Calves with at least three centimetres of consolidated lung produced roughly 550 kilograms less milk during their first lactation than normal, an economic loss about $350 per lactation in the current market.

“This difference of $350 per calf doesn’t seem significant at first, but our research suggests in Canada, more than half the calves in a herd are affected by lung consolidation,” Dunn says. “It can work out to be a significant loss for producers.”

Heifers are expensive to raise, and it often takes until halfway through the second lactation to break even with costs to rear them. If heifers aren’t performing well, it will take longer for their milk production to become profitable.

“Milk production in heifers, namely first lactation production, is heavily influenced by early life lung health,” Dunn says. “Herd-level management decisions that prioritize improving and maintaining lung health is key.”

Because pneumonia and lung consolidation in calves is often not visible to the eye, Dunn suggests producers work with veterinarians to evaluate calf wellness and lung health. Ultrasound technology is readily available and can be incorporated in the regular checkup routine. Doing this and using best practices for lung health, such as maintaining proper ventilation in calf pens, bedding appropriately for changes in environment and ensuring calves can feed from their mothers early on to obtain immune-building colostrum, can help producers minimize lung complications and maximize profits.

Supervisors and collaborators involved in this research include Dr. David Kelton and Dave Renaud from the University of Guelph’s department of population medicine. The Ontario Ministry of Agriculture, Food and Rural Affairs and Zoetis provided funding for this research.
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Throughout 2018, research results from project investments under the Dairy Research Cluster 2 were published in the Dairy Research Blog at www.dairyresearch-blog.ca. Below are the five most popular stories in 2018.

1. Dairy farmers’ top 10 dairy cattle disease and management concerns addressed:
   In June 2018, we reported on findings from the 2015 National Dairy Study, a Dairy Research Cluster 2 project led by Dr. David Kelton at the University of Guelph and students across Canada. The National Dairy Study was the first of its kind published in Canada, and is a model based on the United States National Animal Health Monitoring System (NAHMS).
   We compiled and published an interactive infographic containing farmers’ most important management and disease issues extracted from the study, and included resources for farmers associated to each priority area. The interactive resource has been viewed 1,458 times in English and 540 times in French since it was posted. The most popular English resources were fact sheets on lameness, automated heat detection and calf care. The most popular French resources were training videos on the evaluation of lameness, automated heat detection and the costs of mastitis estimated on farms.

2. 2018 Dairy Research Symposium: Transferring results for action:
   The second most popular article covered the highlights and outcomes of the 2018 Dairy Research Symposium held in Ottawa in February 2018. Panellists in the session called Milk products: The total package delivered science-based evidence on the health benefits of consuming dairy to prevent Type 2 diabetes, manage weight and improve bone health in adolescence, as well as on the beneficial impact on metabolic syndrome and the neutral effect on cardiovascular disease.
   New science on dairy sustainability was delivered on water conservation practices for dairy farms, improved genetics and management to increase the energy in forage and upcoming changes in the protein content of the National Research Council’s recommended dairy rations.
   Interactive workshops were held on important issues, such as improving farm practic-
es with mastitis prevention strategies, implementing better cow comfort and calf care and addressing challenges in transitioning to automatic milking systems (AMS).

Presentations and resources for farmers are available at dairyresearch.ca.

3. New science on the dairy water footprint:
In November 2018, we published the most recent findings on the dairy water footprint in Canada, as well as resources for water quality and conservation. Dairy Farmers of Canada (DFC), in consultation with Dr. VanderZaag, the primary researcher on the water footprint project, produced two new fact sheets. These are available as an information resource for efficient water use under the proAction program to help farmers continue to make sustainability improvements. Producers can download the fact sheets at dairyresearch.ca in the producer resources section.

4. National Dairy Study: Resources on milking management, mastitis prevention and lameness:
In June 2018, we posted three new video blogs from the Dairy Research Cluster, which present findings on assessing lameness in dairy cattle, training assessors for animal care assessments and understanding best milking practices for udder health.

5. Gut health: A journey inside:
In November 2018, we reported on DFC’s nutrition team’s symposium where renowned experts shed light on topics related to gut health, including how gut microbiota affects overall health, when and how to apply the Fermentable, Oligosaccharides, Disaccharides, Monosaccharides and Polyols (FODMAP) diet, how yogurt can benefit cardiometabolic health and strategies to manage lactose intolerance.

A summary of all presentations given by the experts can be found at dairynutrition.ca.

For registration information visit www.milk.org
Should pre-weaning dairy heifers receive forage as part of their daily ration to grow? Some argue in favour of feeding forage to calves, while others argue against it. Which approach is right and what is the best feeding program that will allow heifers to grow and reach their full potential?

During the first year, a dairy heifer’s life and its digestive system will be at the heart of many changes. The digestive tract will progressively evolve from a diet based exclusively on milk or milk replacer to a ration containing large quantities of forage. The evolution of the digestive system will dictate the types of feed the animal will be able to consume, as well as how efficiently it will benefit from it.

At birth, the calf’s small intestine is permeable to the antibodies in the dam’s colostrum. Colostrum provides valuable nutrients and immune protection to the calf. In the hours following birth, the digestive system is already evolving and the intestines cease to absorb antibodies. During the first three weeks of life, the capacity of the abomasum gradually increases, while the other gastric compartments start to develop. Around three weeks old, the calf will be able to consume other feeds in addition to milk.

Calf starter is usually the first solid feed offered to calves. As the calf grows, its daily nutrient requirements obtained from calf starter will increase. The amount of calf starter a calf ingests drives rumen development.

Rumen development proceeds in several ways. As the size and volume increases, the amount of feed the calf consumes will influence this growth. The volume of feed present in the rumen will also promote musculature development, allowing rumen walls to contract and feed inside the rumen to mix.

The interior of the rumen is also evolving. The rumen will be colonized by a multitude of microorganisms that will degrade the feed entering the rumen. The inner surface of the rumen walls, called the epithelium, will gradually change as a result of the fermentation of feeds that produce volatile fatty acids.

The epithelium is gradually covered with structures resembling little fingers called papillae, which shelter beneficial microorganisms and absorb volatile fatty acids from the rumen into the animal’s blood stream. Volatile fatty acids are processed by the animal for growth and production.

The starch in grains from the ration is responsible for producing volatile fatty acids and developing rumen papillae. As papillae develop and absorb more volatile fatty acids, rumen pH tends to become less acidic, favouring the development of new populations of microorganisms able to ferment cellulose from forage. The ability of rumen microorganisms to effectively digest cellulose from forage occurs when rumen pH is maintained consistently above six.

GRAIN CONSUMPTION
Grain consumption, via the starter, must be prioritized to allow the heifer and its digestive system to develop. In addition, young animals are better equipped to digest grains than forage. Therefore, it is not recommended to provide free-choice forage before weaning. Some very palatable varieties of hay could be consumed excessively and affect the growth rate of heifers.

The physical form and type of processing used to produce calf starter has an influence on how feed will be used by the calf. A coarse-textured starter consisting of, among other items, steam-flaked corn or barley grains will be digested slowly and will have a greater effect on the overall rumen development than a pelleted starter made of fine particles. Thus, including hay in controlled quantities during pre-weaning will be more advantageous when calves receive a pelleted or finely ground starter.

After weaning, including a controlled...
amount of forage in the heifer’s ration seems to have the most positive impacts, particularly on average daily gain. In general, the presence of hay in post-weaning ration increases dry matter intake. In the case of heifers receiving a ground or pelleted feed, adding good quality alfalfa hay can be particularly helpful in improving total dry matter intake. The amount of alfalfa hay offered should be limited since preference tests have shown calves tend to select hay over pelleted or fine concentrates.

**HAY OR NOT?**

As the heifer grows, it will be able to benefit from forage in its ration. Prior to weaning, optimal consumption of calf starter is essential to allow for optimal growth and development of a functional rumen. The calf starter's fibre content, texture and particle size will dictate the need for adding a forage source to the young animal’s ration. Including less than 200 grams per day of hay in a heifer ration should not penalize the consumption of concentrate. Upon weaning and until the heifer reaches six to eight months old, the quantity of forage served should be limited. This will ensure the amount of concentrate indicated in the feeding program is actually being consumed.

References:

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**Are you ready for winter?**

Winter is coming soon, and Dairy Farmers of Ontario is reminding producers to clear their laneways of ice and snow.

**Why is this important?**
- ensures timely milk pickup;
- creates a safe environment for milk transporters;
- reduces DFO’s winter transportation costs;
- mandated through DFO’s Farm Yards and Lanes Policy.

Yards and laneways that bulk tank milk graders travel on must be cleared of snow and clearly marked with poles and reflecting markers. Ice buildup should be salted and/or sanded.
AFTER successfully slowing production and significantly reducing the risk of paying a large amount of over-quota penalties at the pool level for the first half of 2019, P5 boards have announced measures to increase production in order to meet current and future market requirements.

“It is particularly important to ensure there is sufficient milk supply across the P5 with several new projects coming on board in the next 18 months,” says Patrice Dubé, Dairy Farmers of Ontario’s (DFO) director of economics and policy development.

P5 boards announced measures to issue one per cent quota to all producers in Quebec, Prince Edward Island, Nova Scotia and New Brunswick, change the credit day production limitation in Ontario from one day to two days per month, and eliminate the $20 per hectolitre over-quota penalty, effective March 1.

By adopting these measures, P5 boards have made an important step to return to a common quota issuance policy across the P5, Dubé says.

“We’re expecting to return to a fully harmonized producer quota issuance policy before the end of the current dairy year,” he says. “Production and market trends over the next couple of months will dictate how P5 boards will proceed for this harmonization.”

In December 2018, total butter stocks reached 33,118 tonnes—a decrease of 10,309 tonnes since July 2018 when production limitation measures were put in place.

Dubé says butter stocks are still relatively high for this period of the year, however, P5 boards agreed to send a signal to increase production despite current butter stock levels mainly due to the Canadian Dairy Commission’s (CDC) market demand projection.

The CDC is forecasting P5 demand for the current and next dairy year will continue to increase by three to four per cent per year. Demand for all dairy products, except fluid milk and yogurt, remain strong. Dairy product sales for cream, ice cream, total cheese and butter have increased by 5.9, 6.5, 3.9 and 1.5 per cent respectively in December 2018.

The P5 quota committee will continue to monitor market demand and production trend, and determine if further adjustments are required.

P5 UTILIZATION BY CLASS*

For November 2018 (kg of butterfat/kg of solids non-fat)

<table>
<thead>
<tr>
<th>Class</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a</td>
<td>Homo, 2%, 1%, skim, chocolate milk, flavoured milks, buttermilk</td>
</tr>
<tr>
<td>1b</td>
<td>Fluid creams</td>
</tr>
<tr>
<td>2a</td>
<td>Yogurt, yogurt beverages, Kefir and Lassi</td>
</tr>
<tr>
<td>2b</td>
<td>Ice cream, sour cream, frozen yogurt</td>
</tr>
<tr>
<td>3a</td>
<td>Fresh cheese, specialty cheese</td>
</tr>
<tr>
<td>3b</td>
<td>Cheddar cheese</td>
</tr>
<tr>
<td>3c1</td>
<td>Asiago, Munster Canadian style (muenster), Feta, Gouda, Havarti, Parmesan, Swiss</td>
</tr>
<tr>
<td>3c2</td>
<td>All types of mozzarella except those declared in class 3d, Brick, Colby, Farmer, Jack, Monterey Jack</td>
</tr>
<tr>
<td>3d</td>
<td>Mozzarella used strictly on fresh pizzas by establishments registered with the CDC</td>
</tr>
<tr>
<td>4a</td>
<td>Butter and powders</td>
</tr>
<tr>
<td>4b</td>
<td>Condensed and evaporated milk for retail sale</td>
</tr>
<tr>
<td>4c</td>
<td>New products</td>
</tr>
<tr>
<td>4d</td>
<td>Inventory, animal feed</td>
</tr>
<tr>
<td>4m</td>
<td>Domestic surplus</td>
</tr>
<tr>
<td>5a</td>
<td>Cheese for further processing</td>
</tr>
<tr>
<td>5b</td>
<td>Non-cheese products for further processing</td>
</tr>
<tr>
<td>5c</td>
<td>Confectionery products</td>
</tr>
<tr>
<td>5d</td>
<td>Planned exports</td>
</tr>
<tr>
<td>5d/4m</td>
<td>(Class 4m is grouped with 5d)</td>
</tr>
<tr>
<td>7</td>
<td>Milk used to process milk ingredients</td>
</tr>
</tbody>
</table>

% Butterfat
% Solids Non-Fat
% Revenue
*28.85%
*7.26%
*6.92%
*2.70%
*7.29%
*15.36%
*4.33%
*9.72%
*3.80%
*3.11%
*1.79%
*3.41%
*0.39%
*0.18%
*5.24%
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>
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</thead>
<tbody>
<tr>
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<td>$39,900</td>
<td>336.04</td>
<td>344.78</td>
<td>175.74</td>
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<tr>
<td>British Columbia</td>
<td>$36,500</td>
<td>525.19</td>
<td>117.23</td>
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<td>Saskatchewan</td>
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<td>$24,000</td>
<td>12,374.93</td>
<td>485.77</td>
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<td>Nova Scotia</td>
<td>$24,000</td>
<td>693.84</td>
<td>8.20</td>
<td>8.24</td>
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<tr>
<td>Prince Edward Island</td>
<td>$24,000</td>
<td>468.50</td>
<td>22.37</td>
<td>22.37</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>$24,000</td>
<td>333.50</td>
<td>192.80</td>
<td>192.80</td>
</tr>
</tbody>
</table>

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

ONTARIO DEDUCTIONS, PER HL
For December 2018

<table>
<thead>
<tr>
<th></th>
<th>Within quota</th>
<th>Over quota</th>
</tr>
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<tbody>
<tr>
<td>DFO Administration</td>
<td>$0.625</td>
<td>$0.625</td>
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<tr>
<td>DFO Research</td>
<td>$0.050</td>
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<td>Canwest DHI</td>
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<tr>
<td>Transportation</td>
<td>$2.550</td>
<td>$2.550</td>
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<tr>
<td>Market Expansion</td>
<td>$1.500</td>
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<tr>
<td>Total Deductions</td>
<td>$4.785</td>
<td>$4.785</td>
</tr>
<tr>
<td>Average total net</td>
<td>$75.513</td>
<td>$-4.785</td>
</tr>
</tbody>
</table>

*These figures are based on Ontario’s average composition for December of 4.19 kg butterfat, 3.24 kg protein and 5.93 kg other solids, rounded to the nearest cent.

ONTARIO MONTHLY PRODUCER AVERAGE GROSS BLEND PRICE

A total 3,481 producers sold milk to DFO in December compared with 3,570 a year earlier.

U.S. CLASS PRICES
The December 2018 Class III Price, US$13.78 per hundredweight, is equivalent to C$42.59 per hectolitre. This equivalent is based on the exchange rate of US$1 = C$1.36151 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).

*There is a three-month lag reporting these figures.
JEFO TO INVEST $30M IN NEW PRODUCTION PLANT

The agribusiness leading company from Saint-Hyacinthe announces the construction of an additional state-of-the-art production plant in 2019.

Jefo, a global leader in high performance non-medicated nutritional solutions for animals, officially announced its plan to build a new 200,000-square-foot production plant in Saint-Hyacinthe, Que. This new building, estimated to cost $30 million, will be located in the Théo-Phénix Industrial Park.

The area, acquired in 2018, is strategic due to its proximity to other Jefo Group facilities, including a transportation company, a trans-shipment site, research centres for poultry nutrition, warehouses, the production plant, and the Jefo Campus that was inaugurated in 2017 to become Jefo’s headquarters, a centre for knowledge exchange on agribusiness and a privileged meeting venue for leaders of all industries in the region of Saint-Hyacinthe.

“We aim to generate $1 billion in revenue by 2025, so this project is necessary to support our current growth and ambitious goal,” says Jean-François Fontaine, vice-president of Jefo Group. “In addition to increasing our production capacity, the new production plant will reduce the risk of producing in a single facility.”

The first phase of the project consists of two production lines, with potential expansion to six lines, which translates to the creation of 20 to 60 jobs in the future. Jefo’s current production plant features four production lines that generate more than 5,000 tonnes of animal feed additives annually. These products are marketed in more than 80 countries.

-founded in 1982, the family-owned company employs more than 320 people globally. Jefo aims to improve animal health and increase human longevity by offering better sources of protein for the growing population. Jefo wishes to improve animal health and increase human longevity by feeding growing populations with better protein sources.

Jefo uses a practical approach to share its results based on complex scientific research and testing methods, while implementing different solutions via its programs for the different life stages of production animals: Jefo Care—Health & Prevention, Jefo Peak—Performance & Production and Jefo Cycle—Reproduction.

For further information, visit www.jefo.com.
4-H NATIONAL VOLUNTEER LEADER OF THE YEAR AWARD ANNOUNCED

4-H Canada continues to be a leader in youth development and is pleased to announce the 2018 National Volunteer Leader of the Year recipient, Karen Chambers. Chambers and 7,700 volunteers were honoured at the 2019 4-H Canada Leadership Awards ceremony in Saskatoon, Sask.

Chambers is from the Chilliwack 4-H club in B.C., and was chosen for this award because of her commitment to the 4-H movement and dedication shown to her club and community.

Chambers joined 4-H as a shy nine-year-old. Today, she has been leading her club for more than 27 years.

The award, supported by The Co-operators, recognizes the important role 4-H volunteer leaders play in the program and their communities.

“As a leader in the 4-H community for many years, it is with great honour that I accept this award,” Chambers says. “It’s an amazing feeling to be nominated by my club and community, and recognized nationally. Let’s keep learning and making a difference in the lives of youth.”

“4-H would not be what it is today without the dedication and commitment our volunteers give to our members,” says David Hovell, chair of the 4-H Canada’s board of directors. “Every day, we see our leaders go above and beyond for their clubs because they recognize the transformational power 4-H has on youth. Congratulations to Karen Chambers, and all the 2018 Provincial Volunteer Leader of the Year Award recipients.”

“For more than a decade, The Co-operators has proudly partnered with 4-H Canada to recognize and reward volunteer leaders who help make 4-H such a vibrant program,” says Steve Johnston, director of national farm products at The Co-operators. “With more than 7,700 volunteer leaders across the country, there are so many individuals who dedicate their time and expertise to 4-H, and we’re pleased to recognize these contributions with this annual award. Congratulations to Karen and all the provincial winners. Thank you for all you do for Canada’s youth.”

As the award recipient, Chambers will receive an award package, which includes a cash prize and roundtrip ticket to Saskatoon, Sask., for the Leadership Summit and Leadership Awards, where she will subsequently be honoured for her contributions to 4-H and toward helping develop future leaders in her community. The winners of the Provincial Volunteer Leader of the Year Award are:

- Anna Meakin, Double Diamond 4-H Multi Club, Alta.;
- Erin Cooper, Eagle Hills Multiple 4-H Club, Sask.;
- Lenore Vandenbyllaart, Anola Northern Lights, Man.;
- Kim DeKlein, Mossley Dorchester 4-H Club, Ont.;
- Cindy Bowen, Hatley 4-H Club, Que.;
- Maryse Michaud, Les Camarades Forestier, N.B.;
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To learn more about the awards, visit 4-h-canada.ca/nvlya.

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FARM FORUM
RETURNS TO SASKATOON IN 2019

Glaicer FarmMedia’s events team organizers have announced the Farm Forum Event will return to the TCU Place in Saskatchewan.

“We’ll be bringing the Farm Forum Event back to Saskatoon from Dec. 3 to 5, 2019,” says Rob O’Connor, Farm Forum Event’s show director. This move will allow the event to grow and evolve in a central location for more farmers in Western Canada.
Maggie Van Camp is the new national agricultural practice development leader for BDO Canada, based out of the Guelph, Ont., office.

“As Canadian farms and agribusinesses get more complex, they need better, more in-depth professional services and financial advice,” Van Camp says. “BDO’s accountants are smart, skilled and passionate about agriculture. It’s a perfect fit.” Van Camp can be reached at mvancamp@bdo.ca.
Warren Wordsworth Faw was born on Sept. 17, 1909, near Springfield, Ont. From an early age, Warren displayed notable creative energy, and over his lifetime, he developed a great interest and considerable skill in three hobbies—carving wood, playing and making musical instruments and writing poetry.

Warren married Reta in April 1937 and they lived and farmed for exactly 50 years near Springfield where they raised four children. After leaving the farm, Warren and Reta moved to Fairview Mennonite Home in Cambridge, Ont., for their “sunset” years. They celebrated their 67th anniversary in April 2004. Reta died in September of that year—a few weeks shy of her 96th birthday. Warren followed her in January 2013 at the age of 103.

No one could have anticipated how appropriate Warren’s middle name would be. Throughout his life, he penned countless rhymes to describe what he observed and experienced. He wrote poems about the wonders of nature, values for living, travel experiences and family events. He also composed tributes to numerous family members and friends. Warren’s most ambitious writing project was creating Versified rendering of the complete gospel story.

It is a project of Warren’s family to compile and publish all his poems for the reading pleasure of interested people.

Warren was the grandfather of Dairy Farmers of Ontario board chair Murray Sherk.

**MERRY CHIMES OF A FARMER’S RHYMES**

*By Warren Wordsworth Faw*

**Better with Butter**

Let me sing you a song of that rich dairy spread,
For its praises I loudly would utter:
“Whatever the food—be it ever so good—
It will always be better with butter!”

Potatoes taste fine with gravy or cream
For even a hungry woodcutter;
Yet you’ll still be ahead with the only real spread,
You will find they are better with butter!

Crisp pancakes and syrup truly smell good
As on the hot griddle they sputter;
But if you wish a more nourishing dish,
You’ll find them still better with butter!

So whatever the meal you are serving to me,
And with pleasure my palate you’ll flutter
When the table you set, don’t ever forget
’Twill be always set better with butter!

Why housewives should buy those inferior spreads,
And space in their fair ‘fridges clutter,
Is a puzzle to me, for it’s easy to see
They’d be filled up far better with butter!

How the children detest those sickening spreads
And always disgustedly mutter
When, asked out to tea, on the table they see
A dinner not better with butter!

Of course it is cheap, but you get what you pay,
So why get yourself in a splutter
To save a few cents—is it really expense?—
For your health will be better with butter!

That farmers should use those cheap substitutes
It makes me with wrath almost stutter!
For they cut their own throats when economy dotes
On a diet not better with butter!

As for me and my house, you can tell all the world
You can toss other spreads in the gutter
But the true dairy spread please serve on my bread,
For I like it far better with butter!

So let us use lots of this wonderful spread
When we’re pressed with our work, or we putter;
And frown on all substitutes common today,
For our land will be better with butter!!
Farming can be solitary work

Whether it’s watching rolling fields from the comfort of your cab, or seeing your herd crest a hill from across the valley, there’s something special about that time in the wide, open spaces.

But there’s a difference between being and feeling alone.

Farming is an amazing way of life, but sometimes it can be as draining mentally as it is physically.

Make sure your well-being is a priority and talk to somebody if you or someone you know needs help.

Agriculture is rooted in strength – the strength to take care of our families and ourselves.

For more resources, visit domore.ag.

#RootedInStrength
AN ANCIENT SKINCARE ELIXIR

Is bathing in milk the secret to youthful-looking skin?

From avocado face masks to sugar foot scrubs, food has been used in home beauty treatments for decades. Due to the nutrient-rich properties of milk, singer Mariah Carey reportedly takes milk baths for better looking skin. She might be onto something—dermatologists confirm milk baths are actually beneficial.

Bathing is well known throughout the ages for benefits, such as stress relief and reduced muscle tension. In fact, milk baths are an ancient skincare practice, too. There are reports of cows’ milk bathing in India from the 1800s. Other devotees include Queen Catherine Parr, the sixth wife of King Henry VIII, and Queen Elizabeth I.

Cleopatra, Egyptian Pharaoh known for her beauty, was said to bathe in milk as well. And it’s not just for human beauty—show animals, such as pigs and dogs, were bathed in buttermilk to look their very best, and it’s still sometimes done today.

Cows’ milk is full of nutrients that our bodies absorb when we drink it. But it turns out we can also benefit by applying milk directly on the skin.

The lactic acid in cows’ milk is a gentle, effective, natural skin treatment.

Lactic acid is a type of alpha hydroxy acid (AHA), used in some anti-aging skin products. AHAs are mild acids that exfoliate dead, flaky skin to reveal new skin underneath.

Lactic acid also helps fade wrinkles and discoloration, fights acne, increases blood circulation, and promotes collagen production. It’s basically a skincare elixir for youth and vitality.

Milk has skin-enhancing vitamins, too. Vitamin E neutralizes the effect of damaging free radicals. Zinc also combats free radicals and regulates oil. Vitamin D helps to clear acne, increase skin elasticity and fade dark marks.

Vitamins E, D and A contribute to skin repair. Any minor skin damage from being outdoors—ultraviolet rays, wind, sun, contaminants and pollution—will heal more quickly.

Another healing benefit: milk can soothe the “burn” in your mouth or on your hands from capsaicin, the spicy ingredient in hot peppers. The milk protein casein washes away the spiciness. Cream, sour cream and yogurt also work, which is why they’re served with spicy Mexican and Indian food.

For skin treatment, full-fat whole milk or buttermilk is the best kind. They contain the most lactic acid. Their higher amount of milk fats help smooth and moisturize skin.

They’re also relatively low on the glycemic index (GI), which can help prevent oil activity and acne. However, note that fresh milk doesn’t work because lactic acid is only present in milk once it has aged a little.

Are you intrigued enough to try it at home? Soaking in a full bath of warm milk is optimal and glamorous—but impractical. Try mixing about one cup of milk or one-third of a cup of powdered milk with your bathwater for a diluted treatment.

Or, apply warm milk with a washcloth to the skin. Limit the treatment to 15 minutes, rinse with water and then use a moisturizing lotion. Lactic acid and other acid treatments increase sun sensitivity, so sunscreen is recommended, though the lactic acid in milk isn’t nearly as potent as in store-bought products.

The next time you want to experience your glass of milk in a new way, maybe indulge in a milk bath to soothe your skin this winter ... or, just be on the lookout for skincare products with milk and lactic acid.
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Ask your EastGen representative about DENIM ... he checks all the boxes!

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