2019 FEDERAL BUDGET
Funding earmarked for supply-managed sectors

Coverage of Southwestern Ontario Dairy Symposium
Updates on Elementary School Milk Program
Dairy farmer offers new mental health services
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NEW &A FARMER WELLNESS PROGRAM IN ONTARIO
Dairy farmer–therapist Deborah Vanberkel holds counselling sessions tailored for farmers

POUR A SHOT OF VODKOW
Featuring Dairy Distillery's innovative Vodkow spirit, made from milk permeate

SOUTHWESTERN ONTARIO DAIRY SYMPOSIUM
Fairlife director Carolyn Novick talks $85-million Canadian dairy processing plant

MANAGING EDITOR’S NOTES
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NEW N NOTED
FARMER’S RHYMES
BACK FORTY

Cover photo courtesy of Caitlin MacLeod
Recently, two animal rights activists (ARA) groups took part in planned protests on select dairy farms in southern and southwestern Ontario as they attempted to push their view of animal welfare standards and farming animals and-or their milk for human consumption. ARAs have a one-sided view of animal agriculture—essentially that it should not exist. While ARAs claim to be advocating for the health and safety of farm animals, their main aim is to portray livestock agriculture in a negative light. They use social media, videos and protests, among other tactics, to reinforce and deliver their messages to a wide audience.

When ARAs show up at a dairy farm, it is not to learn about how it operates and how producers care for their animals—at least not in a non-biased and constructive manner open to dialogue and effective two-way conversation. They are not interested in learning about the business of dairy farming, the technological advances that allow farmers to run a more efficient farm, the sustainable practices that show how farmers care for the environment, or the multiple generations living and working on the farm who take pride in what they do everyday, 365 days a year.

It is often said dairy farmers have a great story to tell. However, that story will only resonate with those willing to hear it. While it may be tempting to engage ARAs in conversation about your livelihood or to defend what you do, it’s a futile attempt that often leads to increased frustration. It is why Dairy Farmers of Ontario (DFO), in its communication with producers on this topic, has been advising producers to not engage with activists online or at protests. DFO is acutely aware as a business of dairy farming, the technological advances that allow farmers to run a more efficient farm, the sustainable practices that show how farmers care for the environment, or the multiple generations living and working on the farm who take pride in what they do everyday, 365 days a year.

DFO also recommends reviewing the following precautions on your farm:

- Post no entry, no trespassing and-or biosecurity signage;
- Lock your milkhouse and office(s);
- Be observant. Report any suspicious activity, persons and-or vehicles;
- Be mindful of your animals (and how others could access them);
- If you have cameras, use them to film potential activity;
- Inform family and staff about visitor protocols;
- Have an emergency plan in place and ensure family and staff know what to do in an emergency. Reach out to your neighbours and ask them to keep an eye out for suspicious activity, too;
- Report any questionable and-or suspicious activity to Crimestoppers at 1-800-222-8477;
- Many dairy farms are easily accessible to the general public, which makes them an easy target. This reinforces the need to consistently maintain Grade A standards on farms at all times. This is in the best interests of both individual producers and the dairy industry as a whole.

If you must confront someone who enters your property, calmly announce to the protestor(s):

“This is my family home and family farm. I understand we do not have the same views on dairy. I respectfully request that you leave now/stay on the road.”

- Record any interactions with police, protestors or the public;
- Take photos and video, including of licence plates, if possible and safe to do so;
- Keep a record of number of calls to authorities, including time, names and what information was relayed;
- Ensure family and pets stay inside the house or barn and keep doors to the barn, milkhouse and your home locked.

When activists show up at your farm unannounced, you have the right to protect your property in a peaceful manner. You also have the right to contact the authorities when someone trespasses onto your premises. As a reminder, DFO shares the following tips if you encounter activists on your farm:

- Call your local police department by dialing 911;
- Agreement No. 40063866. Canada Post Publications Mail Sales Product
- Change of address notices should be sent to: Dairy Farmers of Ontario, 6780 Campobello Road, Mississauga, Ontario, L5N 2L8
- Single copy: $2.50. Make cheques payable to Dairy Farmers of Ontario.
- Co-ordinated by the Communications Division, Laural Adams, communications manager.
- Subscription rates: $26.88 for one year, $49.28 for two years and $67.20 for three years in Canada (includes HST), $36 per year in the U.S., $36 per year overseas. Single copy: $2.50. Make cheques payable to Dairy Farmers of Ontario.
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EDITORIAL TEAM:
Managing Editor: Sharon Laidlaw
sharon.laidlaw@milk.org

Assistant Editor/Editorial Specialist: Jennifer Nevans
jennifer.nevans@milk.org

Communications Specialist: Allison Williams
allison.williams@milk.org

FOR ADVERTISING ENQUIRIES CONTACT:
Pat Logan
Advertising Representative
Phone (905) 788-1559
Email: pat.logan@milk.org

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As I write this column, we have just wrapped up Dairy Farmers of Ontario’s (DFO) spring policy conference, held at the Nottawasaga Inn in Alliston, Ont.

Every year, dairy producer committee (DPC) members from across the province meet for three days to debate policy issues and gain perspectives on the current state of the dairy industry.

This is one of my favourite events of the year because it gives us time to fully discuss issues through roundtable discussions and interactive debates between producers, board members and guests from other provinces.

Several topics were covered this year, which will be included in the May edition of Milk Producer, but I wanted to highlight just a few of them in this column.

Sean Bredt, DFO’s director of market and business development, and his team—Christy Rae Clem, Kate Galbraith and Audrie Bouwmeester—provided DPCs with a marketing update. The team is currently working hard to launch a spring campaign aimed to better position dairy in the market. There are also several other exciting partnerships being rolled out, and I’m looking forward to seeing the results they will bring.

Delegates had a chance to learn how credibility exchanges work in other provinces, and they participated in a roundtable discussion on the advantages and disadvantages of these programs.

Due to recent animal rights activist protests at dairy farms in Elmira and London, Ont., on March 9, we added a session to the policy conference to fully explain what happened and what we learned from the incidents. As a result of these events, there are several actions DFO is considering implementing.

This update segued nicely to a session on social media strategy, which made us think about how pictures and comments posted on Twitter, Instagram and Facebook can be perceived very differently by the public than by farmers.

One of the highlights of the conference was the provincial milk marketing board partners’ panel, where provincial chairs from across the country were asked to answer the question, “What would members of your board identify as the biggest challenge facing your province today?”

Chairs from both the west and the Maritimes identified the need for processing investment in their regions. However, the challenge is discovering how to create an environment that will stimulate processor investments following concessions made in recent trade deals.

I heard a lot of positive comments about this conference, and I would like to thank delegates for their willingness to understand issues and provide candid comments about the direction they think we should take. I also want to extend a big thank you to DFO’s staff members who planned and executed this very successful and informative event.

Murray Sherk, chair
Dairy Farmers of Ontario
March 25, 2019

A SUCCESSFUL SPRING POLICY CONFERENCE

UNE CONFÉRENCE PRINTANIÈRE SUR LES POLITIQUES RÉUSSIE

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Murray Sherk, chair
Dairy Farmers of Ontario
March 25, 2019
Two tips to get rid of the Blues

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2-STAGE TIP

Two tips to get rid of the Blues

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partial insertion is preferable to help reduce the risk of infection

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Canadian dairy producers are waiting to hear how much of the recently announced compensation package for supply-managed sectors will be allocated to the dairy sector as a result of concessions made in two recent trade agreements.

On March 19, the federal government tabled its final budget before the fall election, revealing a comprehensive compensation package to help mitigate the impact of the Comprehensive Economic and Trade Agreement (CETA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

“Dairy producers see this as a positive sign and look forward to getting further clarification on the allocation for dairy farmers,” says Murray Sherk, Dairy Farmers of Ontario’s (DFO) board chair. “The federal government recognizes the impact of trade agreements on our sector and is following through on its commitment to support our domestic dairy industry.”

The compensation package will provide support to sustain the incomes of eligible dairy, poultry and egg farmers by making available up to $2.4 billion. However, deducted from this amount is the $250 million the Liberal government previously provided to support dairy farmers as a result of CETA. The result is a net amount of $2.15 billion expected to be available for income losses and another $1.5 billion for a Quota Value Guarantee Program. In addition, the federal government committed to examining future impacts of the Canada-United States-Mexico Agreement (CUSMA).

“We welcome the government’s commitment to continue the dialogue on the future impact of CUSMA on our sector,” says Pierre Lampron, Dairy Farmers of Canada’s (DFC) president.

DFC estimates when CUSMA, CETA and CPTPP are combined with existing access under the World Trade Organization, an estimated 18 per cent of Canada’s domestic dairy market—or $1.3 billion in total farmgate sales—will be filled by imported products, entering tariff-free by 2024.

DFO, in co-ordination with DFC, is working to get more details on the rollout of the compensation package and how it will be allocated to dairy farmers. The compensation package is consistent with the amount announced by the previous Conservative government in 2015 for CETA and CPTPP.

“Once finalized, the compensation will help dairy farmers adjust to the changed market environment, created as a result of the recent market access granted through international trade deals,” Sherk says.

### ADDITIONAL 2019 FEDERAL BUDGET ANNOUNCEMENTS

In addition to the compensation package for supply-managed sectors, the 2019 federal budget also included funding toward agriculture in general. The budget includes:

- $189 million over five years to the Canadian Food Inspection Agency and the Public Health Agency of Canada to maintain inspection programs to protect against bovine spongiform encephalopathy in the Canadian cattle herd;
- Commitment to implement marketing to children legislation, and improved food labelling;
- Commitment to continue outreach to farmers throughout 2019 on intergenerational business transfers, and extend relief to the small business deduction for sales of farming products to any arm’s length corporations;
- $134.4 million over five years to support priorities of A Food Policy for Canada, and an additional $100 million over five years to support innovation in the food-processing sector. This includes:
  1. Commitment to work with provinces and territories toward creating a National School Food Program;
  2. $25 million over five years for a Buy Canadian promotion campaign to promote Canadian agricultural products at home and abroad;
  3. $24.4 million over five years to enhance federal capacity to detect and take enforcement action against food fraud;
  4. $58.5 million over two years to create a Canadian Experiences Fund, which would support Canadian businesses and organizations looking to create tourism-related infrastructure. This includes a reference to farm-to-table tourism.

More information on these programs will be shared in upcoming Milk Producer issues.
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DAIRY FARMER OFFERS MENTAL HEALTH SERVICES

Farmers in Lennox and Addington County, Ont., can now access mental health services offered by a new program.

Supported by the Lennox and Addington Federation of Agriculture (LAFA), dairy farmer and therapist Deborah Vanberkel created the L&A Farmer Wellness Program in February after finding inspiration from a dairy producer committee (DPC) meeting.

“There are a lot of barriers to break down, but (the need for mental health services) has become prevalent and people are starting to accept it,” Vanberkel says.

The farmer wellness program offers accessible services to Ontario Federation of Agriculture (OFA) members in the Lennox and Addington (L&A) area. Three counselling sessions are provided at no cost as part of the pilot program.

Last year, Vanberkel’s husband, Steve, returned from the L&A DPC meeting and told her about a western Ontario farmer experiencing suicidal thoughts. The farmer’s difficulty in finding help nearby, looking much farther to their eastern county, was “disheartening” to Vanberkel and led to a “light bulb moment.”

“I’m in mental health, and I’m a farmer. I can help,” Vanberkel says. She was also transitioning to private practice, giving her more flexibility.

Vanberkel has a 40-cow dairy farm with her husband near Odessa, Ont., so she understands farm life. As a registered psychotherapist with 14 years of counselling experience, Vanberkel is able to bridge the gap between farming and mental health.

She says the Canadian agriculture industry doesn’t have dedicated mental health programs with direct counselling for farmers—except for Prince Edward Island’s partially government-funded Farmer Assistance Program that Vanberkel modelled the farmer wellness program after.

Vanberkel holds sessions in person, by phone and on video calls to accommodate farmers’ schedules and locations. The sessions help clients become more aware of their mental health.

“Sometimes, all people need is an outlet where they are able to talk about things to a neutral third party,” she says.

The program’s methods combat farmer stressors, such as long, irregular hours, isolation, physical labour and dependence on the weather and milk market.

For example, Vanberkel’s clients who have difficulty relaxing say soothing, repetitive tasks, such as power washing or lawn mowing, help them relax while staying productive, which Vanberkel now suggests to others.

Recent research shows farmers commonly experience mental health conditions. Dr. Andria Jones-Bitton from the University of Guelph conducted a survey of more than 1,100 Canadian farmers in 2016 and found 35 per cent fit the criteria for depression, 58 per cent for anxiety and 45 per cent for high stress.

Jones-Bitton and her team created a mental health literacy course for farmers, called In the Know. The pilot project will be completed this spring, with plans for an online course to begin in the summer.

Vanberkel is an advocate of Jones-Bitton’s course and research, and says more research can only increase awareness, funding and programs.

This summer, Vanberkel plans to evaluate the pilot program’s effectiveness and usage about six months after the launch. She hopes the L&A Farmer Wellness Program grows to reach more farmers.
NOTICE OF CHANGE TO DAIRY FARMERS OF ONTARIO’S QUOTA AND MILK TRANSPORTATION POLICIES

Dairy Farmers of Ontario (DFO) has lifted, effective April 5, 2019, the moratorium placed on March 1, 2019, regarding the Parent-to-Child Top-Up policy. The policy has been amended to address the situation where a licence is in the name of a corporation or partnership.

Quota and Milk Transportation Policies: Part I; Section C; Item 3—Parent to Child Transfer

Revised policy:
(c) The parent can transfer up to 50 per cent of the parent’s quota, the eligible amount based on the parent’s quota holdings at the time of their first transfer;
(c(i)) Where quota is held with a licence in the name of a corporation, the maximum percentage of parent’s quota eligible for transfer shall be determined by calculating 50 per cent of the parent’s total common and/or voting beneficial interest in the corporation

In addition, some minor changes have been made to the New Entrant Quota Assistant Program (NEQAP) policy.

Quota and Milk Transportation Policies: Part I; Section F—Selection Process

Revised policy:
17. Only complete application packages as described in Section 16 will be considered for selection for NEQAP.
17A. Application packages must contain all required DFO approvals, other than with respect to NEQAP. Applications will not be accepted if they are contingent on any additional DFO approval(s).

18. An independent third party will determine which applications meet the established criteria and if there are more applicants who qualify, the third party will use a lottery system to select the successful applicants and advise DFO of those who have been selected. The third party’s decision is final with no appeal or explanation required. DFO staff will do an initial review of all selected application packages to ensure the application meets DFO policy requirements.

19. Successful applicants will be notified in late December that they have been selected to participate in NEQAP.

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

DFO Regulation 05/19 replaces DFO Regulation 04/19 and was made to adjust the price of Special Milk Classes as a result of a CDC announcement, effective April 1, 2019, as follows:

<table>
<thead>
<tr>
<th>Class</th>
<th>Butterfat Price ($/kg)</th>
<th>Protein Price ($/kg)</th>
<th>Other Solids Price ($/kg)</th>
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<tr>
<td>New</td>
<td>Old</td>
<td>New</td>
<td>Old</td>
</tr>
<tr>
<td>5(a)</td>
<td>7.3789</td>
<td>7.3253</td>
<td>3.4285</td>
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<td>5(b)</td>
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<td>5(c)</td>
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<td></td>
<td>1.9337</td>
<td>1.9986</td>
<td>1.9337</td>
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Murray Sherk, chair
Tracy McGilley, corporate secretary

DAIRY FARMERS OF ONTARIO

DFO ESTABLISHES PROTOCOLS FOR QUOTA EXCHANGE

Dairy Farmers of Ontario (DFO) is informing producers about protocols it recently put in place should it have to close the quota exchange due to insufficient quota being placed for sale.

Recent months have shown reduced amounts of quota offered for sale on the quota exchange. If this trend continues and there is not a sufficient amount of quota offered for sale, there is the possibility the quota exchange will have to be temporarily cancelled.

“To clarify, if there is not a sufficient amount of quota offered for sale on any given month and the quota exchange is cancelled, the cancellation would be a temporary measure,” says Rey Moisan, DFO’s director of finance. “The exchange would reopen the following month.”

DFO would like producers to be aware of this possibility and plan accordingly. While there has been no issue with quota available for sale in Ontario, the possibility of a closure happening exists. DFO will immediately inform affected producers if and when it occurs.
ADDRESSING THE STIGMA SURROUNDING MENTAL HEALTH

By Ontario Minister of Agriculture, Food and Rural Affairs Ernie Hardeman

As Ontario’s Minister of Agriculture, Food and Rural Affairs, I know farming is not just a career—it’s a way of life. A life on the farm can be very rewarding, but it can also bring hardships and isolation.

If farmers are feeling stressed about their work, it’s not easy to step back or take time off from their job. It can feel overwhelming, and take a toll on their mental well-being. Unfortunately, it’s an issue that has impacted too many people in my community.

Over the past few weeks, I have been meeting with members of Ontario’s farming community and specialists to talk about mental health in the sector. I’ve heard first-hand about the unique challenges our farmers face.

Our government is listening. We care about our farmers. They’re an essential part of our communities. We’re proud of the hard work they do to help feed our province and grow our economy. However, stigma around mental health is the number one reason why two-thirds of people with a mental illness choose not to seek help. We are working to address this stigma, encourage open discussion and help connect farmers and farm families with the resources they need.

That’s why my ministry has helped fund research through the University of Guelph to better understand mental health issues and provide effective resources for farmers and those who work with them. That’s also why our government has committed to investing $1.9 billion over 10 years, matched by a federal investment, to make $3.9 billion available to support Ontarians with mental health, addictions and housing supports.

Our farmers often deal with factors beyond their control, including adverse weather, difficult markets, sick livestock, disease and pests. My ministry’s Agricultural Information Contact Centre provides information about programs and contacts for a variety of services. I encourage farmers to use this resource if they need it.

Farmers are tough, resilient people, but they tend to hold their problems close to their chests. I want farmers affected by these challenges to know they are not alone and that it’s OK to reach out and ask for help when daily struggles become too much to bear.

Ontario’s farming community is made up of strong, hard-working people who support each other. Sometimes that means lending a hand during the harvest season, and other times, it means lending an ear when the days are long and the future is unpredictable. When things get too hard, talking to a friend or family member can make all the difference.

Our government is committed to creating an Ontario where farmers and patients don’t need to be in crisis to receive the mental health treatment they need. We will continue to make mental health a priority and support each other on our journey to mental wellness.

Working together, I know we can address the stigma surrounding mental health. We can support and help each other be as strong and healthy as possible.

DID YOU KNOW?

Dairy producers are eligible to claim research tax credits on research expenditures made by Dairy Farmers of Ontario (DFO). In February, DFO mailed Ontario dairy producers information regarding the amount of Scientific Research and Experimental Development (SRED) tax credits applicable to each dairy farm for the year ending December 2018. Producers can also access a copy of their letter by logging in to their DFO web account.
The newly revised Canada’s Food Guide may be out of reach for most Canadians, according to researchers at Dalhousie University and the University of Guelph.

“We found almost two-thirds of participants have not used the food guide in the last 12 months and that it has a minor impact on Canadian food choices. This point is troubling,” says Dr. Simon Somogyi, Arrell chair in the business of food at the University of Guelph.

Preliminary results from the study entitled Canada’s Food Guide: Canadians’ Awareness, Understanding and Barriers to Adoption and Affordability were released in March, and found more than 52 per cent of consumers surveyed say they face barriers in adopting the new food guide’s recommendations.

Affordability, a lack of compatibility with taste preferences and the belief that recommendations are too time-consuming are the main barriers to adopting the food guide’s recommendations.

In fact, about 52.4 per cent of those surveyed say they face barriers to adopting the food guide. About 20 per cent of respondents say the recommendations don’t fit their taste preferences, and almost 20 per cent say the food guide either doesn’t reflect their dietary needs or preparing the recommended foods would be too time-consuming.

When respondents were asked if they believed the food guide provided dietary-related advice that’s based on scientific evidence and best practices, 35.1 per cent were neutral, 39.2 per cent agreed, and 14 per cent strongly agreed.

The food guide was the sixth most popular source of information for nutrition-related advice among Canadians. Meanwhile, family or friends were considered number one, followed by general research and social media.

Researchers surveyed 1,017 people over two days in February 2019 across the country. The report did not include any specific cost implications for dairy, nor did it isolate any type of food in particular. Its findings are based on the recommended food proportions, or the ideal meal plate graphic.
MANAGING DISRUPTORS ON THE DAIRY FARM

More than 200 Progressive Dairy Operators (PDO) members and guests attended the triennial dairy symposium in Toronto, Ont., in March.

The 2.5-day event focused on how to manage disruptors on the dairy farm and included speakers from around the world, interactive breakout sessions, an evening banquet, a wine and cheese social and a sponsor tradeshow.

“For this symposium, we focused on many different disruptors to the dairy farm, as well as ways to deal with adversity and continue to be profitable under stress,” says Erica Kiestra, PDO chair.

Attendees learned how to effectively communicate in a crisis, protect their businesses and reputations, deal with family members during generational transition, increase farmers’ overall wellness, and improve production management by discovering different perspectives from around the world.

“I realized a common thread throughout our event was that managing our own emotions, including empathy and kindness, goes a long way in improving our lives, relationships and ultimately, businesses,” Kiestra says.

The theme of kindness was front stage during the evening banquet presentation by Dr. Brian Goldman, CBC Radio host and Toronto emergency room doctor, and sponsored by TD Canada Trust, Agriculture Services.

Goldman shared with the audience his quest for kindness, and says if people have an opportunity to be right or kind, kindness will always prevail. Goldman’s message was similar to communications and media trainer Jeff Ansell’s presentation about effectively communicating in a crisis. Ansell emphasized emotional angles in the news will win over facts, so producers must include emotion in their messages during a crisis when they are the news.

One of the event’s highlights was a three-producer panel discussion that explored the financial impacts of potential disruptors to the dairy business, including how it would affect feed, labour, equipment and debt.

The panel comprised two producers from Ontario, including Jeff Stewardson from Stewardson Dairy in Thedford, Ont., and Melanie Trottier from Newbrabant Farms in Lancaster, Ont., as well as Daphne Holterman from Rosy Lane Holsteins in Wisconsin. Each producer shared their own financial impacts for each topic, allowing the audience to compare numbers across the farms and ask the panel questions.

Attendees were given the opportunity to sign up for two interactive workshops on several topics, such as stray voltage, transition cow disease, advanced genetics for profit and finding fairness in farm transition. Program speakers came from as far as Australia and the Netherlands, and PDO also welcomed dairy farmers from across Canada.

For more information on PDO’s upcoming events or membership opportunities, visit wwwpdo-ontario.ca.
The Government of Canada has announced changes to the Health of Animal Regulation regarding animal transportation, which aims to improve overall animal welfare in Canada.

“As a veterinarian, I am happy to say Canada has improved the well-being of animals during the entire transportation process,” says Dr. Jaspinder Komal, Canada’s chief veterinary officer.

The amendments are a product of extensive consultations with farm groups, transporters, members of the public and interested groups, which resulted in an unprecedented number of responses to the Canadian Food Inspection Agency’s (CFIA) proposals.

The changes also take into account the latest research on animal transportation and international standards. By establishing clear and science-based requirements, the regulations better reflect the animals’ needs, and improve overall animal welfare in Canada.

“This regulatory change is timely,” says Maria Leal, Dairy Farmers of Ontario’s (DFO) assistant director of quality assurance and field services. “It will feed into the rewrite of the Code of Practice for the Care and Handling of Dairy Cattle, which is set to start in the coming weeks.”

These new regulations include both prescriptive and outcome-based requirements that emphasize and improve the health and well-being of animals during the entire transportation process. The amendments will also increase consumer confidence, strengthen Canada’s international trade status and facilitate market access.

The purpose of the amendments is to ensure animals arrive at their destination safely, and are suitably fed, hydrated and rested. The changes go beyond transport journey times to cover the full time an animal is prepared for transit to the time they are installed in their new location. New regulations are more detailed with respect to the needs of different animals and specify intervals for transporters to provide food, water and rest.

Everyone involved in the transportation of animals in Canada must comply with the Health of Animals Act and the amended regulations. The CFIA will be providing guidance to the industry to help it comply with the new regulations. If non-compliance is found, the CFIA will use a range of enforcement and compliance tools available to take action.

“Changes to the humane transport regulations better align Canada’s requirements with international partners, as well as the OIE’s (Office International des Epizooties or World Organization for Animal Health) animal welfare standards for animals transported by land, air and sea,” Komal says.

The new regulations will come into effect in February 2020. This one-year transition will allow the animal transport industry to prepare for the amended regulations before they are enforced.

The CFIA verifies compliance with humane transportation requirements at various locations, including auction markets and other assembly points, slaughter facilities, border crossings into Canada and roadside inspections.

About 98 per cent of shipments are already in compliance with the new food, water and rest requirements.

Dairy Farmers of Ontario (DFO) brought some of Ontario’s finest dairy processors to the forefront during the 2019 Restaurants Canada (RC) Show, promoted as “the hospitality event of the year.”

“It is the food service and hospitality event that brings the industry together to shop, taste, learn, connect and grow businesses,” says Kayla Crnic, DFO’s marketing events specialist.

This year’s RC Show took place in February at the Enercare Centre in Toronto, Ont. DFO partnered with Restaurants Canada for the show, and received premium exposure and activation opportunities before, during and after the RC Show.

“We featured nine dairy processors at DFO’s booth, where their products were available for sampling,” Crnic says. “Chef Andrew Bullis was also cooking up a storm—showcasing innovative ways to use dairy on display.”

As an event sponsor, DFO had an impactful presence at high-profile ancillary activations and events throughout the show, such as the opening night reception, Top-to-Top reception, Breakfast with Champions, Restaurants of the Future sessions and the Garland Canada Culinary Competition.

“We were also able to explore beer and cheese pairings in partnership with Labatt and Steam Whistle, and held careful selection and interactive workshops,” Crnic says. “Our processors came out on top, forging new relationships and signing several large contracts with properties and restaurants. It’s a true celebration of local, artisanal dairy.”

DFO’s partnership with Restaurants Canada is a part of the marketing board’s new culinary program. The program will continue to roll out this year with DFO holding a booth at the 2019 Salon international de l’alimentation (SIAL) Canada food show from April 30 to May 2 at the Enercare Centre in Toronto, Ont. Processors will have opportunities to not only offer samples of their products at DFO’s booth but partner with some of Canada’s cookbook authors and chefs for a culinary pairing series. In partnership with Taste Canada, each author will present a custom dish in collaboration with local Ontario cheesemakers and dairy processors. For more information about SIAL Canada, visit www.sialcanada.com.

"As we’re more proactive... we see the benefits."

— Doug Stensland

“We used Udder Comfort™ here and there and liked what we saw. Cindy started as herd manager Sept. 2017 and used it more on fresh cows. As we’re more proactive with it, we see the benefits, rarely have mastitis,” says Doug Stensland, Stensland Family Farms, Larchwood, Iowa, where they operate the 180-cow robotic dairy and crop 1600 acres.

“I enjoy being part of this team. It’s in my blood. I love cows, and I love what Udder Comfort does for them,” says Cindy Krull-Begeman. “The robots give us conductivity lists every morning.

“Those cows get Udder Comfort. We also spray fresh udders 4 to 7 days when feeding in lockups and prefresh heifers in the loafing pen,” says Cindy. Her family’s Wisconsin dairies also rely on Udder Comfort, over 10 years.

STENSLAND FAMILY FARMS, LARCHWOOD, IOWA
Twins Jason (Paige) and Justin (Chelsea) and brother Kyle, sister Leah, parents Doug and Mona, grandparents Art and Rosie Herd manager Cindy Krull-Begeman (right)
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The way to dairy.
A group of women, dubbed the Bag Ladies, has found a way to transform milk bags into warm, comfortable sleeping mats for those less fortunate.

The Bag Ladies is part of the Helping Hands Craft Club in Owen Sound, Ont. Club president Beth van Aalst got the idea from her aunt’s church group.

“It really sparked my interest,” she says. “Not only do I get to keep plastic out of landfills and our water systems, but I loved that I could make something very useful and have fun making it. It also doesn’t cost me much, but it helps others immensely.”

Sleeping mats are handmade by weaving or crocheting strips of plastic “yarn” cut from milk bags—the large, colourful milk bags that hold individual bags of milk.

All mats are donated to Toronto charity Milkbagsunlimited for distribution across Canada and to many countries, such as the Philippines, Haiti and Peru. The mats help refugees and people in poverty, and aid in natural disaster relief.

Van Aalst says milk bags create ideal mats—they’re made from thick, high-quality plastic, and the colourful logos make beautiful patterns.

“Milk bags (are designed to) protect the milk inside—they have ultraviolet (UV) protection so they last longer under the sun compared with other plastic bags,” van Aalst says. “I’ve been told milk bag mats will last 15 to 20 years.”

The mats offer warmth and comfort off the ground, and can be used as makeshift operating tables since they’re easy to clean and transport.

Two people can weave a full-size mat (three feet wide by six feet tall) in about four hours, but with four people, the time goes down to two hours. One mat uses 500 to 1,000 milk bags, depending on how tightly it’s woven or crocheted. They also make half-size mats for children.

Van Aalst started the club in 2015 to “improve the lives of individuals through the love of crafting”—both people who receive the mats and club members.

“It is amazing how much friend-to-friend counselling and encouragement gets done at our meetings,” she says, adding everyone is welcome to join, not just ladies.

On International Milk Day, Saturday, June 1, the Bag Ladies will hold a demonstration outside the Owen Sound Zehrs grocery store from 1 to 4 p.m. to promote its charity project.

They will hand out dairy recipes and Dairy Farmers of Ontario (DFO) materials and have invited a local dairy farmer to answer questions about milk.

Members will also promote their Teacher’s Milk Bag Contest, in which students compete to collect milk bags. Last time it was held in 2016-17, many students were involved.

“A student got her school saving bags in Grade 7,” van Aalst says. “Now, in high school,
she has rallied the students there to start saving. She is a huge inspiration.”

Van Aalst is planning similar events in parks, beaches and campgrounds to get more people to save milk bags.

Along with sleeping mats, the club also makes pillows stuffed with milk bag scraps. Milk bags are also collected for donation as-is since they can be made into other items and sold.

Angela Kesthely, founder of Milkbagsunlimited, has started making shopping bags for sale from misprinted, unused milk bags, sent by the bag company.

Van Aalst donated 11,825 milk bags and 21 sleeping mats with pillows on behalf of the club in her latest donation drop-off.

About 15 Bag Ladies club members have completed around 80 milk bag mats in total since the club was founded in February 2015.

For more information about the club, or to donate milk bags or other materials, visit helpinghandscraftclub.weebly.com.

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MARIE-CLAUDE BIBEAU APPOINTED NEW AGRICULTURE MINISTER

Former minister of international development Marie-Claude Bibeau has been appointed the new minister of agriculture and agri-food, effective March 1.

Bibeau is the first female agriculture minister in Canadian history, replacing Lawrence MacAulay, who has moved to veterans affairs. Bibeau’s current role supports the agricultural sector so it can lead the way in job creation.

Knowing Canada’s farmers, ranchers and food processors are the foundation of the food sector, Bibeau aims to make it safer, stronger and more innovative. Bibeau has served as a minister since October 2015 when she was elected as the member of Parliament for the Compton—Stanstead riding in Quebec.

Bibeau began her career at the Canadian International Development Agency, and went on postings to Morocco, Nigeria and Benin. After settling down with her family in Quebec, she became a successful businesswoman and was actively involved in her community.

In her former role as minister of international development, she helped refocus Canada’s international assistance on helping the most vulnerable people and supporting fragile states. In June 2017, after several months of consultations, Bibeau launched Canada’s new Feminist International Assistance Policy. This innovative new vision will make Canada a leader in the fight against poverty by prioritizing gender equality in the country’s international assistance programming.

Supported by this new policy, Bibeau advocated for actions and initiatives that empower women and girls and defended their rights. As well, she was at the heart of Canada’s strategy for implementing the 2030 Agenda for Sustainable Development objectives in Canada and around the world.

Helping Canada exercise its leadership on global health issues, Bibeau played a key role in ensuring Canada hosted the Fifth Replenishment Conference of the Global Fund to Fight AIDS, Tuberculosis and Malaria in Montreal, Que., in September 2016, and that it will host the Women Deliver conference in Vancouver, B.C., in 2019, which will likely attract around 6,000 people.

“We look forward to working with the new minister of agriculture,” says Mary Robinson, president of the Canadian Federation of Agriculture (CFA). “CFA represents 200,000 farm families, and we hope to work closely with Bibeau to ensure federal government policies are aligned with farmer priorities.”
MINISTER HIGHLIGHTS SUPPORT FOR WOMEN IN AGRICULTURE

“O ur government recognizes and supports the important contributions made by women in the continued growth of the agriculture and food sector,” says Minister of Agriculture and Agri-Food Marie-Claude Bibeau.

During the Advancing Women in Agriculture Conference (AWC) West in Calgary, Alta., in March, Bibeau highlighted the Canadian government’s ongoing commitment to creating a diverse, inclusive economy and supporting women in the agriculture and agri-food sector.

The minister also took the opportunity to announce Farm Credit Canada’s (FCC) new Women Entrepreneur Program to support women entrepreneurs involved in the agriculture and agri-food sector. The program includes access to capital through the Women Entrepreneur Loan, enhanced learning events, partnerships with other groups and delivery of online content to support their needs.

“Women face unique barriers along the business cycle. As a result, only 16 per cent of small and medium-sized businesses in Canada are led by women,” says Minister of Small Business and Export Promotion Mary Ng.

FCC has committed $500 million over three years for the Women Entrepreneur Loan. As part of the loan, borrowers can have a portion of their fees waived and are encouraged to reinvest these savings into personal and professional development that suits their individual and business needs.

“Based on consultations with women leading agriculture and agri-food organizations across Canada, we are taking a holistic approach to support their needs,” says Michael Hoffort, FCC president and chief executive officer. “This is a program and not just a loan product. We’re combining access to capital with networking and knowledge, which is what women told us was needed to really make a difference in the industry.”

FCC’s Women Entrepreneur Program is part of a commitment made under the Government of Canada’s Women Entrepreneurship Strategy—a $2-billion investment that seeks to double the number of businesses owned and operated by women by 2025.

The announcement at AWC was a part of Bibeau’s first agricultural tour as minister of agriculture, where she plans to meet with farmers, processors and industry leaders.
Two former Ontario dairy farmers will be inducted into the Ontario Agricultural Hall of Fame, based on their lifelong commitments to Ontario agriculture.

“We had an incredible roster of candidates to choose from this year,” says Carolyn Fuerth, president of the Ontario Agricultural Hall of Fame Association. “The five inductees for 2019 are indicative of this. They have all had a profound impact on the sectors of agriculture that they worked within and championed.”

KEN PORTEOUS

Ken Porteous has been at the forefront of Ontario agriculture since the early 1970s. He started his farming career on Lingwood Farms in Simcoe, Ont., becoming an elite dairy breeder who sold bulls to buyers as far as Cuba and Africa.

When he sold his herd in 1973, the average price per animal was the highest ever paid for a herd in Canada. Porteous then expanded his orchard acreage, and today, Lingwood Farms has grown to 865 acres, which Porteous farms in partnership with his son, son-in-law and grandson.

Porteous was also a co-founder of the Norfolk Cherry Company and Norfolk Growers, president of the Ontario Fruit and Vegetable Growers Association, vice-chair of the Ontario Tender Fruit Growers Marketing Board and president of the Canadian Horticulture Council (CHC).

Under his leadership, the CHC developed the Canada Gap program, which is internationally recognized and used as a model in other countries.

The Norfolk Fruit Growers’ Association nominated Porteous for this recognition.

WILFRED JOHN SCHNELLER

Wilfred John Schneller owned Spruce Grove Farm in Baden, Ont., which has been recognized for its excellent herd of high-producing Ayrshires.

Schneller has a drive to learn new practices, test them with extension and academic partners and then inspire other farmers to adopt new technology and management solutions. This set him apart as a key agricultural leader of his time.

As a devoted conservationist, he began to implement new soil and water conservation methods on his farm to inhibit soil erosion. Through farm tours, demonstration plots and presentations, Schneller showed others how to employ these practices.

He became president of the Ontario Soil and Crop Improvement Association in 1954, and in 1959, he became an honorary member of the Soil Conservation Society of America. Schneller planted more than 56 varieties of trees on his own farm and helped develop an arboretum near New Hamburg, which opened in 1964.

The Ontario Soil and Crop Improvement Association nominated Schneller for this recognition.

INDUCTION CEREMONY

Porteous and Schneller will join three other recipients, including Marie Elizabeth Pick, John Maaskant and Peter Twynstra, who will be inducted into the Ontario Agricultural Hall of Fame. To qualify for this prestigious recognition, inductees must have demonstrated visionary leadership, innovation and entrepreneurship in the advancement of Ontario agriculture.

The 2019 induction ceremony will take place on June 9 at the Country Heritage Park in Milton, Ont. Details on how to purchase tickets are available on the Ontario Agricultural Hall of Fame’s website at www.oahf.on.ca.

The Ontario Agricultural Hall of Fame Association aims to acknowledge, record and preserve the contributions made by leaders to the growth and development of Ontario’s agriculture and agri-food industry.

Currently, 224 individuals have been inducted into the hall of fame gallery, located in Guelph, Ont.
MARY ROBINSON ERECTED CFA PRESIDENT

For the first time in the Canadian Federation of Agriculture’s (CFA) 84-year history, a woman has been elected president of the organization.

“I am looking forward to engaging key stakeholder and political decision makers on why the agri-food sector is the leading economic engine of Canada,” says Mary Robinson, CFA’s president. “It’s critical that investments in agriculture are a priority for the Canadian government. Investments in rural Canada and agriculture benefit not only rural Canada but the nation as a whole.”

CFA recently held elections during its 2019 annual general meeting (AGM). As a result, Robinson has been elected president of CFA, replacing Ron Bonnett, who stepped down after nine years in the role.

Robinson was previously the president of the Prince Edward Island Federation of Agriculture, as well as chair of the Canadian Agricultural Human Resource Council. She has been involved in farm politics for many years, and her leadership and collaboration skills have been recognized among the agriculture community.

During the AGM, Keith Currie was elected first vice-president of CFA, and is the current president of the Ontario Federation of Agriculture. He has been a supporter of the Producing Prosperity campaign in Ontario, which focuses on economics, food security and the environment and will soon be expanded nationally through CFA.

Chris van den Heuvel was elected second vice-president of CFA, and was previously president of the Nova Scotia Federation of Agriculture. He has been heavily involved in efforts to keep agricultural issues at the forefront of the federal and provincial governments.

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For the last 33 years, the Elementary School Milk Program (ESMP) has provided more than a million students annually the opportunity to have cold, nutritious milk every day at lunch, alleviating one of the pressures of lunch making across Ontario.

“Surveys among schools and dairy partners have shown ESMP is a valued program,” says Audrie Bouwmeester, Dairy Farmers of Ontario’s (DFO) dairy education programs manager. “Going forward, we will continue to evaluate the program annually to ensure its objectives are being met, and we’re continuing to provide opportunities for students.”

DFO assumed the management of ESMP last year and has used this as an opportunity to renew the program’s vision and key objectives, which include:

1. **Lead with local**: Reposition dairy as a local food, and the industry as a community partner;
2. **Grow agri-food relationships**: Rebuild and strengthen relationships with producers, processors and distributors—many of whom have provided ESMP an enhanced milk delivery service for more than 20 years;
3. **Increase program demand**: Launch a new website with simpler registration, enhanced rewards and more;
4. **Engage students and families**: Provide more education on their rights to food quality, equity and security by providing local food at the community level.

“We plan to renegotiate with our partners and distributors to ensure the program remains beneficial for all parties,” Bouwmeester says. “We will also be launching a simple new reporting process to track ESMP sales volumes for the entire school year. This information will help to make us better, proactive partners armed with the insight to respond to growth and promotional opportunities in each region.”

Participating in ESMP provides students an opportunity to develop the healthy habit of drinking milk, while making it fun and rewarding. Schools registered for ESMP will receive:

- Access to the milk help desk support;
- Free milk rewards and an easy way to receive even more rewards;
- Free posters;
- Access to an enhanced level of dairy distribution service;
- Milk co-ordinator support with online resources and newsletters;
- Cooler bags to make moving milk easier.

In the 2019-20 school year, ESMP will be entirely rebranded, which will include a new logo and website at ontarioschools.milk.org.

The objective of the website is to develop a creative, informative school communication platform that encourages schools to turn to Canadian milk as a cold, delicious beverage that should be consumed every day in school. The new website will also have the capacity to manage and control the program’s external and internal information.

The revamped program will not only inspire schools to register for ESMP but parents will also be encouraged to volunteer as milk co-ordinators. Existing milk co-ordinators will be provided with online tools and key information to run their milk programs more efficiently and effectively.

“The program will provide students with much-needed access to nutrition, while helping them become mindful consumers,” Bouwmeester says. “The program is committed to providing students with milk every day so they can stay healthy, alert and ready to learn.”

DFO started the ESMP program in Ontario in 1986. In 2004, Dairy Farmers of Canada took over management of the program, and on Jan. 1, 2019, DFO resumed responsibility. Since its inception, millions of children have benefited from this program with the help of thousands of volunteers and people in the dairy industry.

**Did You Know?**

- ESMP has been supporting healthy lunches in schools for 33 years;
- There are about 2,250 Ontario schools currently running ESMP. The goal is to increase that number to 2,400 by the end of the year;
- An estimated 20,000 volunteers help run ESMP every year;
- Close to a million Ontario students benefit from ESMP and enjoy cold, fresh and nutritious milk at school;
- Milk’s 16 essential nutrients can’t be matched by any other beverage;
- Ninety per cent of schools return to the program every year because students, parents and their schools appreciate the nutrition and convenience;
- ESMP also helps foster school spirit and offers senior students hands-on business experience.

**Recharge with Milk**

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.
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CANADIAN MILK IS GREENER

Dairy farming has improved efficiency, milk and crop production since 2011

Climate change has many people claiming livestock farming is unsustainable, but a new study on the environmental impact of Canada’s milk production shows its carbon footprint is only about one-third of the widely quoted global average. From 2011 to 2016, Canadian farmers have become more efficient and environmentally conscious by improving milk and crop production.

**MILK STUDY FINDINGS**

The carbon footprint of a glass of milk has dropped over the last five years, and it’s expected to continue to drop. Land and water footprints have also dropped. These are the main findings of a recently released study on the environmental impact of milk production. Conducted by Groupe AGÉCO for Dairy Farmers of Canada, it compares 2016 figures with an earlier assessment using 2011 figures. Canadian dairy farmers have cut their greenhouse gas emissions by seven per cent—from 1.03 kilograms down to 0.94 kg of carbon dioxide equivalent per litre of milk.

Dairy cows, like all ruminants, can digest and use parts of plants that humans can’t, such as grass, whole corn and barley plants. They digest these materials with the help of microbes in the rumen and cud-chewing. However, this process generates methane, which makes up much of milk’s carbon footprint.

In 2016, Canada’s dairy farmers use a total of 2.9 per cent of the country’s farmland and 0.02 per cent of freshwater supplies. Compared to 2011, the land needed for each litre of milk fell by 11 per cent, and water use dropped six per cent. Water is mostly used for irrigating crops for feed.

Groupe AGÉCO calculated life cycle footprints that include every part of producing milk—from materials used to build barns and equipment, to fuel and electricity that run the operation and transport milk to the processing plant, as well as growing feed and meeting all the cows’ needs.

**MORE MILK, LESS IMPACT**

Dairy farmers have reduced their environmental impact because milk production per cow has increased. On average, each cow in Canada in 2016 produced 9,582 kg of milk a year, almost 13 per cent more than the 8,492 kg produced in 2011. A cow needs a certain amount of feed to maintain her body and produce milk as well. Producing more milk takes a relatively small increase in feed and manure, so the environmental footprint of each litre of milk is smaller.

The improvement in milk production per cow from 2011 to 2016 is mainly due to improved cow genetics and new genomics technology, which has doubled the annual gain in dairy cow productivity. Scientifically-balanced nutrition and comfortable housing help high-performing cows stay healthy and keep milking well.

The importance of productivity to the environmental impact of farming is in line with estimates from around the world. Livestock operations with high-quality feeds and high productivity have the smallest carbon footprints, despite their use of fossil fuels and fertilizers. Producing more units of milk or meat from the same or slightly increased resources reduces the impact of each meal.

**MORE EFFICIENT CROP PRODUCTION**

Shrinking environmental impacts are not entirely due to more productive cows. Farming methods and technology are also becoming more efficient, and crop production has increased as a result.

As liquid manure ages in storage, it’s affected by microbes and emits greenhouse gases. Farmers are now emptying their manure storages more often to reduce greenhouse gas emissions. By doing this, as well as incorporating manure after application, more nutrients are added into the soil.

Growing crops has become more efficient—less tillage is needed now, and crop rotation to improve soil has become more common. The growing process now includes more organic matter, so crop yields have increased because of moisture infiltration and retention.

Precision farming technologies have been adopted very rapidly—especially machine autos ter, which allows for optimal positioning. Each pass is right next to the last, so every part of the field receives the exact amount of seed, fertilizer or herbicide needed for the best yields. With no double-spraying at the edges of the implement, there are no wasted resources. Adding maps of growing conditions and electronic metering of fertilizer allows farmers to change the amounts of fertilizer or herbicide on different parts of the field and increase yields from the whole field.

By producing greener milk since 2011, Canadian dairy farmers and the dairy industry have become more environmentally conscious and efficient, and continue to strive toward an even greener future.

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**STAY INFORMED WITH DFC’S DAIRY EXPRESS**

Sign up now for Dairy Express, Dairy Farmers of Canada’s newsletter. Email communications@dfc-plc.ca to have your name added to the mailing list.
UP TO 78% OF DAIRY COWS’ SUFFER IN SILENCE FROM SUBCLINICAL HYPOCALCAEMIA (SH) AFTER CALVING.

BOVIKALC® BOOSTS CALCIUM LEVELS WHEN THEY NEED IT MOST TO SUPPORT YOUR WHOLE HERD’S MILK PRODUCTION.

SH is associated with increased risk of post-partum diseases like ketosis, LDAs and metritis, and with reduced reproductive performance.¹,²

Bovikalc’s unique bolus formulation provides fast and extended support of your cows’ blood calcium levels. Just 2 boluses, 12 hours apart, maintains blood calcium levels in fresh cows.³

¹Rodriguez et al. 2017 Associations between subclinical hypocalcaemia and post parturient diseases in dairy cows. J. Dairy Sci 100:7427-34
²Caixeta et al. 2017 Association between subclinical hypocalcaemia in the first 3 days of lactation and reproductive performance of dairy cows. Theriogenology; 94:1-7
³Bovikalc label

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bovikalc.ca
Jersey Canada recently recognized some of its best and promising members and farms during its annual general meeting, held in Westlock, Alta., from April 11 to 13.

The award recipients include:

• Master Breeder: Robert and Bruce Mellow from Glenholme Jerseys in Caledon, Ont.;

• Constructive Breeder: Pine Haven Farms Ltd. in Oxford, N.S., Ferme Verjatin Holstein and Jersey Inc. in Saint-Gervais, Que., and Michael and Monique Bols from Drentex Jerseys in Russell, Ont.;

• Honorary Life Member: Grant Cole from Green Maple Farm in Vegreville, Alta.; Steven Smith from Clanman Jerseys in Clanwilliam, Man.;

• Distinguished Service Award: Dale Cole from Green Maple Farm in Vegreville, Alta.;

• Certificate of Appreciation: Harry Schipper from Springerhill Farm in Straffordville, Ont.;

• Jersey Young Achievers: Mathieu Larose from Vermalar Farm in Vercheres, Que., Mark and Julie Parnell from Nelridge Jerseys in Wyebridge, Ont., and Arjan Otten and Jessica Hoffman from Farm Star in Didsbury, Alta.;

• Jersey Canada Hall of Fame Trophy: Hollylane Jerseys in Corbyville, Ont.;

• President’s Trophy for Leading Living Lifetime Protein Production and President’s Trophy for Leading Living Lifetime Butterfat Production 2018: Ferme Bona 2012 Inc. in St-Bonaventure, Que.

For more information about the awards, visit jerseycanada.com/news.

Dairy Farmers of New Brunswick offers scholarships

Dairy Farmers of New Brunswick (DFNB) is offering three $1,000 scholarships to assist future leaders in the agriculture industry. Applicants must be residents of New Brunswick.

Scholarships available include:

• Dairy Farmers of New Brunswick Scholarship;

• G.B. Whalen Memorial Scholarship;

• Dairy Farmers of New Brunswick Memorial Scholarship.

Application forms can be obtained by calling 506-432-4330, emailing nbmilk@nbmilk.org or visiting the website at https://bit.ly/2Fwi5l7. All submissions are due by May 24.

Grounded Food Symposium in British Columbia

Grounded Food Symposium will debut this spring at the University of Fraser Valley in Abbotsford, B.C., on April 29. Launched by non-profit Valley Food + Farm Collective, the event will take place from 9 a.m. to 5 p.m., with a reception following from 6 p.m. to 8:30 p.m. at the Rail District Community Market.

This year’s theme is Grass/Roots: Building Valley Food Culture, which aims to connect Fraser Valley farmers, chefs and members of the food and beverage industry to facilitate greater opportunities to bring Fraser Valley food to the dinner table.

The symposium will offer main stage programming with multiple concurrent hands-on workshops and breakout sessions. The goal is to create an annual event where the industry can connect and discuss food culture.

Tickets are $105.59 for the symposium, $58.34 for the reception, and $126.59 combined. To buy tickets online, visit the website at www.valleyfoodandfarm.com/grounded.

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Holstein Canada has announced two new Canadian Champion scores for 2018.

The two champion numbers come from one Holstein, Bergitte Bolivia Coquine from Bertrand Boutin and Fils Inc. from St. Georges, Que.

Canadian Champions are awarded to Holstein cows that surpass the previous all-time highest production performance for milk, fat, protein or total breed class average in her age at the calving category.

To view the current list of Canadian Champion cows, visit Holstein Canada’s website at https://bit.ly/2CEMAUc.

**YOUNG LEADERS AWARDS**

Holstein Canada recognizes the achievements of young dairy leaders by offering awards and recognition programs applauding young leaders for their achievements and for being Canadian dairy ambassadors.

**Education Award Winners**
The $1,000 Education Awards are given to six recipients from across the country annually. Applicants are evaluated on their involvement in the farm, work and community, as well as career choice, scholastic achievements and an essay question based on Holstein Canada’s services.

This year’s winners include:

- Erin Cuthbert from Ladysmith, B.C.;
- Lars Iversen from Olds, Alta.;
- Ryan Porter from Lower Onstow, N.S.;
- Cassie Allen from Alfred, Ont.;
- Derrick Knill from Bornholm, Ont.;
- Emile Pouliot from La Durantaye, Que.

**Bovine Medicine Award Winners**
The $1,000 annual Bovine Medicine Awards recognizes four graduating veterinarian students for their achievements—one from each of the four Canadian veterinary colleges.

Education institutions select the recipients, and representatives from Holstein Canada present the cheques at convocation ceremonies.

This year’s Bovine Medicine Award winners include:

- Dr. Kelsey Goodick from the University of Prince Edward Island’s Atlantic Veterinary College in Charlottetown, P.E.I.;
- Dr. Laurence Leduc from the University of Montreal’s faculty of veterinary medicine in Saint-Hyacinthe, Que.;
- Dr. Steven Eigersma from the University of Guelph’s Ontario Veterinary College in Guelph, Ont.;
- Dr. Rob Stevens from the University of Saskatchewan’s Western College of Veterinary Medicine in Saskatoon, Sask.

Canada’s high-quality dairy production has opened the door for international dairy processors to invest in the Canadian dairy industry.

“Great Canadian milk made it easy,” says Carolyn Novick, director of fairlife at Coca-Cola Limited, following her presentation during the Southwestern Ontario Dairy Symposium in Woodstock, Ont., in February.

Fairlife entered the Canadian market in fall 2018 with whole, 2%, chocolate and skim milk options. The company was encouraged to expand in Canada due to the dairy industry’s high-quality milk, market validation and geographical proximity.

The new $85-million Peterborough processing plant will be solely dedicated to milk production, and would leverage economies through an existing Minute Maid warehouse. The processing plant broke ground in fall 2018, and construction remains on track with a grand opening scheduled for spring 2020.

The company’s inception followed a well collapse on the farm of Select Milk Producers founders Mike and Sue McCloskey. Their subsequent reverse osmosis water filtration system provided the inspiration for an ultrafiltration process leading to the creation of fairlife’s flagship offering—milk featuring 50 per cent high-protein and 50 per cent less sugar than regular milk, a product that is also lactose-free.

The concept led to a partnership with Coca-Cola in 2012, and a product launch in the United States in 2015 when fairlife experienced three years of what Novick termed as “significant” double-digit growth. Research during that time indicated 40 per cent of sales were attributed to new dairy buyers—a large proportion compared with typical 2% milk.

“We are really excited to be a part of the Canadian dairy industry for the long term,” Novick says, adding she remains “completely confident because the milk here is so outstanding.”
RAFT messages people feel, not just intellectually process,” says Terry O’Reilly, host of Under the Influence on CBC Radio.

“Make people feel your dairy messages because that will make them listen, and if they listen, they will buy your products,” O’Reilly says during the Southwestern Ontario Dairy Symposium.

O’Reilly brought personality and humour along with invaluable insight gleaned from more than three decades of high-end advertising experience. He says it’s crucial to stand out from the massive amounts of messaging Canadians are inundated with daily, especially given the alternative options available, misinformation, and the need to tackle tough subjects, such as animal welfare.

“I think you have to tell your story now more than ever because you have to control the conversation,” O’Reilly says.

He says marketing is complicated. It requires completing demanding homework, evaluating competition, putting the time in and most importantly, understanding customers. Those who don’t have a limitless budget require innovation and creativity to produce messages that provoke a reaction, or challenge people to think in a different way, O’Reilly says.

“If advertising doesn’t provoke a reaction, it’s a ship in the night,” he says. “It’s wasted money.”

O’Reilly shared an experiment in which New York Times writers crafted imaginative narratives around flea market items that were subsequently offered on eBay. By using verbiage, such as “a heart pierced by love’s thermometer,” a $0.75 meat thermometer sold for $51. The experiment also resulted in a $0.59 picture frame and a $0.33 wooden mallet selling for $21.80 and $71, respectively.

“In a sea of sameness, storytelling can break through,” he says.

O’Reilly recommends a subtle approach—sharing a story of trust and letting customers read between the lines rather than employing the toxic words “trust me” or “we care.”

“They are like blank tiles in Scrabble—you can use them anywhere and they have no value,” he says.

Eighty per cent of marketing should be directed toward the heart, and 20 toward the head, he says. Marketing should focus on benefits over features, such as the enjoyment of a steak over its molecular structure, or why a product will be useful in a customer’s life instead of technical specifications.

On the plus side, while O’Reilly says his profession is among the least trusted, farmers consistently rank near the top of the scale.

“There is something so appealing about milk and dairy—the purity of it, the cows and the farmers,” he says, inviting farmers to harvest industry-related stories around them every day. “Start gathering those stories because there is powerful marketing in them.”
ORGANIC DAIRY FARMER SHARES SUCCESSES, CHALLENGES

John Brunsveld’s organic moments come through head scratches with “325”—an amiable Jersey-Holstein cross in her sixth lactation. “She’s never been sick, she never looks bad and she’s had a calf every year,” the Cambridge-area organic dairy farmer says, following his Southwestern Ontario Dairy Symposium presentation. “That just never happens.”

A conventional dairy operator since 1987, Brunsveld completed his three-year transition to become an organic dairy farmer in January 2009 and is the owner of Lizton Acres organic dairy. He owns 100 acres and rents 500, which support the expansion of his milking herd from 73 to 125. Metabolic disorders have disappeared and overall herd health has improved significantly, which Brunsveld attributes to a combination of organic approach and his own previous bad practices.

Average production is 30 litres per cow with 4.35 per cent butterfat, 3.2 per cent protein and a somatic cell count of 125,000. Brunsveld estimates a cost of production of $0.68 per litre. The fluctuating organic premium, up to $0.30 per litre for four per cent butterfat milk, is an incentive but also brings challenges. Maintaining organic crop yields and controlling weeds was his biggest ongoing learning curve, since purchasing, for example, crushed and roasted beans for $1,200 a tonne versus producing organic grain effectively offsets the premium.

“I made every mistake possible, knowingly and unknowingly,” says Brunsveld, who has since achieved county averages. “But it took a long time to get there.”

Brunsveld also noticed an increase in workload to meet ramped-up forage requirements, spending the entire first summer making hay and balage. He believes organic dairy farmers’ number one consideration is how much grain to give ruminants, and finding the proper balance between production and potential issues.

He says organic is best with a philosophical buy-in, and while organic dairy farming may not be right for everyone, it has been ideal for Brunsveld. “I love it—no second thoughts at all,” he says.

Farming means late nights

Whether it’s the beauty of harvesting by moonlight or the joy of helping a heifer through a difficult birth, late nights have always been a part of farming.

But sometimes it’s not the harvest or the heifer keeping you up. At times, farming 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
NEW ENTRANT PROGRAM ASSISTS ORGANIC FARMER

“T
here are a lot of reasons not to do something,” says Justin Bell, a fifth-generation organic dairy farmer from Merlin, Ont., following his presentation during the Southwestern Ontario Dairy Symposium. “But if you keep crossing hopes and dreams off your list because you think it’s too challenging, you’ll never achieve anything.”

Bell’s projected August 2019 start-up was facilitated by the Organic New Entrant Quota Assistance Program, where successful applicants purchase quota, and Dairy Farmers of Ontario leases a similar amount.

“I think long term there is still a premium in the organic space,” he says, adding his decision to start an organic dairy farm was also influenced by the opportunity for smaller-farm viability, and his belief that pasture rotation and manure production go hand in hand with dairy.

“I don’t agree with every line in the organic regulations, but there’s a lot I see eye to eye on,” he says. “And I believe everyone should have a choice of what to eat or put in their body.”

Bell purchased 100 acres in 2015 from his grandparents, and continues to support his cash flow by working as a full-time agricultural accounts executive with a financial institution.

“I just hit my head at some point I guess,” he says, adding he’s always been busy, simultaneously working on two or three projects. “I hope to build something for future generations to take over.”

To keep costs to a minimum, Bell milks 35 cows in a parlour and uses machinery he already owns—only renting when required. In order to be a successful organic dairy producer, Bell plans to limit herd stress and provide sand bedding, quality pasture and feed, as well as maintain detailed record-keeping, keep up with ongoing research, and network with the organic community.

“People are more than happy to help you get into organic dairy farming if you are in it for the right reasons,” Bell says. “I know it’s going to be a challenge, but it’s also a really great opportunity to learn and grow.”
Every week, around 500,000 people miss work due to a mental health issue. As a result, the mental health of workers cannot be ignored.

“It’s emerging as a rightful factor in organizational sustainability and competitiveness,” says Andrew Harkness, strategy adviser for organizational health initiatives at the Workplace Safety & Prevention Services (WSPS).

Harkness has spent more than a decade working with WSPS to promote psychologically healthy and safe workplaces.

“Diagnosed and undiagnosed mental health issues cost the Canadian economy $51 billion a year in mental health services, lost productivity and reduced quality of life,” he says. “This makes mental health a business imperative.”

Mental Health Week, a national event taking place May 6 to 12, provides dairy producers a way to jump-start their strategy to protect the mental well-being of their workers. Mental Health Week encourages people from all walks of life to learn, talk, reflect and engage with others on all issues relating to mental health.

“(Mental Health Week) creates opportunities for conversations,” Harkness says. “Having open, informed conversations about mental health is the first step in identifying and implementing positive solutions.”

Here are three low- or no-cost activities farmers can undertake during Mental Health Week to jump-start these conversations.

1. Help the leadership team understand what’s at stake. Start by having team members answer 20 questions for leaders about workplace psychological health and safety, available at http://bit.ly/2UDlt2Y. These questions will help the leadership team understand what’s at stake and lay the groundwork for creating a mentally healthy environment;

2. Recognize Mental Health Week in the workplace. Organize a lunch and learn, host a wellness fair or launch a communications campaign. For tips on organizing a lunch and learn, visit http://bit.ly/2HeB0L;

3. Conduct a perception survey. This will help farmers understand how much their employees know about mental health, and how they feel about the mental health climate at work. Farmers can see where their workplace is doing well and where it can improve. For more information on conducting a perception survey, visit http://bit.ly/2HooUYd.

These solutions will provide producers with information, tools and other resources that can help them create an environment in which positive, solutions-focused conversations occur.

HOW WSPS CAN HELP
WSPS has a suite of mental health resources on its website, and its consultants can help workplaces identify and assess mental health hazards. To access mental health resources, visit http://bit.ly/2HCCQ0f, and to access consulting services, visit http://bit.ly/2CqaT8u.

This article was prepared by Workplace Safety & Prevention Services (WSPS). For more information, visit www.wsps.ca or contact WSPS at customerscare@wsps.ca.
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vetoquinol.ca CONSULT YOUR VETERINARIAN
PREVENTING CALF SCOURS

Producers can look for telltale signs of calf scouring when fecal scoring.

Scouring, or diarrhea, is a symptom of illness caused by several potential factors, such as viruses, bacteria, parasites or poor management practices. While calf scouring is very common, it does not have to be a normal part of raising calves. Good management can help minimize and prevent scouring.

SIGNS OF CALF SCOURS
- Watery, loose or abnormal manure colour;
- Manure-covered tail or legs;
- Weak, depressed attitude;
- Not suckling, unfinished meals or not getting up at meal time;
- Dehydration (skin when pinched takes more than two seconds to flatten).

TREATING SCOURS
Treatment of scouring mainly addresses the symptoms since many causes of scouring do not respond to medications. Producers can treat sick calves by keeping them comfortable and hydrated.

Producers should also keep a close eye on calf fecal scores, and consult with their herd veterinarian regarding the use of antibiotics. Veterinarians can help diagnose the pathogens, such as bacteria and viruses, that are causing scouring on the farm, and they can create targeted treatment and prevention plans.

Bacteria on the farm are treated by using the right antibiotic and disinfectant. Antibiotics are typically not recommended unless the calf has signs of systemic illness that indicate a bacterial infection, such as depression, poor appetite and fever.

However, antibiotics cannot cure viruses, and using antibiotics against a viral infection will not help the calf. It can also be costly, as well as increase antimicrobial resistance. If a virus is causing scouring, producers can support the calf with rehydration and ask their herd veterinarian how to prevent future cases.

PROVIDING HYDRATION
The goal of scours treatment is to keep the calf hydrated. Offering electrolytes in addition to milk should be a producer’s first response. Taking calves off milk does not improve scour symptoms. Instead, it results in weight loss and deprives them of essential nutrients and protein they need to overcome scouring.

When calves are scouring, their ability to absorb nutrients is usually compromised. This means milk or milk replacer is even more important since they are only absorbing a fraction of what they consume, and nutrients in milk help the intestine re-cover. There is no evidence removing milk from scouring calves is beneficial to recovery, but there is evidence it can make sick calves worse. More information on treating dehydration can be found at http://bit.ly/2JK0hXR.

PAIN MANAGEMENT
Pain medications have also been found to be effective in supporting scouring calves. Scouring is uncomfortable, and sick calves are reluctant to eat or drink even though they need to replenish their bodies. Providing calves with pain management increases their welfare and encourages feed and water consumption, which are essential to recovery.

Studies have found calves given pain medication while scouring were more likely to finish milk meals, consume starter and drink water, which puts them on the path to healing.

There is no silver bullet for preventing scour. Prevention relies on diligence and attention to many aspects of calf care. Excellent cleanliness of the maternity pen, housing, bedding and feeding equipment must be combined with consistent colostrum, disease detection and feeding programs.

A NEW WAY TO FECAL SCORE

Dr. Michael Ballou, professor of nutritional immunology at Texas Tech University, gave a presentation called The Art of Calf Nutrition at the Healthy Calf Conference in Stratford, Ont., and Maxville, Ont., in November 2018.

He told participants to think about fecal scoring by imagining putting the manure in their pocket.

![Photo courtesy of Caitlin MacLeod](http://bit.ly/2HOFzo6)

**Score** | **Description**
--- | ---
1 | Normal: producers could get most of it back out of their pocket;
2 | Semi-formed, pasty: could scrape a good amount out of a pocket;
3 | Loose, but on top of bedding: like pancake batter in their pocket, and they get a bit of a wet leg;
4 | Watery, sifts through bedding: the whole amount runs out of their pocket and down their leg.

Photos courtesy of the University of Wisconsin School of Veterinary Medicine, Calf Health Scoring App, http://bit.ly/2HOFzo6

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**PRODUCERS SHOULD** keep an eye on the fecal scores of healthy calves, and consult with their veterinarian to help them prevent, diagnose and treat calf scouring.

Photo courtesy of Caitlin MacLeod
VENTILATION

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Grounded Food Symposium
University of Fraser Valley
Abbotsford, B.C.
www.valleyfoodandfarm.com

Animal Nutrition Conference
Sheraton on the Falls Hotel
Niagara Falls, Ont.
animalnutritionconference.ca

Cafa’s #TopFarms19
Executive Royal
Regina, Sask.
www.cafanet.ca

Calgary Dairy Classic Championship Show
Stampede Park
Calgary, Alta.

Speak Up Training
Tilbury Lions Hall
Tilbury, Ont.

Speak Up Training
Tilbury Lions Hall
Tilbury, Ont.

April 17-18

April 18-19

April 24

April 24-25

April 24-27

April 29

May 14-16

May 30
“Dairy farmers are the hardest working people I’ve ever met,” says Omid McDonald, founder and chief executive officer of Dairy Distillery in Almonte, Ont.

McDonald and his cousin, Neal McCarten, are the makers behind Vodkow, a distilled spirit made from milk permeate—a byproduct made of milk sugar, or lactose, that’s traditionally discarded.

After discovering how much milk permeate was being discarded, McDonald and McCarten came up with a plan to turn milk permeate into a spirit, which eventually resulted in the creation of Vodkow.

“Working with the University of Ottawa, we found a way to ferment lactose,” McDonald says. “This innovative science allowed us to produce a high-quality spirit from milk sugar.”

The equipment is similar to what many artisanal distillers use, and Vodkow’s fermenta-
The distillation process uses cutting-edge science, courtesy of the University of Ottawa. Dairy Distillery uses 20 litres of milk permeate to create one litre of Vodkow.

The distillery currently uses 6,000 litres of permeate a week and will be scaling to 30,000 litres per week by summer 2019.

“Being able to create a new revenue source for farmers while helping the environment is a source of pride for us,” McDonald says.

McDonald and his team have conducted blind taste tests where participants were asked to rank Vodkow against leading premium brands.

Eight out of 10 people ranked Vodkow as number one, and described it as smooth with a sweet aftertaste.
Producers should consider increasing the profitability of wheat crop by adding the value of compaction-induced yield loss in corn resulting from spring-applied manure.

Healthy soils have a unique pore infrastructure that vary in size and support the movement of air, water, earthworms and other soil micro-organisms and plant roots. Healthy soils that allow maximum water infiltration will help maximize the soil’s water-holding capacity and minimize water runoff that leads to soil erosion. A greater number of small pores results in more consolidated soil that has less capacity for water infiltration.

WHAT IS COMPACTION?
Compaction is a change in soil structure, resulting in an increase in soil density. In compacted soils, aggregates are pushed more tightly together, which reduces the size and stability of soil aggregates and pore size, and disrupts the continuity of those pores.

According to University of Minnesota research, the change in soil structure is complex. There isn’t a simple relationship between increased soil density and decreased crop yield. Changes in soil structure affect the movement of water, air, roots and soil organisms through the soil, so the effect on yield depends on weather, amount and depth of compaction, and crop type.

WHAT CAUSES COMPACTION?
Wheel traffic is the main cause of compaction on most farms. The amount of compaction depends on the equipment size and weight, soil moisture level and soil type. Soils high in clay or low in organic matter compact more readily. Using information adapted from Dr. Scott Shearer from the Ohio State University, Table 1 shows the potential economic impact of compaction from wheel traffic on normal and wet soils. It also considers the impact of a wider spread pattern for manure application equipment on reducing wheel traffic-induced compaction.

If the data collected by Shearer is extrapolated to calculate the cost of compaction on crop yield per acre, it would demonstrate a six-bushel per acre yield difference from wheel traffic in soils with normal moisture, and a 27 bu/ac yield difference from wheel traffic in wet soils. At $4.50/bu of corn, this would cost close to $50/ac with narrow width spread pattern manure application equipment. Wider spread pattern results in less wheel tracks and in less crop yield loss.

Many producers do not consider wheat to be an economical crop in the rotation. If the economics of crop production were not just based on the highest yield but instead, on the economics and long-term soil health across the whole rotation, it would escalate the value of wheat in the rotation. Beyond the advantages of increased yields for subsequent corn and soybean crops, documented by Dr. Bill Deen at the University of Guelph, there are additional economic considerations.

Producers can benefit from additional soil diversity and health advantages by applying manure after July wheat harvest in conditions with the lowest risk for compaction, as well as add cover crops to alleviate consolidated soil and build aggregate stability. Spreading workload and equipment costs over the entire growing season instead of a few weeks in spring and fall can also provide producers with additional advantages.

With larger fields and bigger field equipment, compaction issues will not disappear. It is time to reconsider options for reducing compaction on the farm.

For more information about soil compaction, visit http://bit.ly/2FsibJh.

Christine Brown is a field crops sustainability specialist at the Ontario Ministry of Agriculture, Food and Rural Affairs.

**Table 1: Yield impact from wheel track compaction on normal and wet soils with common field equipment and varying spread widths of manure application equipment**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Trafficked area (%)</th>
<th>Yield reduction prediction (200 bu/ac no-till corn base)</th>
<th>– Yield impact $/ac ($4.50/bu corn)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Normal</td>
<td>Wet</td>
</tr>
<tr>
<td>Trafficked yield</td>
<td>Field ave</td>
<td>Field ave</td>
<td>Field ave</td>
</tr>
<tr>
<td>Grain cart</td>
<td>14</td>
<td>175</td>
<td>196</td>
</tr>
<tr>
<td>36 row planter</td>
<td>6.7</td>
<td>190</td>
<td>199</td>
</tr>
<tr>
<td>16 row combine</td>
<td>17.1</td>
<td>176</td>
<td>196</td>
</tr>
</tbody>
</table>

Potential yield reduction from compaction with manure application

<table>
<thead>
<tr>
<th>Machine</th>
<th>Trafficked area (%)</th>
<th>Yield reduction prediction</th>
<th>– Yield impact $/ac ($4.50/bu corn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manure application</td>
<td></td>
<td>Normal soil moisture</td>
<td>Wet soil moisture</td>
</tr>
<tr>
<td>10 ' spread pattern</td>
<td>40</td>
<td>189</td>
<td>195</td>
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<tr>
<td>Manure application</td>
<td></td>
<td>Normal soil moisture</td>
<td>Wet soil moisture</td>
</tr>
<tr>
<td>20 ' spread pattern</td>
<td>25</td>
<td>189</td>
<td>195</td>
</tr>
<tr>
<td>Manure application</td>
<td></td>
<td>Normal soil moisture</td>
<td>Wet soil moisture</td>
</tr>
<tr>
<td>30 ' spread pattern</td>
<td>15</td>
<td>189</td>
<td>195</td>
</tr>
<tr>
<td>Manure application</td>
<td></td>
<td>Normal soil moisture</td>
<td>Wet soil moisture</td>
</tr>
<tr>
<td>50 ' spread pattern</td>
<td>8</td>
<td>189</td>
<td>195</td>
</tr>
</tbody>
</table>

Adapted from Scott Shearer’s 2016 presentation to Ontario CCA
Support freshening cows with TRANSITION™ Calcium Boluses and help them get back to production in the milking herd.

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Dairy is a staple food group in a child’s daily diet. However, despite attempts to increase kids’ consumption, dairy may be lacking in their everyday routine. Since the new Canada’s Food Guide further steers consumers toward a more plant-based diet, new concerns are being raised that children might lack key nutrients dairy offers.

Master’s student Victoria Srbely and undergraduate student Imtisal Janjua, along with professors Andrea Buchholz from the department of family relations and applied nutrition at the University of Guelph and Genevieve Newton from the department of human health and nutritional sciences, looked at results from various scientific journals that examined methods targeting dairy consumption in children.

In order to determine why dairy consumption in children was low, researchers analyzed the results to identify the most effective method, but found little success.

“There is more work to be done to encourage dairy consumption in children,” Buchholz says. “We aren’t sure why methods were unsuccessful, but we want to find out.”

The scientific articles that were reviewed had been written over a 20-year period from 1998 to 2018. Prior to the study, the two most notable methods thought to improve dairy consumption included examining dairy intake patterns in children alone compared with dairy intake patterns in the entire family.

Results demonstrated the family method and studies targeting the child alone were relatively ineffective, and Buchholz and Newton remained curious as to why dairy is under consumed.

“The public is being told so many different things about dairy, which makes dietary choices confusing,” Newton says. “Maybe the lack of dairy consumption is the result of dairy’s negative representation in the media.”

Going forward, Buchholz and Newton will conduct focus groups with families as part of the Guelph Family Health Study (GFHS) to gain an understanding of parents’ perceptions surrounding dairy. This information will be used to develop an intervention targeting consumption of dairy and dairy alternatives in young families in order to reap the nutritional benefits and reduction of early onset of diseases associated with consuming calcium-rich foods.

Researchers hope to discover why dairy often goes unrecognized as an important food source by asking families their perceptions of dairy. They’ll ultimately use those results to further promote a dairy-inclusive lifestyle for young families.
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Walton — 519.345.2734
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Assessing Cattle for Transport

Dairy cows are culled for many reasons, including poor fertility, low milk production, mastitis and other health issues. Most dairy cows are culled in good condition, but there are some with pre-existing health conditions that may increase the risk of injury and suffering if they are transported. If a cow is sold through a livestock auction market for slaughter, it may take two to 10 days before she reaches her final destination.

Researchers from the Ontario Veterinary College published a recent study in the Journal of Dairy Science which looked at 4,460 dairy cows that were sold at three auction markets in Ontario between May and August 2017. An observer visually assessed each cow for hock injuries, body condition score (BCS), gait and the presence or absence of a docked tail. A second observer recorded the cows’ breed, body weight and sale price. The study found a number of culled cows were scored as lame—ranging from mild to severe. Thin or lame cows had a lower sale price compared with those in good condition. Overall, buyers paid about $0.20 per kilogram less for thin cows and $0.05/kg less for lame cows. The study didn’t evaluate cows that did not go through the sale ring and were sent directly to local slaughter.

It’s important to evaluate all cows for fitness prior to leaving the farm to make sure they can withstand handling and transport to an auction market or abattoir and, if sold, are fit for food. The Canadian Code of Practice for the Care and Handling of Dairy Cattle requires producers assess each animal prior to loading, and only load healthy and fit cattle that can withstand the stress of the trip. A complete assessment helps producers comply with Regulation 761 under the Milk Act, which requires dairy producers load and transport animals in accordance with provincial and federal regulations.

**STANDARD PRE-SHIPPING ASSESSMENT FORM**

Researchers embarked on a second project to create a form that producers could use to routinely evaluate cows before transport. The form utilizes standards consistent with provincial and federal transport and slaughter regulations.

**Is Your Cow Fit for the Trip?**

Culled dairy cows may travel several days to reach their final destination.

1. Does she have a fever? (39.5°C or 103°F or higher)
2. Is she too thin? (body condition score of 2 or lower)
3. Is she too lame? (can’t keep up with the group)
4. Should she be dried off before transporting?
5. Could mastitis flare up?
6. When was her last treatment? (Are drug residues possible?)
7. Does she have any other problems you should ask your veterinarian about? (i.e. sunken eyes, off feed, twisted stomach)

Work with your veterinarian to identify which cows can be shipped. Develop a plan for those that can’t.

The goal of the second project was to run a pilot where dairy producers tested the standard pre-shipping assessment that also educated them on the key requirements for cow fitness. Fifty-four dairy producers, trained by their herd veterinarian, field-tested the form. Most producers indicated they would use the form or a modified version in the future, which shows they planned to record more information on culled cows. Additionally, all 16 veterinarians involved said they would recommend their clients use the form.

This form can be useful for all dairy farms since every dairy producer needs to develop a standard operating procedure (SOP) for shipping cows to be compliant with national pre-action requirements. To assist in developing the shipping cow SOP, a list of appropriate questions to ask prior to shipping an animal has been assembled into a short checklist for producers to use. Dairy Farmers of Ontario and the Ontario Ministry of Agriculture, Food and Rural Affairs are distributing this checklist on small cards for easy reference. The goal of these cards is to help producers create an on-farm system to routinely evaluate cows prior to shipping—not just for residue avoidance but to meet welfare and slaughter requirements.

**ASSESSING COWS BEFORE TRANSPORT**

The first step in assessing a cow before transport is to ensure all applicable withholding periods are completed. If the elapsed time period is correct, producers can examine the cow by taking her temperature, checking her udder for signs of mastitis, assessing her body condition and watching her walk to detect lameness.

Watching the cow walk on concrete is important to assess her ability to withstand transport and periods of prolonged standing. A herd veterinarian should be contacted if abnormalities or other problems, such as sunken eyes or...
being off feed, are detected during this exam. Cattle with multiple conditions or a displaced abomasum can deteriorate quickly during transport, even if they look healthy on-farm. A cow with systemic illness is not fit for food or transport. Cows in heavy lactation should not be transported as per the new federal Health of Animals Humane Transport Regulations since she will not be milked after she leaves the farm and the udder will become painfully engorged.

Producers need to keep complete treatment records on-farm to ensure all milk and meat withhold times have been met. Most treatments, including medicines, vaccinations, reproductive treatments, veterinary natural health products, dewormers and medicated feeds, will have withhold times. Meat withhold times are often considerably longer than milk withholds.

A herd veterinarian can help producers identify cows that are not fit to move through an auction market but are suitable for direct transport to local slaughter. Producers should use the question list or the farm’s SOP to help them avoid mistakes. The overall goal is to choose a destination for cows that meets their current ability to withstand the stress of transport—protecting both cows and people.

References:

Dr. Cynthia Miltenburg
is a lead veterinarian of animal health and welfare at the Ontario Ministry of Agriculture, Food and Rural Affairs.

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PRO$ UPDATES

Enhancements to Pro$ and LPI allow producers to meet breeding goals

Pro$ was introduced in August 2015 as a selection tool to maximize genetic response for daughter lifetime profitability. Since that time, producers, artificial insemination companies, breed associations and other industry organizations have embraced this index.

However, over the last three years, significant changes in milk pricing and expenses have occurred, leading the Canadian Dairy Network (CDN) to update the Pro$ formula and add new traits and expenses that were unavailable in 2015. CDN also used this opportunity to update the lifetime performance index (LPI) since the last time it was updated was also in 2015. Updates to both national indexes became effective in April 2019.

PRO$ CHANGES

The backbone of Pro$ is cow profitability data from Valacta and CanWest DHI—data that comes directly from Canadian dairy farms. Annually, economists update economic parameters used to derive profit values for each cow in order to ensure their relevancy.

Due to changing market conditions since 2015, component pricing has changed substantially in favour of fat production. Overhead and feed costs have also significantly changed.

Figure 1 illustrates all economic values used in cow profitability calculations from 2014 to 2019. This can be useful when assessing where major updates to Pro$ originate.

Other important improvements to cow profit it values include the modification of expenses to reflect differences in reproduction and maintenance costs.

In terms of reproduction, CDN’s overall profit calculation now account for the total number of inseminations performed for individual cows up to six years old or disposal.

In terms of maintenance costs, previously, these varied across breeds but not between animals of different sizes within a given breed.

CDN modified maintenance costs by using Holstein Canada body weight measurements and certain linear and measured conformation traits to develop an estimate for relative body size.

These changes mean a sire whose daughters require more inseminations to get pregnant and higher maintenance costs than average will have lower average daughter profit and Pro$ as a result.

Some final changes to Pro$ since its initial release include the addition of nearly four more years of cow profit data, an updated Pro$ formula specific to the Jersey breed, as well as the availability of Pro$ evaluations for the first time in the Ayrshire breed.
CALCULATING PRO$

The steps for calculating Pro$ include:
1. Calculating the accumulated profit to six years of age for each cow (born from 2006 to 2012 to allow the opportunity to reach six years of age);
2. Averaging the profit to six years across all daughters by sire;
3. Identifying groups of sires with a sufficient number of daughters with profit data for analysis;
4. Determining the best combination of traits to predict average daughter profit from sire proofs.

RELATING PRO$ TO DAUGHTER PROFIT

Pro$ is expressed in dollars as a deviation from breed average. For example, a bull with a Pro$ of $2,000 can be expected to sire daughters that have an average accumulated profit to six years that is $500 higher than daughters of a bull with $1,500 Pro$.

In other words, selecting sires with a higher Pro$ value will translate directly into increased average lifetime profit of the resulting daughters (Figure 2).

HOLSTEIN LPI UPDATES

CDN works closely with breed associations when updating their respective LPI formula. With Holstein Canada, it was decided the Holstein LPI will maintain overall component weights of 40 per cent production, 40 per cent durability and 20 per cent health and fertility.

However, weights have shifted on traits within components, and two new traits were added to the formula. This resulted in:
- A shift of the fat to protein ratio from 40F:60P to 60F:40P to better reflect current component pricing and market demand;
- Adding rump to the durability component with five per cent weight, removing three per cent from mammary system and two per cent from feet and legs;
- Adding hoof health to the durability component, alongside feet and legs, with weights of seven per cent and 21 per cent, respectively.

COMPARING PRO$ AND LPI

The correlation between the updated LPI and Pro$ is 97 per cent, meaning animals will rank somewhat differently for one index versus the other depending on their trait combinations.

Producers can determine which index best aligns with their goals by first realizing lifetime profit can be defined differently from farm to farm, depending on the sources of revenue and associated expenses. While Pro$ is targeted to meet the needs of producers who generate essentially all their revenue from milk sales, LPI retains the interests of those who desire to market genetics domestically and abroad.

Using Pro$ as the primary index will maximize production yields and maintain functional traits and conformation at a level necessary to sustain high yields (Figure 3). Using LPI as the primary index will lead to a herd with exceptional conformation, superior daughter fertility, hoof health, mastitis resistance and good fat and protein yields.

No matter which index producers use, they can be confident all information that feeds the traits in each index is sourced directly from Canadian dairy farms.

UPDATING INDEXES GOING FORWARD

The enhanced Pro$ formula will be released in April 2019, which will allow producers to select for optimal daughter profitability in today’s market conditions. In addition, LPI updates include the addition of trait weighting to better reflect market demands, as well as new traits to reflect breed association goals.

In general, national indexes are updated every few years as market conditions or breed goals evolve. However, if important changes occur in the dairy industry, indexes will be updated more frequently to reflect these changes.

*Figure 3: Expected response by trait for LPI and Pro$*
AUTOMATED MILKING SYSTEMS

Using data from automated milking systems for cow selection

Automated milking systems (AMS) can be used to collect data on cows milked in a robotic system, and the information collected can assist the farming operation. Some of the data collected reflects the amount of time it takes for a cow to be milked, the time the cow is in the AMS box and the number of teat cup attachment failures that occur.

UTILIZING AMS DATA

Many questions arise when producers look at data around milking time and teat cup attachment in AMS occurs.

Swedish researchers recently studied teat cup attachment failure in AMS and found some cows are better suited genetically to function in an AMS.

Researchers wanted to investigate ways to estimate genetic correlations of udder conformation, teat size and placement to milkability traits. They also wanted to determine genetic parameters for the automatically recorded measurements of udder conformation and teat placement, as well as investigate teat cup attachment failures, interrupted milkings and genetic correlation to milking time and cows’ temperament.

The study analyzed cows from 19 herds that were milked using a DeLaval AMS. The data collected was used to determine milking time (MT), average flow rate (AFR), box time (BT) and teat attachment failure (ATF).

In order to study teat cup attachment failures, researchers looked at video evidence of cows kicking off during milking and robots failing to attach and dropping the teat cup. This may happen if the cow moves around in the milking box, or it can be caused by inappropriate udder conformation or teat placement.

Thirteen per cent of all cows kicked off teat cups. These data could be used to measure the cow’s welfare and temperament. Primiparous cows, or first calvers, had a higher stepping and kickoff incidence than multiparous cows. Stepping and kicking are considered signs of agitation.

TEAT ATTACHMENT FAILURE

As researchers observed and assessed cows’ temperament, it became evident temperament was genetically correlated with ATF. Thus, calm cows had the least problems with teat cup attachments.

ATF was positively correlated with BT, or the time required for cows to be milked. ATF was found to be highly heritable, which means it is possible to use ATF as a factor to select temperament in cows, or as an aide in temperament selection, along with classification scores for temperament.

Udder and teat conformation traits correlated favourably with box and milking time. The AMS recorded six udder and teat traits, including fore udder depth, rear udder depth, udder balance, front teat placement, left teat placement and right teat placement. Data could be used to supplement classification scores in selecting for udder and teat characteristics that lead to increased AMS efficiency.

Heritability estimates for udder and teat traits ranged from 0.18 to 0.41. Shallow udders and short, thin teats were associated with ease of milking. When teats were too close together, more incomplete milkings were recorded. This may be because the robot arm had more difficulty attaching to teat cups if the teats were too close together.

Selection for milking speed by using AMS box time data should be done judiciously since high milking speed can lead to increased mastitis. Therefore, consider all traits when using data, and offset high milking speed cow selection with low mastitis ratings.

AMS box time correlates with attachment failures and udder confirmation. Box time is likely the most important trait in AMS herds. Since there is strong correlation between attachment failures and the cow’s temperament, attachment failure data could be used to select quieter cows. Quiet cows can reduce milking box time, are calmer and easier to work with at calving and tend not to be aggressive with other cows.

Studying ATF for individual cows and selecting based on these data will eventually lead to cows that are better suited for AMS dairy facilities. Udders and teats will be more suited for attachment, and quieter cows will mean attachments stay in place. Milking time should be reduced, which will increase efficiencies and reduce animal stress. Using data to create selection parameters could be helpful for herd selection, and using increased numbers of AMS attachment failures to cull problem cows could mean a quieter herd in the long run.

Sources:
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**MARKETS**

## PREPARING FOR FUTURE MARKET DEMAND

P5 boards are preparing for future impacts from concessions made on the dairy industry during recent trade agreements, says Patrice Dubé, Dairy Farmers of Ontario’s (DFO) director of economics and policy development.

When all of Canada’s trade deals, including the upcoming Canada-United States-Mexico Agreement (CUSMA), are fully implemented in 2024, imported milk, conventional dairy products and dairy ingredients will represent 18 per cent of Canada’s milk production. This impact is based on the assumption CUSMA will come into effect Aug. 1, 2019, and that milk production grows by two per cent per year.

“This is real loss you’ll be experiencing,” Dubé says to dairy producer committee members during DFO’s spring policy conference in March.

Dubé says butter stock levels in P5 provinces continue to increase, and the forecast for July 2019 is higher than the Canadian Dairy Commission’s (CDC) target of 33,000 tonnes. “We’re projecting butter stock levels will reach 43,000 tonnes in July 2019,” Dubé says.

In consultation with the industry, the CDC is currently reassessing its target of 33,000 tonnes for the end of the dairy year since the system has recently experienced higher than traditional butter stock levels.

“Cheese stocks are also increasing and are at a relatively high level,” Dubé says. “We have good inventories on both sides—butter and cheese—so we need to be particularly careful about what we do in terms of milk production.”

In addition, projected P5 credit days in July 2019 will be equivalent to potential milk production of 6,000 to 7,500 tonnes of butter, or two per cent of P5 demand, and could materialize at any time.

Dubé says with this level of increase in butter and cheese stocks, P5 provinces would typically issue quota to producers below the quota level allocated to the P5 pool. However, the industry needs to be prepared for upcoming processor investments.

“This means we may have to do a bit of skimming to ensure we’re producing enough milk to meet future market demand and new market requirements coming from processor investments,” Dubé says.

However, market demand in P5 provinces is not as strong as projected, and there is less growth associated with processor investments than anticipated.

“There are some projects taking less volume of milk than we thought,” he says. “Some project announcements are delayed, and some projects are being matched together.”

While market demand is not as strong as projected, overall butter demand is still growing, which Dubé says is a positive sign for the industry, especially since two trade agreements—CETA and CPTPP—are already in force.

From August 2015 to January 2019, P5 provinces experienced a 3.5 per cent growth in total quota per year. Meanwhile, population growth was only 1.2 per cent.

### P5 UTILIZATION BY CLASS*

For January 2019 (kg of butterfat/kg of solids non-fat)

<table>
<thead>
<tr>
<th>Class</th>
<th>% Butterfat</th>
<th>% Solids Non-Fat</th>
<th>% Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1(a2)</td>
<td>0.29%</td>
<td>2.75%</td>
<td>23.25%</td>
</tr>
<tr>
<td>1(b)</td>
<td>2.02%</td>
<td>9.55%</td>
<td>4.43%</td>
</tr>
<tr>
<td>2(a)</td>
<td>2.89%</td>
<td>5.27%</td>
<td>5.12%</td>
</tr>
<tr>
<td>2(b)</td>
<td>0.68%</td>
<td>4.43%</td>
<td>5.45%</td>
</tr>
<tr>
<td>3(a)</td>
<td>4.00%</td>
<td>12.67%</td>
<td>17.09%</td>
</tr>
<tr>
<td>3(c1)</td>
<td>4.18%</td>
<td>6.73%</td>
<td>6.93%</td>
</tr>
<tr>
<td>3(c2)</td>
<td>3.49%</td>
<td>3.31%</td>
<td>3.14%</td>
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<tr>
<td>3(d)</td>
<td>3.49%</td>
<td>6.93%</td>
<td>3.14%</td>
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<td>4</td>
<td>2.71%</td>
<td>8.02%</td>
<td>22.48%</td>
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<tr>
<td>5(a)</td>
<td>2.71%</td>
<td>3.53%</td>
<td>3.53%</td>
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<tr>
<td>5(b)</td>
<td>0.21%</td>
<td>0.32%</td>
<td>0.11%</td>
</tr>
<tr>
<td>7</td>
<td>1.07%</td>
<td>29.94%</td>
<td>6.66%</td>
</tr>
</tbody>
</table>

### Class 1a1
- Milk beverages made of partly skimmed or skimmed milk, including homo, 2%, 1%, skim, chocolate milk, flavoured milks and buttermilk, except those defined in Class 1a2

### Class 1a2
- Eggnog, fortified Class 1a1 products, and all types of dairy beverages made of fresh milk, fruit, vegetable juices and other products

### Class 1b
- Fluid creams

### Class 2a
- Yogurt, yogurt beverages, Kefir and Lassi

### Class 2b
- Ice cream, sour cream, frozen yogurt

### Class 3a
- Fresh cheese, specialty cheese

### Class 3b
- Cheddar cheese

### Class 3c1
- Asiago, Munster Canadian style (munster), Feta, Gouda, Havarti, Parmesan, Swiss

### Class 3c2
- All types of mozzarella except those declared in Class 3d, Brick, Colby, Farmer, Jack, Monterey Jack

### Class 3d
- Mozzarella used strictly on fresh pizzas by establishments registered with the CDC

### Class 4a
- Butter and powders

### Class 4b
- Condensed and evaporated milk for retail sale

### Class 4c
- New products

### Class 4d
- Inventory, animal feed

### Class 4m
- Domestic surplus

### Class 5a
- Cheese for further processing

### Class 5b
- Non-cheese products for further processing

### Class 5c
- Confectionery products

### Class 5d
- Planned exports

(class 4m is grouped with 5d)

### Class 7
- Milk used to process milk ingredients
Dubé says if market demand, including milk needed for new investments, doesn’t pick up, then P5 boards may have to take measures to ensure supply continues to align with demand. This is crucial considering high butter stock levels and farm production credits.

Effective March 1, P5 boards already took the first step to return to a common quota issuance policy across the P5 by issuing one per cent quota to all producers in Quebec, Prince Edward Island, Nova Scotia and New Brunswick, changing the credit day production limitation in Ontario from one day to two days per month and eliminating the $20 per hectolitre over-quota penalty.

The P5 quota committee will continue to monitor market demand and production trend, and determine if further adjustments are required. The next P5 quota committee meeting will take place on April 26.

*Newfoundland does not operate a monthly quota exchange. Quota is traded between producers.
Agricultural Service Business for Sale
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- Owners are ready to retire and let the next entrepreneur take over in an industry where there are very few competitors.
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- Purchase is for the common shares and includes the business and business assets.
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EXCELLENCE AWARD FOR AGRICULTURE STUDENTS

Farm Management Canada (FMC) and the Canadian Association of Diploma in Agriculture Programs (CADAP) have announced the launch of the 2018-19 Excellence Award for Agricultural Students, designed to encourage students to improve their critical thinking, communication and leadership skills through a national competition.

HOW TO APPLY
FMC and CADAP are collecting submissions from agricultural students across Canada and will award three winners with scholarships toward furthering their education in agriculture. The first place recipient will receive $1,500. Students are asked to submit a multimedia presentation, video, Twitter chat, blog or wiki, responding to the question, “How can agriculture bridge the increasing rural and urban divide?”

To take part in the competition, visit www.fmc-gac.com. All applications must be received no later than May 3, 2019.

CUTTING-EDGE RESEARCH TAKES SPOTLIGHT AT ANIMAL NUTRITION CONFERENCE OF CANADA

Top feed industry event in Niagara Falls showcases epigenetics and more

New frontiers in animal nutrition are generating opportunities for livestock and feed industries to become more efficient, profitable and sustainable.

Participants from the animal nutrition industry can learn about the latest knowledge and developments, including cutting-edge research driving the rising potential of epigenetics, during the third annual Animal Nutrition Conference of Canada (ANCC) from May 15 to 16 at the Sheraton on the Falls in Niagara Falls, Ont.

The event features top speakers, hot topics and the latest science-based knowledge and progress, as well as networking opportunities. ANCC is hosted by the Animal Nutrition Association of Canada and is the only Canadian conference with a singular focus on animal nutrition catered to researchers, nutritionists, feed industry specialists and other industry partners.

Building on the success of its past events in Edmonton, Alta., and Quebec City, Que., this year’s theme is about integrating epigenetic concepts and principles with animal nutrition. Epigenetics is an advanced nutrition concept centred on the study of changes in organisms caused by modifying gene expression rather than altering the genetic codes. Advances in epigenetics have the potential to strengthen herds’ genes and provide a head start on animal health and nutrition.

The program features several discussions that will help attendees discover the potential application of epigenetics research in feeding programs, as well as how to take advantage of its benefits.

FOREFRONT OF ADVANCES

“Epigenetics is an innovative science that goes beyond everyday nutritional requirements,” says Kayla Price, ANCC’s program chair from Alltech. “In light of changes in the environment and regulations, as well as shifting consumer expectations, staying at the forefront of advances in livestock genetics requires a solid understanding of the tools and science in development. This year’s ANCC aims to equip participants with the necessary knowledge.”

Full program details, sponsor recognition and registration information are available at www.animalnutritionconference.ca.

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Case IH has unveiled its new AFS Connect Magnum tractor series, giving producers a new way to run their businesses—with the freedom to adjust, manage, monitor and transfer data the way they want.

Powered by Case IH advanced farming systems (AFS) precision technology, the tractor is outfitted with a new display, operating system, receiver and redesigned hardware environment that allows for remote display viewing, remote support capabilities and more. The redesigned cab also delivers comfort, storage and easy-to-use controls for ultimate productivity.

The AFS Connect portal is a gateway to the AFS Connect Magnum tractor series. It allows farm managers to precisely manage their farm, fleet and data from a desktop or mobile device anywhere, while feeling assured their data are securely transferring to and from the cloud. Users can log into AFS Connect to view current field operations, fleet information, agronomic data and more, remotely keeping an eye on their operation as if they are in the cab.

Farm owners and managers have the freedom to share selected agronomic data, including field level data, with third-party partners.

Added connectivity provides more support features, reducing downtime and keeping operators in the field. Remote display viewing allows a manager or dealer to view exactly what an operator is seeing on the AFS Pro 1200 display in the cab to help identify problems and gain deeper insight.

Three new system components work in sync to simplify and elevate the AFS Connect Magnum, including AFS Pro 1200 display, AFS Vision Pro operating system and AFS Vector Pro receiver.

The new AFS Pro 1200 display is designed for intuitive navigation and optimum visibility. Remote display viewing connects operators with farm managers seamlessly, and Bluetooth capabilities pair the display with a mobile phone to bring everything onto one display.

The new AFS Vision Pro operating system is familiar and easy to use. Producers can configure their AFS Vision Pro operating system, using technology to tailor the tractor to their operating preferences. Using pre-programmed hot keys, producers can make on-the-fly adjustments to quickly adapt to changing conditions.

The AFS Vector Pro receiver streamlines guidance correction options, ranging from base (WAAS and AFS 1) to medium (AFS 2) to high (RTK & RTK+) accuracy levels. Whether it is a cellular, satellite or radio-delivered correction, the goal is to drive efficiency.

“The integrated technology in the AFS Connect Magnum series tractor enables seamless communication between producers and their trusted partners and providers,” says Chris Dempsey, marketing manager of advanced farming systems at Case IH. “Whether receiving a planting prescription from an agronomist or reviewing an operational question in real time with remote display viewing, these time-saving opportunities are critical to maintaining uptime in our tight operational windows.”

For more information, visit www.caseih.com.
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A Farmer’s Life

A farmer’s life I think is best—
Though hard his labour, sweet his rest!

No clock he punches, and no boss
Around to him their orders toss.

He rises when he likes each day,
And when he likes, he hits the hay.

The farmer does his winter chores
Behind kine-heated, wind-proof doors.

And when he tills the fertile sod,
He works in company with God.

He breathes in frosty morning fair—
The unpolluted country air.

The bird’s sweet melody he hears
Comes pleasant to his list’ning ears.

The smell of fertile moistened soil
Rewards him for his daily toil.

He views with joy on dewy morn
The green, emerging rows of corn.

And gives a happy, joyful shout
To see the oats begin to sprout.

The smell of fresh-mown hay is sweet,
Assuring winter feed to eat.

To see the grain flow in the bin
Gives him sweet ecstasy within.

Just when he likes he goes to town;
Just when he likes he can sit down.

If seeding weather’s in the prime
He can, of course, work overtime,

Well-knowing he’ll receive his pay
In fuller harvest threshing day.

A farmer’s life I think is best;
Though hard his labour, sweet his rest.

No clock he punches, and no boss
Around to him their orders toss.
Thank you to our sponsors at Dairy Farmers of Ontario’s Spring Policy Conference
If you’re on the hunt for a new creative cure for that nasty hangover, South Korea might have the answer for you. Apparently, the country’s food makers have found a remedy to ease the crippling effects of a hangover.

While many people may turn to greasy fast food or headache medicine to nurse their dreadful hangovers, South Koreans have a different magic bullet that has all ice cream lovers rejoicing.

If you can get your hands on an ice cream bar called Gyeondyo-bar, which translates to “hang in there,” you’ll be eating your hangover away before you know it.

The secret to what makes the Gyeondyo-bar so effective is the oriental raisin tree fruit juice—an ingredient highly regarded as a hangover cure for Koreans since the 1600s. And it’s not just a myth or legend—scientists have conducted studies to back up this claim.

Published in the Journal of Neuroscience, a 2012 study found raisin tree extract could reduce the effects of intoxication in lab animals.

While the Gyeondyo-bar might sound new to North Americans, it’s a sweet dairy treat that’s been on the South Korean market since 2016, readily available at convenience stores across the country.

For many of us, ice cream is considered a satisfying comfort food, and this genius invention proves eating ice cream not only tastes good but with the right ingredients, it can ward off the effects from a night of heavy boozing.

The Gyeondyo-bar has become an essential dessert for South Korea, which is considered to have a heavy-drinking population.

It’s estimated hangover cure products in South Korea generate around US$126 million (C$168.2 million) in annual sales, and creative inventors are continuing to come up with unique antidotes to provide relief for heavy boozers.

This particular cure packs a sweet and creamy grapefruit-flavoured punch, and would make a great gift for your ice cream-loving friends. But while the ice cream bar promises to get rid of hangovers, there’s no guarantee people will be immune to that dreaded ice cream brain freeze.
The BouMatic Cow Brush will improve your cow’s health and well-being and consequently her productivity.

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- **Energy Saving** – Automatic on/off control
- **Steady and Even Brushing** – Every 200 starts, the brush reverses direction of rotation
- **Improves Cow Health** – Provides a safe way for cows to scratch and get rid of parasites
- **Improves Milk Production** – Promoting blood circulation can result in an increase in milk production
- **Durable and Robust** – Single brushes with stainless steel core in a cabinet
- **Safe** – Built-in inductive sensor turns motor off when brushes are blocked for more than 0.6 seconds

Visit www.boumatic.com for more information.
Antibiotics are used to treat, not solve, herd health problems. Now, crushing disease is not only possible, it’s natural! 20 years ago, we began working on a genetic solution and Immunity+® was born. Combine Immunity+® sires with our female genomic test, Elevate®, and you’ll be crushing disease by increasing your herd’s immunity with genetics.

High immune response daughters have 30% less disease than their average or low responding herdmates, building a healthier herd from the inside out!