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PUBLISHED BY DAIRY FARMERS OF ONTARIO
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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.
Canada Post Publications Mail Sales Product Agreement No.40063866.
Return postage guaranteed. Circulation: 9,500.
ISSN 0030-3038. Printed in Canada.

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6780 Campobello Road,
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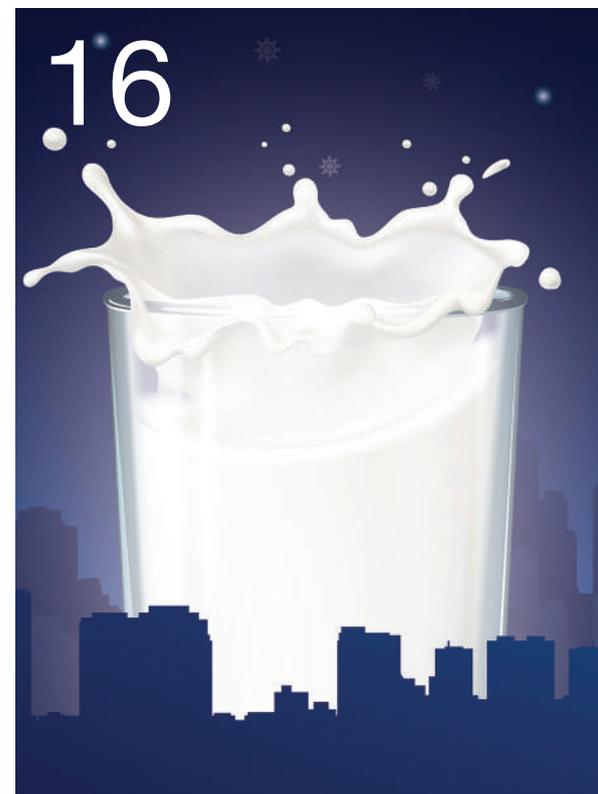
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WE LOOK FORWARD TO SERVING YOU



By Heather MacGregor
COMMUNICATIONS
DIRECTOR

I am very pleased to be celebrating one year as director of communications at Dairy Farmers of Ontario (DFO)—and what a year it's been. Crisis communications and media played a big part of the communications team's work in 2020 while we continued to deliver day-to-day support and virtual events for the organization and all of you. I'm very proud of the team for how well they've adapted to new remote working arrangements and new priorities.

Over the last few months, we have reviewed the work and expectations of the communications team to ensure we can deliver on DFO's strategic objectives and specifically meet chang-

ing internal and external stakeholder needs. Not surprisingly, some adjustments were required to positions and work, and a new team member was hired to fill the role of senior communications specialist.

These changes add clarity to our work and set us up to achieve our goals. It is with pleasure I share the following updates:

- Sharon Laidlaw has been promoted to the role of manager, corporate communications. Sharon began her career with DFO in August 2007, advancing to editor of *Milk Producer* magazine in 2012, and to managing editor of the editorial team in 2018;
- Jennifer Nevans has been promoted to editor, *Milk Producer*. Jennifer started with DFO in March 2016 as assistant editor, and over the past four years, she has taken on editorial ownership of the magazine, which she will now have full responsibility for;
- Though the title of communications special-

ist has not changed for Allison Williams, the responsibilities of the position have been updated to reflect the growth and change in the work she continues to take on in the areas of digital content and communications client service;

- Joining in September 2020, Constantin Urtilescu assumed the newly created role of senior communications specialist, which focuses on executing DFO's government relations and corporate communications strategies;
- Chantel Crockett, manager, stakeholder relations, plays a vital role in advising on and facilitating DFO's communications to producers and dairy producer committees in particular, and she will continue this important work.

The year ahead, still uncertain in so many ways, will bring opportunities for us to show our dairy producers the value of strategic communications and the capability of our team. We are committed to continuously improving the work we do, and we look forward to serving you.

REFLECTING ON THE GOOD OLD DAYS



By Murray Sherk
DFO CHAIR

As we come to the end of another year, I'm often encouraged to reflect on the past several months. Certainly, 2020 has been a unique year. Never before in our lifetime have we witnessed a worldwide pandemic that has greatly impacted so many people.

Some families have suffered severe health and financial losses. Some initially thought it would last only a couple of months, but nine months later, we find ourselves in the middle of a resurgence of COVID-19 with strict social restrictions in many parts of the country.

We also found the many challenges that were thrust upon us gave rise to new ways of doing business. The advent of virtual meetings opened a whole new world of ways to communicate and get business done.

It is now very easy to hold quick meetings where content and discussion can be shared with people regardless of where we live. As an organization, we are saving significantly on

travel costs. We first tried Webex calls with dairy producer committee (DPC) members, and this year, our fall regional meetings were held this way. We had far more DPC members attend virtually than we had with in-person meetings in the past. In fact, 93 per cent of DPC members were either satisfied or very satisfied with the virtual meeting experience.

We continue to evaluate what we can accomplish well through the virtual experience and what types of discussion warrant traditional face-to-face meetings. As a board, we are finding discussions that are strategic and need co-creation or brainstorming and collaborative problem solving are best done face to face.

There is also an aspect of relationship building that is difficult to do without being face to face. When we meet in person, I find people round out the discussion, help establish context and deepen relationships. Additionally, acknowledging those retiring from the industry is difficult to do well when we can't meet in person.

While we can long for the "good old days" of meeting face to face, I'm convinced once the pandemic subsides, we will move forward with a hybrid model of interacting—continuing with what is working well virtually and supplementing with more traditional gatherings as appropriate.

I want to acknowledge the hard and innovative work of our board and staff this year and their willingness to jump in and solve whatever challenges we faced, including:

- The initial rush to get a proper disinfecting program in place so our milk could be picked up safely;
- Dealing with the dramatic rise and fall of demand in the spring;
- Working with other provinces, the Canadian Dairy Commission and processors to develop national programs to deal with the changing marketplace;
- Finalizing plans for implementing the Canada-United States-Mexico Agreement;
- Adjusting marketing, business development and dairy education activities to fit the new reality.

It has truly been a challenging year. Through it all, we confirmed supply management works and we can be proud of how we adapted.

Time will tell but I expect we will look back on this period of history and discover some positive aspects during this time—more time at home with family will be one of them for me. Whatever your situation, I hope during this holiday season, you will be able to find ways to interact with family and friends and discover a sense of peace, hope, love and joy.

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INNOVATION DURING ADVERSITY

Three processors that participated in DFO's innovation programs in 2020 adjust to COVID-19

By Allison Williams
CONTRIBUTING WRITER

Dairy Farmers of Ontario (DFO) continues to support innovation in the dairy industry through its innovation programs for entrepreneurs during the pandemic.

"The marketing division is pleased to work with the participants and enable a positive environment for them, growing the dairy industry as a whole," says Alan Grebinski, DFO's director of business development. "We provide small processors with sound business advice, mentoring and financial support to enter the world of dairy processing or continue to build their business."

DFO runs the Start-Up Program for prospective and new businesses, and the Scale-Up Program for more established businesses. DFO matches processors' investments up to \$10,000.

Grebinski says DFO's direct link to processors is a tremendous resource. Successful processors mean more milk requirements and more quota down the road.

"The past year has been challenging for processing businesses, as well as the rest of the industry," Grebinski says. "However, we continue to see owners make efforts to pivot and find new ways to maintain and grow for the future."

In terms of consumer trends, Grebinski says



» **ANTONIETA HERRERA**, Sabana owner and founder, in front of the Sabana bistro and pop-up store in Square One mall in Mississauga, Ont.

there's been a few changes given the current circumstances. "Local" is a more recognized theme now. Consumers are also indicating they prefer greater variety," he says. "A thriving dairy industry for many years to come is a vision for all of us at DFO. It takes many people and companies to contribute to that success."

Three such companies are profiled below.

SABANA BY ANTORONTO FINE FOODS

Antonieta Herrera is the founder and "cheese" executive officer—her whimsical preferred title—of antoronto Fine Foods in Oakville, Ont., selling fresh Latin cheese under the Sabana brand.

"I was first exposed to the early morning ritual of cheesemaking in family-owned farms in the town of Caicara de Maturin, Venezuela, where we spent most summer holidays," says Venezuelan-born Herrera. "Freshly made cheese was a meaningful component of our comfort food and was always on the table."

Herrera and her husband came to Canada in 1997. "I had no background in cheesemaking, but I longed for our cheese from back home," she says. Armed with the memory of the taste, Herrera first developed Queso Fresco, a grilling cheese, in 2014. Sabana cheese is now made with milk from northern Ontario through a partnership with Thornloe Cheese. Other Sa-

bana cheeses include Queso Cotija, which is salty and crumbly, Queso Blanco, which is soft and creamy and Queso Picante, which is spicy.

Herrera is proud of Sabana's branding. "A Venezuelan-born graphic designer who lives in Toronto captured the spirit of Sabana through a unique logo—a rising sun and palm trees," she says. The logo shows off the scenic sabana, the Spanish word for the Venezuelan prairies.

"Sabana's packaging uses bright colours for each cheese, which stands out and inspires foodies to try them," Herrera adds.

Sabana participated in the Start-Up Program in 2019, and the Scale-Up Program in 2020. DFO provided a grant for the company to expand its food service format and develop a pop-up store and bistro in Square One mall in Mississauga, Ont., where Latin American-inspired delicacies made with Sabana cheese were served.

"We adapted to COVID-19. Although the conditions weren't favourable to keep the store and bistro open, we expanded the wholesale part of our business, and orders have grown," Herrera says. "We increased our presence in specialty and grocery stores. We have a fresh, artisanal product with no preservatives. It's an ideal fit for specialty stores."

Herrera says her family members—her husband, Julio, their daughter, Claudia, and sons Rodrigo and Gabriel—have played a distinctive and important role in the business. "I couldn't have done it without them," Herrera says.

Sabana recently started developing a new cheese, Queso Oaxaca, a semi-soft cheese with a "string cheese" texture, and a new, crumbled version of Queso Cotija. Herrera hopes to reopen the Sabana store and bistro in the near future.

ADM DAIRY INC. AND MOOTRICIOUS

ADM Dairy is a co-packer and processor in Mississauga, Ont., making and packaging various specialty, multicultural dairy products, including ultra kosher requirements. ADM's own products are sold under the brand name Mootricious, which offers spreadable yogurt, paneer, halloumi, cream cheese, ghee, labneh, which is pressed yogurt, khoa, a crumbly Indian cheese, and more.

Continued on page 8



» **SABANA'S** Latin-inspired Queso Fresco won the 2018 Canadian Cheese Award for Best Grilling Cheese.

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» **PANEER**, made by ADM under the brand Mootricious, is a soft, fresh Indian cheese.

Innovation during adversity, cont'd from page 6

“We help others who want to start a product and build up their consumer base, but don’t have a plant or knowledge,” says Devang Vaghela, ADM’s owner, dairy technologist and plant manager. “ADM has a small capacity—from 200 to 5,000 litres.” This is what small-scale businesses require, such as ADM’s clients that produce Spanish-, Middle Eastern- and African-style products.

In 2018, ADM participated in the Start-Up Program, then the Scale-Up Program in 2018, 2019 and most recently, September 2020. DFO provided funding for equipment to fill product containers, and larger capacity equipment for the new products, ghee and khoa. “DFO helped us create a business plan, develop products and track growth and revenue over six months,” Vaghela explains.

“We joined the program this year to increase our capacity for COVID-19 demand,” Vaghela says. “We used to have more product in food service, but I was able to push more product into retail. We are doing good now, though it’s been a hard time for everybody (in the processing business),” he adds.

DFO also continues to support ADM through providing connections—by referring new co-packing clients, Vaghela says. New ADM products coming soon include yogurt drinks and flavoured milk.

MOUNTAINOAK CHEESE

Cheesemaking is Adam van Bergeijk’s passion that he brought to Canada from the Netherlands. It’s a particular interest, he admits. “Just like not everyone is a painter, not everyone is a cheesemaker,” he says.



» **ADM** also makes laban, a yogurt drink.

Van Bergeijk owns and operates Mountainoak Cheese, an on-farm processor in New Hamburg, Ont., with his family—his wife, Hannie, and their youngest son, Arjo, and his wife, Baukje. They make Dutch-style Gouda made with milk produced by their closed herd of around 250 Holsteins and young stock.

“We strive for the highest quality of everything,” he says. Their cows feed on a well-balanced ration of alfalfa, ryegrass and corn silage,



» **FARMSTEAD GOLD**, one of Mountainoak’s top-selling cheeses, has won 13 cheese awards around the world.

and they’re strict with disease control. “You need a good start to make good cheese. You can’t make good cheese out of bad milk,” he says—although he adds wryly that you certainly can make bad cheese from good milk.

Mountainoak participated in the Start-Up Program in 2018, and the Scale-Up Program in 2019 and August 2020. DFO helped them with equipment to expand their new product—quark, a soft, European cheese—and upgrade their equipment for COVID-19. “We suddenly had a lot more retail requests, so we got a precision cutter, which is more efficient,” van Bergeijk says.

Currently, they are focused on getting their holiday special to Sobeys stores, which is made up of seven popular cheeses, including their top seller and winner of 13 awards, Farmstead GOLD, as well as their Farmstead Two-Year-Old, wild nettle and black truffle flavours and others. The “GOLD” name is an acronym that stands for “Good old local dairy,” their tagline.

Van Bergeijk says it’s rewarding to hear from their customers. He acknowledges DFO’s contribution to his family’s business, saying, “By working together in the industry, you can create great products and keep making them better.”



» **ADAM VAN BERGEIJK** owns and operates Mountainoak Cheese, an on-farm processor, with his family.

Allison Williams

is Dairy Farmers of Ontario’s communications specialist.

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➤ **FAIRLIFE** ultrafiltered milk is now made with 100 per cent Canadian milk at the Peterborough, Ont., processing plant.



Now rolling out on store shelves nationwide, Canadians can find 1.5-litre bottles of fairlife two per cent white, two per cent chocolate, whole and skim, all featuring the Canadian maple leaf and Dairy Farmers of Canada’s blue cow logo to honour the brand’s new Canadian roots. fairlife also began showcasing its new, Canadian-made credentials in national advertising.

fairlife was founded in 2012 with the belief milk and its natural health benefits can create great-tasting, nutritious products that fit people’s modern lifestyles. fairlife is lactose-free, nutrient-rich milk with less sugar and more protein than regular milk.

The brand’s journey to become 100 per cent Ca-

nadian began in 2018 with an \$85-million investment for a new, state-of-art dairy facility in Peterborough, Ont. The facility is now fully operational and has created more than 30 local jobs to support the production of fairlife milk in Canada.

fairlife’s Canadian journey has also been supported by a strong collaboration between the brand, the Canadian dairy industry and the Ontario farming community.

“This has been a great collaboration between Dairy Farmers of Ontario (DFO) and fairlife,” says Murray Sherk, DFO’s board chair. “We are excited to work with fairlife and further support the Canadian dairy industry.”

ALBERTA MILK ANNOUNCES NEW CHAIR

Alberta dairy farmer Stuart Boeve has been elected as the new chair of Alberta Milk.

“I’m honoured to be elected to serve dairy farmers across Alberta, and I’m committed to ensuring our organization is best positioned to be a strong partner in our industry,” Boeve says, who was elected at Alberta Milk’s annual general meeting on Nov. 18. Boeve succeeds Tom Kootstra who has served as chair since 2016.

“I’d like to thank Tom for his years of leadership, as well as the board members for their trust in me,” Boeve says. “I look forward to continuing to work with the members of the Western Milk Pool and the P5 in supporting the Canadian dairy industry.”

Boeve has served as a delegate for Alberta Milk since 2009. He previously served as the vice-chair and participated on various industry committees, including the Canadian Milk Supply Management, Western Milk Pool and



➤ **STUART BOEVE** has been elected as chair of Alberta Milk, succeeding Tom Kootstra, who has served as chair since 2016.

transportation committees. He has grown forges and managed his dairy in southern Alberta for more than 25 years with his family.

“The next chapter of Alberta Milk’s leadership is undoubtedly bright,” Kootstra says, who chose not to run again. “It has been an honour to serve the dairy farmers in Alberta. I depart with incredible pride and gratitude—not simply because of my role as chair but because I have stood with some of the best.”

Alberta Milk would like to acknowledge and thank all three of its outgoing directors: Tom Kootstra, Martin Van Diemen and Albert Kamps, who have more than 30 years of combined dairy industry experience. The board welcomes Mike Vanden Dool, JP Brower and Wim Van de Brake as new members on the board of directors.

Director terms are for three years and the chair role is elected annually. Joining Boeve on the executive is Gert Schrijver as vice-chair and Greg Debbink as second vice-chair.

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AN ONTARIO HERD EXPERIENCE

Implementing a selective antibiotic treatment program at dry-off

By Ann Godkin
CONTRIBUTING WRITER

Editor's note: This article was provided by Ann Godkin on behalf of the selective dry cow therapy project advisory committee, which includes producer Norm McNaughton, along with Guy Seguin and Ashley Wannamaker from Dairy Farmers of Ontario, Robyn Elgie from the Ontario Association of Bovine Practitioners, Richard Cantin from Lactanet Canada, Dave Kelton from the Ontario Veterinary College and Cynthia Miltenburg from the Ontario Ministry of Agriculture, Food and Rural Affairs.

Eleanor Robinson, her husband, Jeff, and their family milk 75 Ayrshire cows near Osgood, Ont. The farm has undergone many changes since they started—evidence they are open to new ideas.

Inspired by a DHI seminar in January 2019, Robinson came home determined to try selective dry cow treatment (SDCT) for their herd. Until that time, all cows were being treated at the end of lactation. The herd's bulk tank somatic cell counts (SCCs) were below 200,000 cells per millilitre and Robinson, as the person who enters information into the herd management software, knew they were doing a good job tracking mastitis cases.

Judging by the continued decline of their bulk tank SCC and the lower numbers of mastitis cases, the program has been a success. Like all producers, Robinson thinks they could always do better and need to keep trying to improve, but for more than two years, using fewer antibiotics at dry-off has worked well for this farm.

MOTIVATIONS AND CONSIDERATIONS FOR CHOOSING SDCT

Robinson was aware of an overall need to reduce antibiotic use as part of being a responsible producer, but one of the main motivations for SDCT was more pragmatic. She wanted to reduce her vet bill, especially the amount spent on antibiotics to treat cows she felt did not



» **ELEANOR ROBINSON** and her family successfully adopted selective dry cow treatment on their farm.

need the protection.

Robinson is the only person on the farm making treatment decisions. She relies on the monthly cow SCCs from DHI and her own on-farm records in DairyPlan to figure out which cows to treat.

By only treating the cows that had high SCCs during lactation, or those who had to be treated at some point for mastitis, she figures she's down to dry treating only one cow in every seven or eight dry-offs.

Robinson highlights not every farm's situation is the same. Practices that work well on one farm may not work as well elsewhere. In the case of the Robinsons, several factors contribute to the success of this SDCT program. Being able to handle late lactation cows as a special group is one of them. About three-quarters of the cows in the milking herd are housed in the freestall barn they built on the end of their original tiestall barn in 2007. The rest, including fresh cows, cows in heat and cows due to be dried off soon, are housed in tiestalls.

For late lactation cows, this means they can be fed separately and milked fewer times. As a result, milk production drops and cows are ready for dry-off. Robinson says she likes to see cows drop to 15 litres or less in the tiestalls as

the amount of hay in the diet increases. Cows rarely leak after dry-off.

Robinson herself is a major factor in this farm's successful adoption of selective dry cow treatment. She's very careful with record-keeping and tracks the performance of the cows closely. She monitors mastitis in early lactation, and there may be some cows she ultimately dry treats because they had a case of mastitis early on. She wonders now if some of these cows could be added to the group that doesn't receive antibiotics in the future. As an astute manager, even though things are going well, she's still looking for ways to optimize their dry cow program.

Keeping good records is critical for tracking what is done, Robinson says. She uses an on-farm notebook to record tasks to do and information to enter into the computer to help her keep close tabs on everything happening in the barn. While she hasn't had a chance to use Lactanet Canada's new fresh cow reports yet, she plans to take a look at them once they are available and see if they provide information she doesn't get from her computer records.

IMPORTANCE OF CONSIDERING SDCT

All agricultural commodities are looking closely at antibiotic use, as concern over increasing occurrence of resistance to important antibiotics gets more attention. While large volumes of antibiotics are not used in dairy production, many of the mastitis treatment products available contain compounds ranked as being critically important for treating infections in people.

About 75 to 80 per cent of antibiotic treatments for dairy cows are used for treating mastitis. Cows with signs of mastitis during lactation may still need to be treated depending on the cause. For some herds, cutting back on this mastitis treatment would be difficult, but reducing use by cutting back on treating cows that are not infected at dry-off is the best way for the industry to make a difference.

Options other than treatment are available. Mastitis prevention at dry-off can be enhanced with relatively small changes to management,



and teat ends can be protected with products, such as sealants.

The Robinsons' farm isn't the biggest in the province, nor the most modern. Like most farms, they've had their struggles and their triumphs. They work every day to improve what they do, care for their cows and produce the high-quality milk. Their attention to detail and management has paid off by consistently having excellent milk quality. Robinson has been dedicated to making this program work.

Many producers are like the Robinsons. Lactanet records suggest about 40 to 50 per cent of herds on milk recording are achieving herd SCC levels where selective dry cow treatment could work. Among these herds, about 50 per cent of their cows have SCCs that suggest they could be good candidates for no antibiotic treatment. When good milk quality is achieved, it's time to look at adjusting a herd's therapy strategies to efficiently match that performance.

Reducing the blanket treatment of cows with antibiotics at dry-off is something to consider. Producers should review their herd's overall milk quality performance and talk to their veterinarian to get an objective opinion. Veterinarians can help improve management, if needed, and help implement dry cow decision-making protocols if

selective antibiotic use is determined to be a good tool for the farm. As Robinson says, each herd owner needs to decide if this is the right approach for them. The motto regarding selective antibiotic use is still "as little as possible, but as much as needed." Producers should ask themselves if they're willing to be a champion for reducing unnecessary antibiotic use on their farm.

Ann Godkin

is an independent veterinary and cattle health consultant.

DFO POLICY UPDATE NOTICE

Effective Dec. 1, 2020, Dairy Farmers of Ontario's (DFO) board approved changes to the shared facilities policy related to production catastrophes and producer medical conditions. For details, refer to the *Quota and Milk Transportation Policies* book on DFO's website at www.milk.org. Producers should direct any policy questions to their field services representative.

RESPONSIBLE ANTIMICROBIAL USE

Resources to reduce the risk of mastitis and the need for antibiotics at dry-off

As part of Dairy Farmers of Ontario's educational and awareness efforts about antibiotic use, the selective dry cow therapy project committee has produced a series of materials to help dairy producers and their veterinarians make decisions about the suitability of using antibiotics selectively at dry-off for a herd.

Newly posted on the project website are seven podcasts with industry experts and producers discussing issues around antibiotic use globally, provincially and on Ontario dairy farms. Producers can access these podcasts at www.scc200.ca.

Other resources available on this website include fact sheets, reference tables and guides to interpreting the new Lactanet fresh cow reports.

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INAUGURAL WINNERS OF \$8,000 POST-SECONDARY EDUCATION BURSARIES

Five high school graduates who made a big impact in their schools and communities have been recognized for their academic excellence, minor hockey participation and extracurricular work outside the rink.

As hockey players, coaches and referees in the Ontario Minor Hockey Association (OMHA), they are the inaugural winners Dairy Farmers of Ontario's (DFO) \$8,000 post-secondary bursaries.

"We are extremely proud of the five recipients chosen for DFO's bursary," says Ian Taylor, OMHA's executive director. "Each student athlete demonstrates the dedication and commitment needed to succeed on and off the ice. Their leadership and desire to give back to hockey and their communities through coaching, officiating and volunteering has positively impacted the lives of many around them."

The recipients include Ethan Andrews from the Grey-Bruce area, Adam Huras from New Hamburg, Vincent Robbenhaar from Barrie, Chloe Ryder from Kent County and Andrew Salgo from Guelph. They were selected from the 2019-20 minor hockey season and currently attending university.

Thomas King from Whitchurch-Stouffville and Travis Phibbs from Hagersville were also awarded with a \$1,250 Wally Scott Bursary as part of OMHA's bursary program.

DFO's bursary program recognizes minor hockey players for their outstanding contribution to community service and athletic and academic success.

"Congratulations to each of the DFO and OMHA bursary recipients for your outstanding contributions both on and off the ice," says Murray Sherk, DFO's board chair. "We're inspired by your passion, hard work and dedication, and are honoured to be a part of your journey in shaping the next generation of leaders."

RURAL BROADBAND A FUNDAMENTAL STEP FOR CANADIAN AGRICULTURE

The Canadian federal government has announced a \$750-million investment in the Universal Broadband Fund. This is additional funding to the \$1 billion announced in the 2019 budget for the same purpose.

"With COVID-19 pushing many services to only be available online, rural broadband is a problem that can no longer be ignored," says Mary Robinson, president of the Canadian Federation of Agriculture (CFA). "Not only is this technology crucial for modern business, it's essential to attracting the next generation of farmers who see high-speed connectivity as an essential service for everyday life."

The government also announced a \$600-million agreement to improve connectivity and expand high-speed Internet coverage to the far north, rural and remote regions across Canada. These investments are crucial for Canadian farmers, as rural broadband is a key, foundational step that will allow them to take advantage of cutting-edge technology. The government also announced \$150 million from the fund will be available immediately for projects.

The Universal Broadband Fund is predicted to provide 98 per cent high-speed Internet coverage by 2026, and 100 per cent by 2030.

"The more quickly this coverage is implemented, the faster Canadian farmers can adopt new technologies that can help unleash the real potential of Canadian agriculture," Robinson says. "This potential has been identified by the federal government in the Barton Report and leading financial institutions, such as the Royal Bank of Canada. With these kinds of programs and the proper support, Canadian agriculture can be a powerful economic engine for Canada's recovery."

CFA will work closely with the government to ensure these projects are implemented as quickly as possible to provide farmers with access to high-speed Internet across the country.

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» FROM LEFT are returning board members Bart Rijke, Don Gordon and Vicky Morrison.

DFO ELECTION RESULTS

In accordance with the procedures detailed in Ontario Regulation 760, as amended, made under the *Milk Act*, Dairy Farmers of Ontario's (DFO) board held a special meeting on Sept. 30, 2020. The board approved the election by acclamation of Bart Rijke, Don Gordon and Vicky Morrison to serve as board member for Region 1, Region 5 and Region 9, respectively, for a four-year term commencing Jan. 13, 2021, immediately following the adjournment of DFO's annual general meeting.

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DFO SUPPORTS CHILDREN'S HOSPITALS WITH *UNIQUE SOCIAL INITIATIVE*

Milk and Cookies campaign returns to rally Ontarians to join in with virtual messages

By Allison Williams
CONTRIBUTING WRITER

The Milk and Cookies holiday campaign is back for a second year in support of children in hospitals, their families and front-line medical workers—with a new, exciting activation, including an 18-foot, interactive milk glass structure inspiring social engagement.

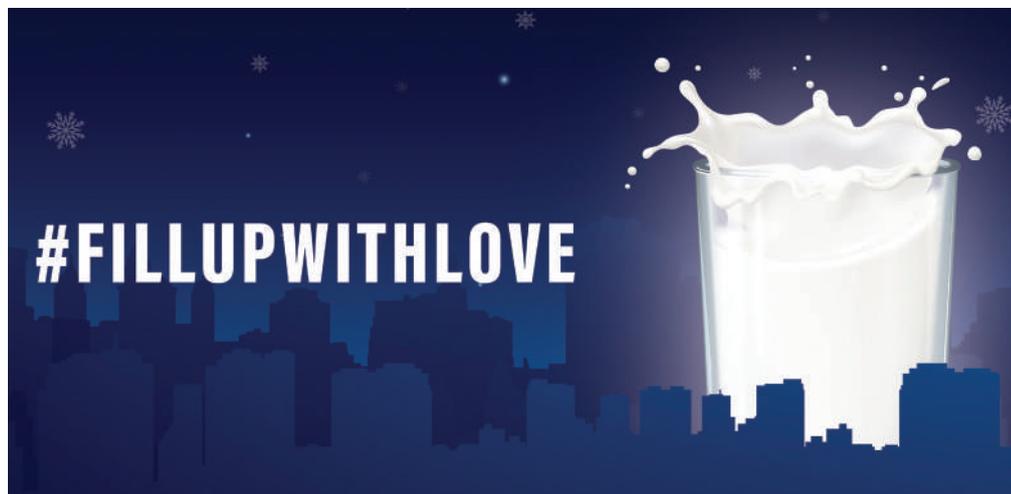
“This year, we know producers wanted to continue to give back to local communities around the holidays and show their support to families who need it the most, especially when things will look and feel different for all of us,” says Sabrina Babooram, Dairy Farmers of Ontario’s (DFO) director of community partnerships. “Our Milk and Cookies campaign this year asks, ‘What if Ontarians could support children’s hospitals by filling their glasses with more than milk?’”

Babooram says this was the inspiration behind their social media activation that uses the hashtag #FillUpWithLove.

“We’ve built a giant milk glass to be ‘filled up’ with heartfelt messages for kids and others spending the holidays in hospitals to ensure they feel a sense of support and love during what may be a challenging time,” she says.

DFO’s illuminated 18-foot tall milk glass will be located among other art installations and holiday activities in Toronto’s Christmas Market in the Distillery District in December. The milk glass will digitally display social media messages of love and support, and they’ll be captured and shared with the kids, families and front-line workers in hospitals. “The more messages collected, the higher the milk level in our glass,” Babooram explains.

Like last year, along with help from partners, DFO will be donating \$500,000 to SickKids in Toronto, Ont., and other children’s hospitals across Ontario, which this year include the Children’s Hospital in London, McMaster Children’s Hospital in Hamilton and the Children’s Hospital of Eastern Ontario (CHEO) in Ottawa.



» **DAIRY FARMERS OF ONTARIO** has launched a social media activation that uses the hashtag #FillUpWithLove.

“DFO is also reminding consumers of the power and magic in the ritual of milk and cookies,” Babooram says. “A portion of every purchase of milk and Oreo cookies during the campaign supports the donation to the children’s hospitals.” DFO has partnered with Mondelēz Canada, the maker of Oreo cookies, Metro, Sobeys, Fortinos, Longo’s, Lactalis Canada, Agropur and Saputo to promote the campaign to Ontarians.

The fully integrated marketing campaign launched on Nov. 16 and will run until Dec. 24. It includes an updated version of last year’s heartwarming “Big Believers” television commercial, as well as social media content, digital ad videos, in-retail signage, digital billboards, public relations activities, such as TV news segments, a landing page at fillthemilkglass.ca, and a float in this year’s broadcast airing of the Santa Claus parade in Toronto, Ont., on Dec. 5. As well, DFO is utilizing media trucks with digital screens to bring the messages of support right to the hospitals’ neighbourhoods.

“To ensure Santa reaches kids in hospitals, DFO’s milk glass—which hopefully will be full to the brim with messages of love and support—will be virtually transported to the roof of SickKids hospital when the campaign ends on

Christmas Eve,” Babooram says.

To get as many people involved as possible, DFO’s dairy educators will also share the opportunity for teachers and students to write heartfelt messages to children’s hospitals and encourage their participation. Through MilkUP, DFO’s youth lifestyle brand, DFO is leveraging existing partnerships with Maple Leaf Sports & Entertainment, Ottawa Senators, Live Nation and social influencers to amplify the campaign.

DFO encouraged dairy producers to kickstart the social engagement by posting their own messages of support using the hashtag #FillUpWithLove and tagging @ontariodairy and one or more hospitals closest to their heart and community. “This is an exciting initiative, and we love to see the messages roll in knowing they’ll be very much appreciated by people who need them most this holiday,” Babooram says. “Thank you to producers for spreading the word and helping children’s hospitals this winter.”

Allison Williams

is Dairy Farmers of Ontario’s communications specialist.

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DFO, DAIRY PARTNERS RECEIVE PAUL MISTELE MEMORIAL AWARD

Feed Ontario has awarded the 2020 Paul Mistele Memorial Award to Dairy Farmers of Ontario (DFO) and dairy partners Agropur Dairy Co-operative, Gay Lea Foods Co-operative, Lactalis Canada, Saputo, the Ontario Dairy Council (ODC) and the Ontario Milk Transport Association (OMHA).

Named after the late farm leader who founded Ontario Pork's Donate-A-Hog program in 1998, the Paul Mistele Memorial Award recognizes agricultural partners who have shown a significant and enduring commitment to end hunger in Ontario. The award was presented on Nov. 14 at Farm & Food Care Ontario's (FFCO) first virtual Harvest Gala, rebranded as Gala-in-a-Box.

"In a year when so many of our partners have faced incredible challenges of their own, it has been so heartwarming to see the incredible generosity of Ontario's food and agriculture industries," says Carolyn Stewart, Feed Ontario's executive director.

Working in collaboration with Feed Ontario,



DFO donated \$100,000 and up to 200,000 litres of incremental milk in addition to the more than one million litres donated annually with its partners—ODC and OMHA.

These incremental donations, along with longstanding annual donations, have helped support more than 500,000 people during a challenging time that has put unprecedented stress on food banks to provide emergency support for Ontario residents in need.

"For the past 25 years, DFO and producers have supported food banks through Feed Ontario. It has been a tough year and we strong-

ly believe more needed to be done in order to help those impacted by the COVID-19 crisis," says Cheryl Smith, DFO's chief executive officer, in a video message during the virtual Harvest Gala. "There is great importance in feeding and supporting the communities where we live and work with a wholesome, nutrient dense product, such as milk."

The Harvest Gala is organized annually to celebrate Ontario food and farming and raise funds for FFCO's outreach activities. More than 230 farmers and agricultural industry supporters attended this year's sold-out event, which was co-hosted by Middlesex County dairy farmer Andrew Campbell. FFCO shared its gratitude for DFO's support and generosity in purchasing 11 boxes for DFO's board members, producers and staff.

Other highlights of the virtual event included the presentation of the Champion Award and the launch of the latest edition of *The Real Dirt on Farming*.

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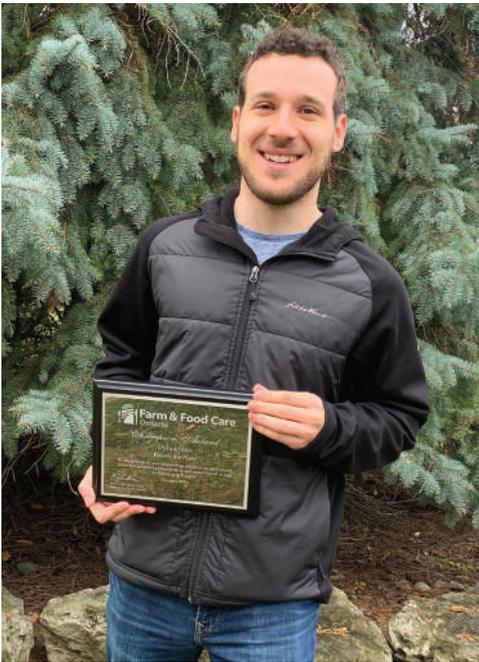
Jan. 7 VIRTUAL DAIRY DAY AT GREY BRUCE FARMERS' WEEK
greybrucefarmersweek.ca

Jan. 13 DAIRY FARMERS OF ONTARIO ANNUAL GENERAL MEETING
www.milk.org

Jan. 13 LACTANET CANADA VIRTUAL ANNUAL GENERAL MEETING
www.lactanet.ca

Feb. 10-11 CROP CONNECT CONFERENCE VIRTUAL AGM
www.cropconnectconference.ca

Feb. 24-26 CANADIAN FEDERATION OF AGRICULTURE AGM
www.cfa-fca.ca



» **DYLAN SHER**, producer of the local food film *Before the Plate*, received the 2020 Food & Farming Ontario Champion Award.

CHAMPION AWARD

Dylan Sher, producer of the local food film *Before the Plate*, received the 2020 Food & Farming Ontario Champion Award in recognition of his commitment to public outreach and support for Ontario’s farm community. The film, which was released in 2019, stars dairy farmer Ben Loe-with. The award was presented by FFCO chair and DFO board member Bonnie den Haan.

“Dylan has shown a passion for telling our agricultural stories, which is something that benefits our entire industry,” den Haan says. “With his urban background, he’s uniquely placed to help bring the stories of agriculture to everyday Canadians.”

Sher grew up in Richmond Hill, Ont., with no agricultural background but worked on a dairy farm in high school before applying to the University of Guelph to study agriculture business. It was through these experiences he became aware of the disconnect people who grow up in urban centres often have with those producing their food.

Seeking to find a solution and help bridge the gap, Sher set out to develop a documentary that follows the journey of a single meal, taking each ingredient on the plate and following it back to the farm it originated from.

“When I first had the idea for *Before the Plate*, I never imagined it would one day turn into a documentary available on Amazon,” Sher says. “Along the way, I have had the pleasure of meet-

ing and working with some of the most amazing people in order to bring this project to life and give farmers the recognition they deserve amongst urban consumers.”

THE REAL DIRT ON FARMING

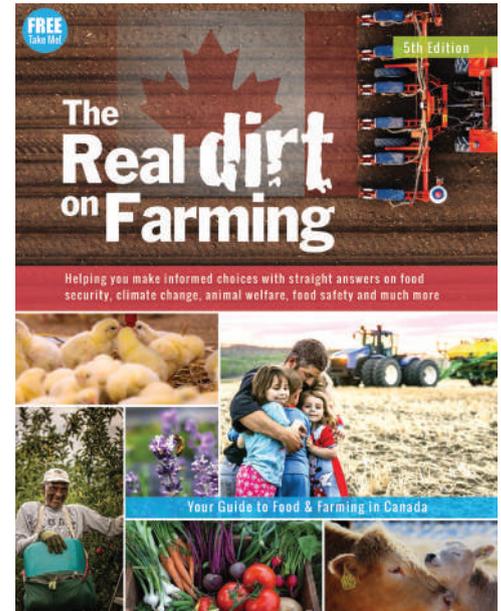
FFCO’s flagship publication, *The Real Dirt on Farming*, uses stories and science to help Canadians connect with their food and the farmers who produce it—who they are, what they do and why they do it.

The 60-page publication addresses common questions and misconceptions about Canadian food and farming, as well as other subjects the general public has indicated are important to them.

The newest edition includes many new topics and more than 30 career profiles, including a dairy farmer and dairy food scientist. DFO is one of more than 25 organizations across Canada that supported the 2020 initiative.

To date, 4.5 million copies have been distributed across Canada to libraries, doctors’ offices, registered dietitians, political leaders, educators and through inserts in national publications. The fifth edition can be explored on the newly developed website www.realdirtontofarming.ca, where digest and French versions will become

available in January 2021. A classroom resource is being developed in partnership with Agriculture in the Classroom Canada for release in winter 2021.



» **THE REAL DIRT ON FARMING** uses stories and science to help Canadians connect with their food and the farmers who produce it.



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A SYMBOL OF HIGH-QUALITY CANADIAN MILK

By Dairy Farmers of Canada
DFC HIGHLIGHTS

Earlier this year, Lactalis Canada announced its commitment to featuring the iconic Blue Cow logo on more than 400 of its products. What prompted them to join the Blue Cow family, and how do they see it contributing to their future success? Vincent Metz, general manager of the fluid division and corporate marketing at Lactalis Canada, explains below.

As one of the most influential logos in Canada, Dairy Farmers of Canada's (DFC) Blue Cow is recognized by nine out of 10 customers. As a symbol of excellence in production, it plays an important role in the dairy industry's efforts to resonate with today's consumers.

Lactalis Canada (formerly Parmalat Canada), a subsidiary of Lactalis Group and one of Canada's largest dairy processors, is increasingly turning to the Blue Cow logo to further assert the quality of its dairy products. In a gradual, multistep process that began in late 2018, Lactalis Canada started featuring the Blue Cow logo on all its Lactantia and Beatrice milk and cream products—joining more than 8,200 other products and 500 licensees already carrying the logo.

Earlier this year, Lactalis Canada announced its additional commitment to featuring the logo on all leading cheese products made with Canadian milk, including the Cracker Barrel, Black Diamond, Cheestrings, aMOOza! and P'tit Québec brands. The Blue Cow logo is also slated to gradually appear on other Lactalis Canada dairy products, such as Stonyfield organic yogurts.

Many of the products under the Lactalis Canada umbrella already carry an iconic brand heritage dating back to several decades. However, having the Blue Cow logo prominently featured on pack-



aging is especially helpful, Metz says, as the company occasionally receives inquiries from customers regarding the origin of its products.

"We see the Blue Cow logo starting to be well-recognized by consumers as a symbol of Canadian milk and dairy ingredients and high-quality standards," Metz says.

"Canadians are very proud of (their country) and have shown their preference for locally-made products. This is part of a rising trend we have observed, especially for food. As people like to be reassured of the origins of their products, they have also become more aware of sustainability issues—the need to support the local economy, employment and social communities, as well as decrease their environmental footprint," he says. "All these reasons made our adoption of the Blue Cow logo a sensible decision and the best way to inform consumers of the products we carry today and into the future."

As newly packaged products first started hitting shelves in 2019, a multistage rollout has been essential given the nature of the company's operations and the extent of its product lines, Metz says.

"In addition to changing the packaging to adjust to the new logo, we must also systematically update our website, digital materials and point of sale materials," he says. "For the sake of the environment, we don't want to create unnecessary

waste or have to throw away existing packaging."

While Lactalis Canada does not expect the logo alone will translate into additional sales, the company's hope is by bringing reassurance to consumers, it can uphold the positive image of Canadian dairy while showcasing its commitment to local communities, dairy farmers and manufacturers.

Lactalis is also hoping to build consumer loyalty and a strong preference for Canadian-made products. Its success is inherently dependent on efforts by DFC and provincial milk marketing boards to communicate the meaning of the logo, as well as the concrete initiatives it represents, Metz says, who also urges stakeholders to reinforce the benefits of dairy.

"I think we should constructively reassert the truths around the way in which our products are made, with simple ingredients and the nutritional goodness they naturally carry, compared with many alternatives that often have 10 to 15 ingredients in them," he says. "Otherwise, we risk decreasing consumption among younger generations." 



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DID YOU KNOW?

Dairy Farmers of Ontario's (DFO) head office will be closed between Dec. 24, 2020, to Jan. 1, 2021. Producers requiring DFO services over the holidays should contact their local field services representative. DFO will be maintaining key services for dairy farmers, transporters and processors during the holidays. Staff will be available or on-call as needed. The office will reopen on Jan. 4, 2021.



P5 BOARDS ISSUE INCENTIVE DAY, QUOTA TO RESPOND TO MARKET DEMAND

By Jennifer Nevans
EDITOR

Editor's note: Data for the P5 utilization chart was unavailable at the time of print due to the change in reporting for the new environment, which includes moving to a P10 pool for revenue sharing. Data will be available in a future edition.

With anticipated market requirements expected to be above the actual level of production in the coming months, P5 boards have agreed to issue one additional incentive day for December to conventional producers only.

In addition, due to the expected increase in requirements for the 2020-21 dairy year, P5 boards have agreed to increase the saleable quota allocated to P5 producers by two per cent, effective Dec. 1, 2020.

"Demand for domestic milk is still doing well despite the current situation, with some regions

under lockdown, restaurants closing their patios for the winter and government support being reduced," says Patrice Dubé, Dairy Farmers of Ontario's chief economics and policy development officer. "So far, it doesn't appear demand has significantly weakened in any way."

Additionally, the limited number of credit days projected to be available at the farm level in Nova Scotia and Ontario at the end of the dairy year would have resulted in a decline in production from these two provinces if P5 boards hadn't issued additional production signals.

Butter stock levels at the end of October reached 27,600 tonnes, and projected butter stocks is forecasted to reach just under 30,000 tonnes in July 2021, which is below the 35,000-tonne target for the end of the dairy year. As well, actual imports coming into the country have also been less than the level granted and anticipated under the various trade agreements for this period. These factors provide the industry with capacity to put more milk into the system.

In terms of long-term demand, Dubé says if

the food service industry can continue to find creative ways to stay in business, then the industry may be able to escape a severe recession and enter a mild recession.

"Normally, the dairy industry can still perform relatively well in a mild recession because people are eating at home more, which is good for retail, and restaurants and food services are still open," Dubé says, adding the overall economic situation is looking more positive in the future than it did a few months ago.

Retail sales remain strong. For the four weeks ending Oct. 3, sales at the retail level for fluid milk, fluid cream, yogurt, ice cream, cheese and butter increased by 3.6, 11.4, 0.5, 10.9, 8.1 and 13.4 per cent, respectively, compared with the same four-week period the year before.

P5 board's primary objective is to continuously monitor the milk market situation and meet demand in the most optimal way. Given these uncertain times, P5 boards will continue to adapt production signals to address market changes as required. 

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MONTHLY QUOTA PRICES (\$/kg)

NOVEMBER PRICES

PROVINCE	PRICE/kg	AMOUNT WANTED/kg	AMOUNT FOR SALE/kg	AMOUNT PURCHASED/kg
Alberta	\$44,075	350.00	168.47	93.00
Saskatchewan	\$35,500	16.00	37.00	16.00
British Columbia	\$36,500	1,898.37	62.37	62.37
Manitoba	\$32,900	330.55	386.64	98.25
Ontario	\$24,000	18,074.82	217.51	217.52
Quebec	\$24,000	17,575.47	322.95	322.32
New Brunswick	\$24,000	459.30	29.10	29.10
Nova Scotia		Exchange cancelled		
Prince Edward Island	\$24,000	280.30	26.33	26.33

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

**Quota cap price of \$24,000 in effect in Prince Edward Island, New Brunswick, Ontario, Nova Scotia and Quebec.

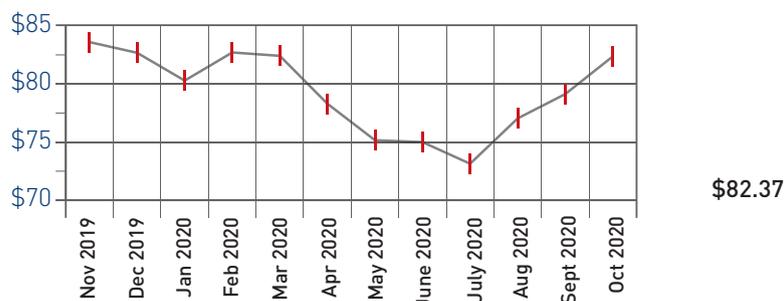
ONTARIO DEDUCTIONS, PER HL

For October 2020

	Within quota	Over-quota
DFO administration	\$0.625	\$0.625
DFO research	\$0.050	\$0.050
CanWest DHI	\$0.060	\$0.060
Transportation	\$2.620	\$2.620
Market expansion	\$1.500	\$1.500
Total deductions	\$4.855	\$4.855
Average total net	\$77.519	-\$4.855

*These figures are based on Ontario's average composition for October 2020 of 4.18 kg butterfat, 3.27 kg protein and 5.93 kg other solids, rounded to the nearest cent.

ONTARIO MONTHLY PRODUCER AVERAGE GROSS BLEND PRICE



A total of 3,351 producers sold milk to DFO in October compared with 3,410 a year earlier.

U.S. CLASS PRICES

The October 2020 Class III Price, US\$21.61 per hundredweight, is equivalent to C\$64.62 per hectolitre. This equivalent is based on the exchange rate US\$1 = C\$1.3172, the exchange rate when the USDA announced the Class III Price.

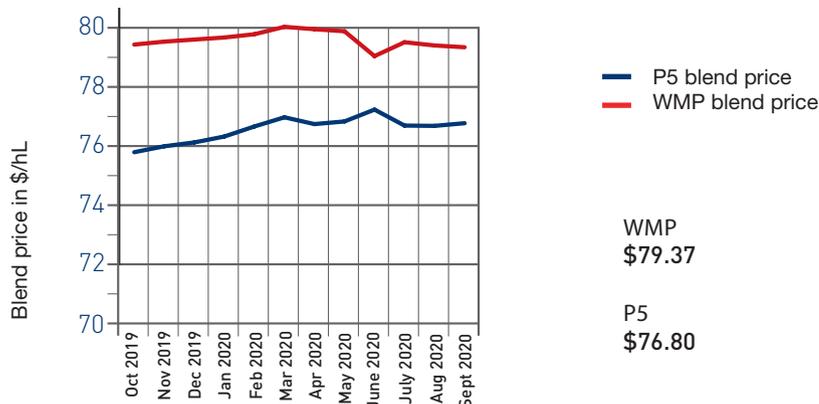
The Class III Price is in \$ US per hundredweight at 3.5 per cent butterfat. One hundredweight equals 0.44 hectolitres. Canadian Class 5a and Class 5b prices track U.S. prices set by the U.S. Department of Agriculture.

Source: USDA

P5 AND WESTERN MILK POOL BLEND PRICES*

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

*There is a three-month lag reporting these figures.



REFLECTING ON THE

As 2020 comes to an end, magazine staff decided to reflect on the past year and some of the notable news stories in the dairy industry. While many news developments have had a direct impact on the dairy industry, others have acted as a reminder of dairy farmers' passion for their industry. Below are excerpts from just a few of the impactful and-or memorable stories that have appeared in the pages of Milk Producer over the past year.

Canada, United States sign trade agreement

Originally published: January 2020

"The signing of the Canada-United States-Mexico Agreement (CUSMA) is a sad chapter in Canada's dairy industry and for Canadian exporters," says Pierre Lampron, president of Dairy Farmers of Canada (DFC).

The agreement includes a calculated 3.9 per cent market access to the Canadian dairy industry, the elimination of milk ingredient Class 7 and a cap on the amount of milk protein concentrate, infant formula and skim milk powder the industry can export.

"Access to our country's dairy market given to the U.S. represents a significant loss," Lampron says. "Market access is only the tip of the iceberg. Concessions include an oversight clause that gives the U.S. the ability to intervene in the administration of our domestic system."

DFC estimates once the three recently negotiated trade deals are fully implemented and combined with existing access under the World Trade Organization, about 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.

Dairy farmers donate to children's hospitals

Originally published: February 2020

Through Dairy Farmers of Ontario's (DFO) Milk and Cookies campaign, DFO and other program partners helped "small hearts believe big" by donating \$600,000 to children's hospital foundations across the province.

Dairy farmers Emily and Andrew Morrison, along with their son, Kael, attended DFO's annual general meeting to help present the cheque to Lori Davison, vice-president of brand strategy and communications at SickKids Foundation.

Kael was diagnosed with a rare genetic condition called STAT1 mutation in May 2013. He was admitted into SickKids hospital in November 2013 to undergo a bone marrow transplant. The family owes a lot of Kael's treatment and recovery to the staff at SickKids hospital.

Saputo to close facilities in Ontario, New Brunswick

Originally published: March 2020

Saputo Inc. has announced it will be closing two Canadian dairy facilities in Trenton, Ont., and Saint John, N.B. The announcement, which was made in February, is meant to improve Saputo's operational efficiency and right-size both its manufacturing footprint and sales force in Canada.

The closures are scheduled in September 2020 for the Ontario plant and January 2021 for the New Brunswick plant. Current production of both sites will be integrated into other Saputo facilities across Canada.

About 280 employees will be impacted by these closures. These employees will be provided with severance and outplacement support, and some will be offered the possibility of transferring to other Saputo locations within the dairy division.

Tell us about some of your stories of 2020

We would love to hear about an interesting story, initiative or project that took place in your area in 2020. Email your stories to milkproducer@milk.org.

STORIES of 2020



Improving livestock transportation

Originally published: March 2020

Amendments to Canada's Health of Animals Regulations, Part XII – Transport of Animals, officially came into force on Feb. 20, 2020. The changes follow 10 years of consultations with the industry, stakeholders and the public and seek to protect the welfare of animals by preventing unnecessary suffering while they are being transported.

Dairy Farmers of Canada (DFC) repeatedly expressed its concerns to the federal government that the regulations need to consider all aspects of animal care as they relate to the various elements of transportation.

“While the new regulations are well-intentioned, DFC is concerned they could actually have adverse effects on animal welfare,” says Jacques Lefebvre, chief executive officer of DFC.

Even though the new regulations took effect in February, CFIA has implemented a two-year transition period for feed, water and rest requirements for bovine and other sectors to give the industry time to identify solutions and implement adjustments.

Dairy farmer receives Outstanding Dairy Women Service Award

Originally published: April 2020

Ontario dairy farmer Bonnie den Haan has been named the recipient of the 2020 Outstanding Dairy Women Service Award at Holstein Ontario's annual EastGen Evening of Excellence event in February.

“There are lots of people out there who deserve outstanding participations awards and I feel very fortunate to have been given this one,” den Haan says.

According to Holstein Ontario, the Dairy

Women Service Award was developed with the intention of recognizing women in dairy farming for their efforts in developing and maintaining organizations that support rural communities.

Despite growing up on a beef and hog farm, den Haan always knew her passion was dairy farming, and with the support of her family, has felt confident as a woman in agriculture.

Reacting to COVID-19 pandemic

Originally published: April 2020

A message from Dairy Farmers of Canada's president: “In these challenging times, I'm proud the dairy farming community continues to be hard at work supplying nutritious, high-quality milk and dairy products to feed our nation. I also want to acknowledge the hard work done in the provinces to ensure continuity in their respective regions. These are unprecedented times and our industry is stepping up.

Like you, I'm concerned for the well-being of my family and employees since business continuity is also top of mind for many dairy farmers.

Our chief executive officer, Jacques Lefebvre, assures me our staff continues to do its work on key areas of priority for our industry while teleworking. Meanwhile, DFC and the provinces have a daily call to monitor developments, identify potential challenges and input to government and find pre-emptive solutions to emerging issues. Everyone is working in the spirit of collaboration to ensure consumers have continuous access to Canadian dairy products.”

Ontario food banks receive additional supplies

Originally published: May 2020

Dairy Farmers of Ontario (DFO) has made an additional donation of \$100,000 and up to 200,000 litres of incremental milk to Feed Ontario, former-

ly the Ontario Association of Food Banks.

This donation is in addition to more than one million litres donated to food banks annually in partnership with the Ontario Dairy Council (ODC) and the Ontario Milk Transport Association (OMTA).

“Dairy Farmers of Ontario has been incredibly dedicated partners for 25 years, consistently donating milk to food banks in communities throughout the province,” says Carolyn Stewart, executive director of Feed Ontario.

These incremental donations, along with the longstanding annual donations, will help support more than 500,000 people during a challenging time, which has put unprecedented stress on food banks to provide emergency support for Ontario residents in need.

Sanitizer made from dairy sent to front-line workers fighting COVID-19

Originally published: June 2020

As the world continues to cope with the impacts of the COVID-19 pandemic, the Canadian dairy industry has also shifted its attention to provide assistance in response to the crisis.

Omid McDonald, founder and chief executive officer of Dairy Distillery, the makers of Vodkow, in Almonte, Ont., says adjusting their production to support those on the front lines during the pandemic was an easy decision.

“When your local hospital calls needing sanitizer, the only answer is to ask how much they need,” McDonald says.

Putting its Vodkow production on hold, the distillery shifted its attention to supporting front-line workers by producing sanitizer shortly after COVID-19 was declared a pandemic in March.

Continued on page 26

*Reflecting on the stories of 2020,
cont'd from page 25*

The distillery reacted quickly and redistilled 10,000 litres of finished vodka back into pure alcohol to make the much-needed product.

Advocacy helps dairy farmer deal with mental health challenges

Originally published: June 2020

Stress and the mental illness that often result from it are issues farmers are all too familiar with. They feel the pressure regularly as they deal with trade agreements, unpredictable weather, animal rights activists, livestock welfare, biosecurity, regulations and, even before there was a world pandemic that imposed physical distancing on everyone, isolation in their communities and on their farms.

Ontario dairy farmer Courtney Denard has certainly experienced all those stresses. In 2008, she moved to Owen Sound, Ont., where her husband Rob's family had been operating Valleykirk Farms since 1982.

"I had never lived on a farm, so it was a big culture shock," Denard says. "It was isolating and lonely. I didn't have friends for a couple years, and while I had been able to transition my job in Guelph to Owen Sound, I had no

colleagues. It was a very hard time, but eventually, I made some friends."

Ontario trespass act receives partial proclamation

Originally published: October 2020

The Ontario government has announced the partial proclamation of the *Security from Trespass and Protecting Food Safety Act*.

As of early September, sections of the act are in force to further prevent people from stopping, obstructing, engaging or interfering with livestock transportation vehicles.

"Proclaiming these sections of the new *Security from Trespass and Protecting Food Safety Act* demonstrates to trespassers, activists, law enforcement and the justice system in Ontario the protection of farms, families, animals, agrifood employees and the food system is of the highest priority," says Keith Currie, president of the Ontario Federation of Agriculture.

As well, regulation 950 under the *Provincial Offences Act* has also been amended, allowing law enforcement to issue tickets to those who contravene sections of the trespass act. This approach will allow for more immediate use of the relevant provisions to address the obstruction of livestock transportation vehicles.

Dairy farmers remind federal government 'a promise made must be a promise kept'

Originally published: November 2020

Dairy Farmers of Canada (DFC) held a virtual press conference on Oct. 20 to voice its concern at the lack of action by the federal government on its oft-repeated commitment to compensate dairy farmers for the impact of three successive trade deals: the Comprehensive Economic and Trade Agreement (CETA), the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Canada-United States-Mexico Agreement (CUSMA).

"By 2024, as a result of trade concessions, some 18 per cent of our domestic milk production will be outsourced to dairy farmers in other countries at a time when Canadians are more aware than ever of the importance of ensuring our own food security," says Pierre Lampron, DFO's president.

The commitment to compensate for CETA and CPTPP dates to 2018, and an announcement of \$1.75 billion in compensation to be paid out over eight years was made in the 2019 budget. While the first instalment was paid out last winter, there have been no developments on the balance, nor on the promise of full and fair compensation for CUSMA. 



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NEW TOOLS CAN SIMPLIFY CROP NUTRIENT MANAGEMENT

By Lilian Schaer
TIMING MATTERS

Soil fertility is a complex topic, and it can be challenging to determine exactly what each crop needs and when. A new collection of online calculators that can help make that task easier are now part of the provincial government's agricultural and environmental software package—AgriSuite.

The new tools are part of an overall modernization of AgriSuite, which also includes the widely used NMAN and MSTOR programs to make the tools easier to use and more easily compatible with industry needs and processes.

This latest update now includes five easy-to-use calculators that can be used independently or in tandem to obtain simple estimates to support nutrient management decisions. Topics include field management, organic amendments, phosphorous loss, fertilizer and crop nutrients.

“AgriSuite is designed to give Ontario farmers versatile tools that will help them make the best possible soil management decisions on their farms,” says Christine Brown, field crop sustainability specialist with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA).

FIELD MANAGEMENT PLAN CALCULATOR

This tool helps determine a crop's nutrient balance by considering nutrients from organic amendments, commercial fertilizer and previous nitrogen credits. This is important to help keep soil productive while minimizing the risk of nutrient losses that could be harmful to the environment, Brown says. The calculator uses field location and site details to help in its analysis, as well as nutrients removed through the previous harvest.

“

AgriSuite is designed to give Ontario farmers versatile tools that will help them make the best possible soil management decisions on their farms.

—Christine Brown

”

“If we consider the nutrients in the soil like a bank account, crops remove nutrients while manure and fertilizer put nutrients back in,” she says, adding manure and other organic amendments can make striking the right soil fertility balance more challenging. “Keeping soil fertility levels in the ideal range is what this tool will help you accomplish.”

ORGANIC AMENDMENT CALCULATOR

This calculator will help producers get a better understanding of the nutrients supplied by manure applied on the fields. It calculates the amount of crop-available nitrogen, potassium and phosphorus (N-P-K) and applied micronutrients for each proposed application of organic amendments. It will also estimate the fertilizer equivalent value of each manure nitrogen, potassium and phosphorus application.

“Nutrients from organic sources don't come in predetermined blends, so this calculator helps take the guess work out of available nutrients,” Brown says, basing its estimates on sample analysis information and application rate, timing and placement.

The calculator allows quick comparison of the impacts of different timing or placement scenarios for estimated available nutrients.

PHOSPHORUS LOSS ASSESSMENT TOOL FOR ONTARIO (PLATO)

Phosphorus is an important plant nutrient for crop production, but it can also contribute to environmental problems when it ends up in rivers, lakes and streams. That's why decisions around how phosphorus is applied at what rate, what time and from what source are important when fertilizing a crop.

The PLATO calculator helps determine the risk of field-scale phosphorus based on site-specific characteristics



CROP AND

and management practices, factoring in soil erosion and soil test levels, phosphorus application amounts and application timing.

“This is a great tool to help determine whether current crop management practices result in phosphorus loss,” Brown says. “For example, when phosphorus from fertilizer or manure is banded or injected, the risk of loss is negligible relative to surface applied phosphorus.”

FERTILIZER CALCULATOR

This tool provides the total commercial fertilizer applied to a single field, or calculates the blend of fertilizer, such as N-P-K and micronutrients, needed to complement nutrients already provided—through manure, for example—to best meet the needs of a specific crop.

CROP NUTRIENT CALCULATOR

This calculator provides agronomic crop nutrient requirements (N-P-K) based on soil test values, yield goal and location information entered by the user for each field. It also estimates the amount of nutrients removed from a field by a specific crop.

Additional calculators that are also part of AgriSuite are currently being updated. The entire collection of tools, which is free to use, is available at www.ontario.ca/agrisuite. The AgriSuite expansion and updating project was funded in part through the Canadian Agricultural Partnership.

This article is provided by Farm & Food Care Ontario as part of the Timing Matters project. It was funded by the Canadian Agricultural Partnership, a five-year federal-provincial-territorial initiative.

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EASING CALVES THROUGH THE ‘OTHER’ TRANSITION PERIOD

By Sarah Parsons and Trevor DeVries
FOCUS ON FEED

The management and nutrition provided to dairy calves early in life is critical to ensure their short- and long-term productivity, health and welfare. By facilitating good growth and welfare early in life, calves may have improved production and health as mature lactating animals.

The practice of feeding higher levels of milk to dairy calves early in life has increased over the past couple decades. Modern milk feeding programs typically involve providing calves access to more than 20 per cent of their body weight in whole milk or milk replacer—

so about eight or more litres per day. These milk levels are comparable to the levels calves would naturally consume if raised alongside their dam, and have been demonstrated to better satisfy the nutritional and behavioural needs of calves.

As calves mature, their digestive systems must adapt to digest a solid diet, and through nutritional management, calves are transitioned off milk and onto solid feed. This transition is commonly known as weaning and is an inevitable, but stressful, period in a calf's life. Calves are strongly motivated to drink milk when they are young. Therefore, it can be challenging to transition them off milk and onto sufficient amounts of solid feed to have a successful weaning.

This can be especially difficult when calves are offered higher levels of milk, making it even more important to provide proper nutrition and management to set the calf up for success during this transition. It's critical for calves to consume starter solid feed to support their transition from a non-ruminant to ruminant.

When calves do not consume enough solid feed prior to and during weaning, they can experience behavioural signs of stress, reduced digestibility of feed and a growth slump, which may increase their proneness to health challenges after weaning. It's important to consider all factors that influence weaning success. Specifically, producers need to ensure calves consume enough solid feed to improve the weaning transition.

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Providing calves with a high-quality, highly palatable concentrate starter feed is important to encourage intake and promote rumen development. Concentrate feeds are high in carbohydrates, which rumen microbes ferment into volatile fatty acids—particularly butyrate—stimulating rumen papillae growth and development.

Calves will start to explore and consume solid feed as early as a few days old. Providing fresh, palatable feed early in life can encourage early feed consumption. In a recent study by our group at the University of Guelph, we demonstrated the physical location of solid feed can impact intake and calf performance. Offering starter feed close to where the calves were offered their milk improved starter feed intake and growth prior to weaning, setting them up for a smoother transition off milk. The study also supported the idea water intake is closely related to starter intake, meaning it's important to always have fresh, clean water available to calves, even from a young age.

Finally, previous work by our research group and others has demonstrated, in addition to providing high-quality starter feed, adding a chopped (about one inch in length) low-quality forage to the diet, at a maximum of five per cent of the total solid feed consumed, may also contribute to improved rumen health, nutrient absorption and performance.

The way milk is removed or reduced when weaning is one of the most important factors to consider when developing a weaning protocol for calves. There is consensus that abruptly weaning calves by removing the full amount of milk at a specific age is not ideal for their performance and welfare. Gradually weaning calves off milk is recommended to improve starter feed intake, performance and welfare, especially when weaning off higher levels of milk. We have recently investigated different gradual weaning programs, questioning if there is an optimal way of removing milk in steps to ease the transition.

From that work, we concluded gradually weaning calves in small equal steps or in fewer and larger steps resulted in similar intakes and performance. Other researchers have discovered gradually weaning based on individual calf starter intakes can result in improved feed consumption and growth. These solid feed intake weaning programs reduce milk allowance when calves hit targeted solid feed intakes rather than at a certain age, allowing individual calf variation to be taken into consideration depending on

Overall, encouraging feed consumption and allowing calves time to adapt to a solid diet prior to milk removal is essential for a successful weaning, helping reduce the growth slump commonly seen after weaning, resulting in healthier and productive calves.

each calf's voluntary starter intakes. Overall, gradually weaning calves in some manner, over an extended period, allows calves to increase their solid feed intake, resulting in improved rumen development, growth and weaning success.

A final consideration related to weaning is the age at which it occurs. In the past, early weaning was accomplished through restricting milk allowance to encourage solid feed intake and facilitate early rumen development and weaning. Presently, with provision of more milk, weaning young calves is problematic. Our research has demonstrated weaning calves at an older age—more than eight weeks old—results in an improved weaning transition. Allowing calves more time on milk increases their starter intake prior to milk removal and reduces the severity of the growth slump commonly seen around weaning.

SUMMARY

Weaning is a very stressful time for dairy calves. It's important to provide good nutritional management during this time to support them through this dietary transition. Providing calves

with a high-quality, highly palatable starter feed, preferably with a small amount (about five per cent) of chopped, low-quality forage, facilitates good rumen development.

Encouraging sufficient consumption of this feed prior to removing the milk can be supported through placing fresh feed in close proximity to where milk is provided, having free access to clean water, weaning at a later age, and gradually weaning over a longer period of time. Overall, encouraging feed consumption and allowing calves time to adapt to a solid diet prior to removing the milk is essential for a successful weaning, helping reduce the growth slump commonly seen after weaning and resulting in healthier and productive calves.

Trevor DeVries

is a professor and Canada research chair in dairy cattle behaviour and welfare at the department of animal biosciences at the University of Guelph.

Sarah Parsons

is a Ph.D. student studying dairy behaviour and welfare under the supervision of Trevor DeVries.

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WAYS TO STAY CONNECTED DURING PHYSICAL DISTANCING

By Chantale Potvin and Dean Hamilton
MENTAL HEALTH

With so many people on work-from-home regimes, self-isolating or just sensibly listening to medical advice and maintaining physical distancing, it can be difficult, stressful and hard to stay connected to friends, family and peers.

During a pandemic, there are various ways to stay connected and still maintain the phys-

ical distance needed to prevent the spread of COVID-19. Here are some basic and simple ways producers can stay connecting during physical distancing.

CONNECT WITH PEOPLE

Be mindful not all people are connected to the Internet or comfortable with technology and computers. If there are people in your life who may fit into this group and they are connected to a landline, consider building in touch points with them over the phone.

For those you know are connected to the Internet, plan to incrementally build in social touch points. There are a plethora of apps and opportunities to connect, available through a smartphone or computer.

Video calls and virtual get-togethers, even if it's just a few short moments, can go a long way toward reducing any feelings of isolation. Here are a few apps you can use to help stay connected:

- **Facetime:** If you are on an Apple iPhone, try the Facetime app with other iPhone users. Here's a great article on how to use it effectively: <https://www.lifewire.com/what-is-face-time-2000237>;
- **Facebook Messenger:** You might not realize it, but Facebook Messenger has video and audio call features that can connect up to six people at once;
- **Google Hangouts:** This is a video conferencing system available via Google that allows up to 10 people to participate in a video conference. It requires the Google Chrome browser to work;
- **WhatsApp:** This social media connection app allows for one-on-one or group chats and messaging, as well as voice and video calling over the Internet. It's also widely considered to be a

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This article was prepared by Workplace Safety & Prevention Services (WSPS). For more information, visit www.wsps.ca or contact WSPS at customercare@wsps.ca.





very secure communications system;

- **Skype:** This popular Microsoft tool allows video chat and voice calls between computers, tablets, mobile devices and even with the Xbox One game console and smartwatches;
- **Zoom:** Now being embraced by online classrooms everywhere, Zoom video chats allow up to 100 people at one time in the app's free version.

Lastly, as a fun alternative, check out some online multiplayer games, such as Microsoft's Minecraft or Blizzard's massive multiplayer game World of Warcraft. Though not really conducive to work productivity, it can be a fun way to socialize and connect with friends, family and people through shared environment, experiences and adventures. Remember: social distancing can still be social.

Chantale Potvin

is the health and safety consultant at Workplace Safety & Prevention Services (WSPS).

Dean Hamilton

is the marketing and sales effectiveness manager at WSPS.

FOCUS ON QUALITY TO *MAXIMIZE THE VALUE* OF MALE DAIRY CALVES

By Veal Farmers of Ontario
CALF CARE CORNER

While several factors that influence the price of male dairy calves are out of producers' hands, one factor dairy calf producers do have control over is the quality of the calves they are selling.

Pricing for veal is cyclical. September to December is the strongest market for finished grain-fed veal cattle. This means greater demand for male dairy calves seven to eight months ahead of that time as veal producers fill barns to target that market. Meanwhile, softer demand is observed for animals that will be marketed through Easter, when processing capacity is diverted to other proteins.

The veal sector is also striving for responsible antimicrobial stewardship and reducing use, which means calves must be stronger when they arrive at the veal farm to allow for different on-arrival protocols that will prevent blanket treatments upon arrival. Margins in the veal industry are thin, and veal producers will say it is worth the money to pay for a quality calf that meets specific criteria.

If the compensation producers receive for their male dairy calves is a lot less than the average on Veal Farmers of Ontario's weekly market report—available on vealfarmers.ca—producers should take a step back and evaluate the calves they're selling. They should ask themselves the following questions:

- Does the calf weigh more than 90 pounds?
- Is the calf over eight days old?

Continued on page 34

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Focus on quality to maximize the value of male dairy calves, cont'd from page 33

- Is the calf bright, alert and well-hydrated?
- Has it received a full meal?
- Was it fed high-quality colostrum at birth?
- Does it have normal manure?
- Is its navel clean, dry and fully healed?

Ensuring all calves on the farm receive four litres of high-quality colostrum within six hours of birth and their first feeding as soon as possible will improve passive transfer of immunity. Male dairy calves leaving the farm are commingled at a young age before their immunity kicks in. Stress from transport can also reduce immunity and leave the calves more susceptible to disease. This makes having an excellent colostrum management program essential for every calf on the farm.

It's highly recommended calves leaving the dairy farm weigh more than 90 lb and are healthy—this means they are bright, alert and well-hydrated, and have a normal temperature of 38.5 degrees Celsius. Calves should be in good body condition and have a full abdomen from a recent feeding. Consider the last time the calves will be fed before they reach the veal farm—there may be multiple stops before they reach their destination and they could be hungry and dehydrated at the time of sale.

Also consider the calves' age prior to shipping. According to the updated Health of Animals Regulations: Part XII: Transport of Animals, if the calf is eight days old or older, it can go to a sales barn or assembly centre—calves younger than eight days cannot.

Be sure to send records, including birth date and time of last feeding. Calves must also be identified with an approved radio-frequency identification (RFID) tag, preferably with the button in the right ear. Many veal farms use automated feeders, which rely on proper tag placement.

The updated Health of Animals Regulations: Part XII: Transport of Animals have also identified conditions and symptoms that indicate a calf is unfit and will be more likely to suffer during transport—this includes wet, unhealed navels.

Find the full list of conditions at <https://bit.ly/2VmBVX6>. Calves with the conditions on this list may only leave the farm to receive care if the herd veterinarian has deemed it necessary. Do not ship calves that do not have a dry, healed navel or that have diarrhea. Ensure all meat withdrawals from treatments have been observed prior to shipping.

A University of Guelph study showed 26 per cent of male calves had a significantly enlarged



MAXIMIZING THE VALUE OF MALE DAIRY CALVES

Before you ship ask these questions

 <p>1 IS THE CALF HEALTHY?</p> <ul style="list-style-type: none"> • BRIGHT, ALERT AND WELL HYDRATED • NORMAL CALF TEMPERATURE 38.5°C 	 <p>5 DOES THE CALF HAVE SCOURS?</p> <ul style="list-style-type: none"> • DO NOT SHIP! • TREAT, IF NECESSARY, OBSERVE MEAT WITHDRAWAL
 <p>2 WAS THE CALF FED COLOSTRUM AT BIRTH?</p> <ul style="list-style-type: none"> • FEED FOUR LITRES WITHIN SIX HOURS OF BIRTH • FIRST FEEDING SHOULD BE AS SOON AS POSSIBLE 	 <p>6 IS THE CALF EIGHT DAYS OR OLDER?</p> <ul style="list-style-type: none"> • YES-THE CALF CAN GO TO A SALE BARN OR ASSEMBLY CENTRE • NO-THE CALF IS PROHIBITED FROM GOING TO A SALE BARN OR ASSEMBLY CENTRE • SEND RECORDS, BIRTH AND TIME OF LAST FEEDING
 <p>3 IS THE CALF OVER 90 LBS?</p> <ul style="list-style-type: none"> • STRONG AND HEALTHY • STANDING AND WALKING ON ALL FOUR LEGS 	 <p>7 WHEN WAS THE CALF LAST FED?</p> <ul style="list-style-type: none"> • IS THE CALF IN GOOD BODY CONDITION? • DOES THE CALF HAVE A FULL ABDOMEN?
 <p>4 DOES THE CALF HAVE A DRY HEALED NAVEL?</p> <ul style="list-style-type: none"> • IF THE NAVEL IS UNHEALED IT IS UNFIT, CANNOT LEAVE THE FARM UNLESS TO RECEIVE CARE RECOMMENDED BY A VETERINARIAN 	 <p>8 DOES THE CALF HAVE AN EAR TAG?</p> <ul style="list-style-type: none"> • MALE DAIRY CALVES LEAVING THE FARM MAY BE IDENTIFIED WITH A SINGLE RFID APPROVED BEEF EAR TAG

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navel with heat, pain, moisture or malodorous discharge when examined at arrival to a veal facility. Research shows calves with navel infections have a greater risk of dying and lower growth rate. It is imperative to have preventative measures in place, including a clean maternity pen area, excellent colostrum management and clean and dry bedding for housing calves. New research is currently underway to evaluate navels and navel care, including recommendations for best navel dipping practices.

Producers should communicate with their sales barn or drover, if that is their preferred method, to ensure there are no restrictions on which calf can be shipped. In recent years, sales barns in different areas of the province have had to restrict the size and breed of male dairy calves received. Always work with licensed dealers to ensure producers are protected under the Ontario Beef Cattle Financial Protection Program.

To maximize the returns from male dairy

calves, focus on the quality of calves being shipped. Interpret market signals and send strong, healthy calves—if they need to stay on the farm longer, producers should consider putting the infrastructure in place to provide flexibility to do that. As the veal industry continues to create opportunities to grow demand for Ontario veal and addresses issues with processing capacity, farmers will also feel the effects of a more stabilized market. 🍏




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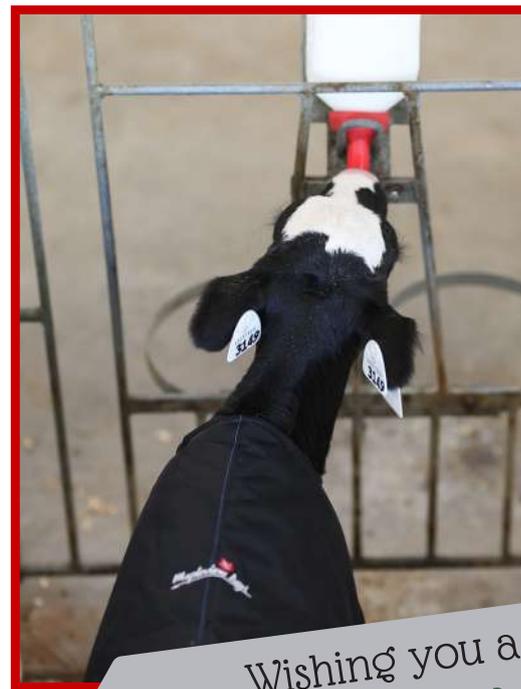
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» RECENT RESEARCH from Ireland examined the effectiveness of adding straw to a cow's diet where the comparison diet has balanced effective fibre from other sources.

FIBRE IN DAIRY RATIONS

Exploring research into effective fibre in dairy rations without adding straw

By Barry Potter
RUMINATIONS

More dairy farmers are pushing the limit of number of cuts of haylage per year in Ontario. They are looking for higher quality forage yields, leaving effective fibre to be balanced by the nutritionist and the total mixed ration (TMR). A popular option for providing that fibre has been straw.

Recent research from Ireland examined the effectiveness of adding straw to a diet where the comparison diet has balanced effective fibre from other sources. In this study, straw reduced dry matter intake (DMI) and milk protein content. No additional benefit in milk fat content or nutrient utilization was observed.

In a similar manner to Ontario, Ireland dairy farmers are pushing to have as many cuts of forage per year as feasible. Efficient dairy farmers are looking to drive DMI higher. Research shows DMI and milk yield increases by 0.22 kilograms per day and 0.33 kg/day, respectively, for every 10 grams per kg increase in silage dry matter digestibility. Additionally, higher quality forage allows producers to reduce the amount of more expensive concentrates in the ration.

However, as reduced maturity and increased quality of haylage occurs, fibre can be reduced. Having enough effective fibre in a diet is important for many aspects of milk production, including rumen function, digestibility efficiency and DMI. By stacking high-quality forage with high starch concentrates, research has shown highly productive cows that produced more than 45 kg/day experienced a reduction in milk fat content and fat corrected milk yield by 3.7 g per kg and 1.5 kg/day, respectively.

To supply effective fibre, many dairy rations include chopped straw.

The Irish study looked at providing milking cows with high-quality grass silage, as well as either high starch concentrate, high fibre concentrate, straw inclusion or no straw.

Groups of cows were fed one of four diets—high starch, high fibre, added straw or no added straw. *Table 1* shows the ingredient composition of high starch and high fibre concentrates offers, and *Table 2* shows the effects of concentrate type and straw inclusion on DMI and milk yield during the nutrient utilization study and on total ration digestibility coefficients.

Table 1: Ingredient composition of the high-starch and high-fibre concentrates offered (% , fresh basis)

	High-starch	High-fibre
Maize meal	54.2	22.7
Wheat		10.9
Soybean meal (high protein)	4.5	5.9
Rapeseed meal	4.5	4.4
Soya hulls (toasted)	11.3	18.2
Sugar beet pulp (dry)	9.0	19.1
Maize gluten	9.0	11.4
Protected protein (Sopralin)	4.5	2.7
Protected fat (Maxfat CS ^a)		1.8
Mineral/vitamin mix (Maxcare Dairy ^a)	1.8	1.8
Rumen buffer (Acid Guard ^a)	1.1	1.1
Yeast (Actisaf ^b)	0.1	0.1

^a Trouw Nutrition, Belfast, Northern Ireland, U.K.

^b Lesaffre, Marcq-en-Baroeul, France



Table 2: Effects of concentrate type and straw inclusion on dry matter intake and milk yield during the nutrient utilization study, and on total ration digestibility coefficients

	Concentrate type		Straw inclusion			P-value	
	High-starch	High-fibre	No-straw	Straw	SED	Concentrate	Straw
Silage DMI (kg/d)	12.5	12.5	13.4	11.5	0.58	0.825	0.007
Concentrate DMI (kg/d)	9.9	9.9	10.4	9.5	0.47	0.865	0.078
Total DMI (kg/d)	22.8	22.8	23.8	21.8	1.08	0.885	0.885
Milk yield (kg/d)	26.8	27.6	28.2	26.3	1.90	0.754	0.356
Digestibility coefficients (g/g)							
Dry matter	0.749	0.737	0.748	0.738	0.0119	0.291	0.406
Organic matter	0.748	0.742	0.749	0.740	0.0134	0.630	0.507
Nitrogen	0.604	0.601	0.600	0.605	0.0188	0.855	0.755
Gross energy	0.744	0.741	0.748	0.737	0.0138	0.720	0.441
ADF	0.757	0.757	0.769	0.755	0.0130	0.459	0.303
NDF	0.716	0.737	0.730	0.723	0.0151	0.185	0.621

DMI, dry matter intake; ADF, acid detergent fibre; NDF, neutral detergent fibre.

With the no-straw treatments, grass silage and concentrates were offered in the form of a TMR comprising 57 per cent silage and 43 per cent concentrate on a dry matter (DM) basis. With straw treatments, chopped barley straw was included in the diet at four per cent of total DM, replacing part of the grass silage component of the diet.

The high-quality silage in this study was 42 per cent DM and 17 per cent crude protein (CP). The high starch concentrate and high fibre concentrate had similar CP and gross energy, but differed in neutral detergent fibre (NDF) (25 versus 33 per cent) and starch (37 versus 23 per cent) as planned.

Continued on page 38

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Fibre in dairy rations, cont'd from page 37

COW PERFORMANCE ON VARIOUS DIETS

The cows on the diet with added straw ate less, including less DMI of silage and total DMI.

Body weight and body condition score were the same over all treatments. Cow manure fecal scores were also the same.

Adding four per cent straw in the diet reduced DMI by 0.7 kg/day. Milk protein content was reduced by 0.4 per cent, most likely due to the reduction of metabolizable energy in the diet. Straw reduces the flow of food through the digestive tract, leading to a feeling of fullness, thus reducing DMI. Although milk yield was unaffected by straw inclusion, both milk fat yield and milk protein were reduced due to the numerically lower milk yield (0.8 kg/day) and milk fat content (0.5 g/kg), and significantly lower protein content (0.4 g/kg) with the straw treatment.

One benefit of having straw in the diet was the slight change in the fatty acid composition. Milk from cows fed straw had slightly better C18:0, C18:1 and C20:0 fats, which is a combination deemed healthier for humans.

This study shows high starch concentrate diets can be formulated to supplement high-quality silage without adding additional fibre

sources. If the diet is offered as a TMR, this research indicates there is little benefit in adding straw if the concentrate fraction of the diet is designed appropriately.

DETERMINING WHETHER THERE'S ENOUGH EFFECTIVE FIBRE IN THE RATION

The study used parameters looking at overall rumen unsaturated fatty acid load (RUFAL), which is a number meant to show the total unsaturated fatty acid level entering the rumen from all feeds consumed each day.

It was designed to be a better indicator of fermentation disruption in the rumen than just relying on the percentage of fat added to the diet. High starch and high fibre diets were predicted to contain 21 g/kg and 20 g/kg DM RUFAL, respectively, with these values below the maximum recommended level of 25 g/kg DM.

Rations in this study also balanced acid load and structural fibre index using a system called NutriOpt. The acid load parameter is calculated on total fermentation products, including volatile fatty acid (VFA) and silage fermentation products, such as lactic acid, consumed from the diet. Structural fibre index looks at the effectiveness of dietary fibre to promote rumination.

Research shows DMI and milk yield increases by 0.22 kilograms per day and 0.33 kg/day, respectively, for every 10 grams per kg increase in silage dry matter digestibility.

An acid load of less than 50 units and a structural fibre index of greater than 100 units is considered ideal for rumen health when both parameters are considered together. The high fibre and high starch diets had a predicted acid load of 47 and 50, respectively, and a structural fibre index of 108 and 104, respectively.

By making sure TMR is balanced effectively and the cows limit their sorting, ruminant health, DMI and milk components can continue unabated.

Previous research has shown straw added in TMRs can be sorted if mixing is not effective or sticking agents are not added. Using high-quality forages with high-quality concentrates can be more effective and productive.

References

Supplementation strategies for lactating dairy cows offered very high quality grass silages: Starch-based or fibre-based concentrates offered with or without straw. Craig, A.; Gordon, A.W; Stewart, S.; Ferris, C.P. Livestock science, 2020-04, Vol.234, p.103973

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Barry Potter

is an agriculture development adviser with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA).



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Perspectives of Western Canada dairy farmers on the future of farming, cont'd from page 39

The Canadian dairy industry has been a leader in addressing these issues, being one of the first countries to develop an industry-led initiative—Dairy Farmers of Canada’s proAction Initiative—in response to some of these challenges.

Farmers are more likely to be motivated to follow such standards if policies are

aligned with their values and beliefs. In a recent study at the University of British Columbia, we set out to better understand farmers’ perspectives on standards of animal care on Canadian dairy farms, with a focus on the role of policies, such as those related to proAction.

The study focused on producers in Western Canada and was conducted through seven focus groups. The focus groups began with each participant writing down key words that

represented the must-haves on dairy farms in 20 years from now. The idea was to give farmers a chance to articulate their vision for the future of the industry.

We encouraged participants to focus on aspects related to animal care, but all answers were accepted. We summarized the ideas identified by the participants and used these to inform a discussion and elicit ideas on how to achieve these must-haves.

We found the most frequently mentioned must-haves included cow comfort, good employee management, good cow health management and advanced technologies. Participants also related good animal care on dairy farms to good working conditions for employees and profitability. Having public trust in the dairy industry was viewed as an important must-have, and participants believed one of the main benefits of mandatory policies for animal care was the potential to increase trust. Therefore, producers tended to support the development of animal care policies and saw these as increasing the legitimacy of the industry.

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Caroline Ritter

spent her Banting postdoctoral fellowship in the animal welfare program at the University of British Columbia. She recently started a position as an assistant professor at the Atlantic Veterinary College in the department of health management.

Katelyn Mills

is a PhD candidate in the animal welfare program in the faculty of land and food systems at the University of British Columbia.

Daniel Weary

is a professor in the animal welfare program in the faculty of land and food systems at the University of British Columbia and a Natural Sciences and Engineering Research Council of Canada industrial research chair in animal welfare.

Marina von Keyserlingk

is a professor in the animal welfare program in the faculty of land and food systems at the University of British Columbia and a Natural Sciences and Engineering Research Council of Canada industrial research chair in animal welfare.



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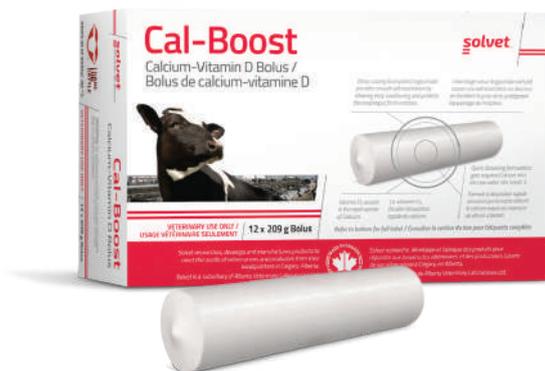
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* Weight includes rumen fluid absorbed by the bolus. 1-Data is available on file. 2-Dairy Research and Extension Consortium of Alberta, October 2020. Solvet is a subsidiary of Alberta Veterinary Laboratories Ltd.



SELECTING COWS FOR FEED EFFICIENCY, LOW METHANE EMISSIONS WILL SOON BE POSSIBLE

By Shelley Crabtree
APPLIED SCIENCE

In April 2021, Lactanet Canada will be releasing Canada's first genetic evaluations of traits for feed efficiency in Holstein dairy cattle. The evaluations are in the final testing and development phase, and once the tool is ready, dairy farmers can use the evaluations to select genetically superior animals for feed efficiency and low methane emissions.

The potential industry benefits associated with selecting dairy cattle for feed efficiency are considerable. Researchers estimate feed efficient dairy cattle may reduce feed costs by \$108 per cow per year and contribute to lowering methane emissions by 11 to 26 per cent.

The ability to perform genetic evaluations for feed efficiency is the result of a large-scale international research project called the Efficient Dairy Genome Project, funded by Genome Canada and multiple partners, including Genome Alberta, Ontario Genomics, ALMA, Lactanet and Dairy Farmers of Canada (DFC), with in-

kind co-funding from GrowSave and several other countries' support.

Launched in 2015, the Canadian team is led by Dr. Flavio Schenkel from the University of Guelph and Dr. Paul Stothard from the University of Alberta. The project was originally initiated by Dr. Filippo Miglior in his former role at the Canadian Dairy Network, now Lactanet Canada.

"Once data collection for a trait has been established, Lactanet geneticists must build the genetic and genomic system required to deliver evaluations on a routine basis," says Brian Van Doormaal, chief services officer at Lactanet Canada. "Here, research from preceding years becomes critical and forms the foundation for calculation methods and models to be implemented."

In Canada, data has been collected from three research farms: the Elora Research Station with the University of Guelph, the Dairy Research and Technology Centre with the University of Alberta and partner farm Sunalta Holsteins in Alberta.

The feed efficiency model measures dry matter intake (DMI), metabolic bodyweight

(MBW) and energy-corrected milk (ECM) traits. Researchers collected more than one million DMI records from more than 5,000 cows, and 11,444 records of methane emissions data from 1,223 cows. The team then developed the model to evaluate the feed efficiency of cows in two lactation periods—five to 60 days and 61 to 305 days in milk.

Feed efficiency and methane emissions data will continue to be collected from four herds in Canada—one commercial and three research stations—as well as from partner herds participating in the project from Australia, Denmark, Germany, Spain, Switzerland and the United States. Ongoing data collection will continue for another four years to increase the number of records to about 14,000 cows with feed efficiency records, and 5,000 cows with methane emissions records.

ADDITIONAL GENETICS PROJECTS

Three additional genetics projects will help support the acceleration and accuracy of genomic evaluations of novel traits, such as feed efficiency into the future. Those projects include:



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POWER BLE IN CANADA

1. Integrating genomic approaches to improve dairy cattle resilience: A comprehensive goal to enhance Canadian dairy industry sustainability – 2019-22

- **Project leaders:** Christine Baes from the University of Guelph, Ronaldo Cerri from the University of British Columbia, Flavio Schenkel from the University of Guelph, Marc-André Sirard from Université Laval and Paul Stothard from the University of Alberta;
- **Funding:** Genome Canada, Genome Alberta, Ontario Genomics, Genome British Columbia, Génome Québec, Lactanet (DairyGen) and multiple international partners.

2. Accelerating genetic gain for novel traits in Canadian Holstein cows – 2018-22

- **Project leader:** Flavio Schenkel from the University of Guelph;
- **Funding:** Dairy Research Cluster 3 (Agriculture and Agri-Food Canada, Lactanet – DairyGen).

3. Understanding the impact of cutting-edge genomic technologies on breeding strategies for optimum genetic progress in Canadian dairy cattle – 2018-22

- **Project leader:** Christine Baes from the University of Guelph;
- **Funding:** Dairy Research Cluster 3 (Agriculture and Agri-Food Canada, Lactanet – DairyGen).

Shelley Crabtree

is the communications and knowledge transfer specialist for the Dairy Research Cluster.

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CALL FOR APPLICANTS: **COW HEALTH MONITORING PROJECT** BY OMAFRA AND CATTLE SCAN

Animal health is a major driver of productivity in the dairy sector, though millions of dollars are lost due to health-related events and mortality. Currently, most farmers and herd managers monitor individual cows and the whole herd using mainly visual inspection. However, by the time visual symptoms appear, the disease has usually progressed to a point where a higher level of treatment and medicine is required.

There is an opportunity for farmers to use new technology to help identify sick animals sooner, reducing the use of antibiotics, animal death and overall production losses.

Cattle Scan is an Ontario-based company that has developed an affordable livestock monitoring system that tracks critical health and behaviour parameters, such as body temperature and water and feed intake of individual cows or an entire herd in real time using a sensor located inside the cows' reticulorumen. The system allows remote tracking on a 24-7 basis and can identify a sick animal two to three days ahead of visual symptoms, immediately sending a "health alert" to the herd manager.

During the project, selected dairy farmers will use Cattle Scan to track the events and receive recommendations from an expert group on how to improve protocols and increase profitability on their farms. The expert group will consist of bovine partitionists and academics from the University of Guelph, as well as industry experts.

Upon completion of the project, the group anticipates a positive impact on the involved individual farms and the industry as a whole. The results of the project will be disseminated to the dairy sector in Ontario, across Canada and abroad in early 2022 through Cattle Scan's website, industry magazine articles and special webinars for dairy producers.

Applications are now open to farmers and industry experts for this one-year project, closing at the end of February 2021. However, depending on the volume of applications, Cattle Scan may consider initiating a second cohort of participants and extend the application deadline and project length.

If anyone is interested in participating in this project as a dairy farmer or expert, visit www.cattlescan.ca/omafra-project for more information.

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KUBOTA DOUBLES HAY TOOLS WARRANTY PROGRAM

Kubota Canada Ltd. has announced it is furthering its commitment to the hay and forage segment by offering a two-year standard limited warranty across its comprehensive hay tools line, including balers, rakes and tedders.

Kubota is also offering a three-year standard limited warranty on the cutter bars and gear boxes of its entire range of disc mowers and disc mower conditioners. These new warranty programs are now available.

“Kubota is raising the bar in the agricultural equipment market with its new warranty offering,” says Yannick Montagano, vice-president of sales, marketing, service and engineering for Kubota Canada Ltd. “We know farmers face many challenges, but equipment should not be one of them. We are committed to the long-term success of our customers. We are confident in the quality of our products, and we are backing that assurance with longer warranty terms.”

The new two- and three-year warranties are among the industry’s best and are now available for all hay tools purchased at Kubota dealers across Canada in time for the 2021 hay season.

“Kubota has built a brand trusted for durable, quality-built equipment, and for listen-



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ing to its customers’ needs,” Montagano says. “This new warranty program is a testament to our commitment to our customers and dealers, providing market-based solutions as we grow together.”

Kubota’s hay tools are built on a long legacy of groundbreaking agriculture innovation that have been tested and proven in the hay and forage market for more than 100 years.

Not only has Kubota grown its product lines,

the company is growing its presence as well.

Along with expanding the company’s facilities and parts distribution centres, Kubota is also growing its team of product experts to better respond to customers’ needs.

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By Murray Sherk
DFO **BOARD CHAIR**

In January 2019, when I became board chair, we began adding this *Merry Chimes of a Farmer's Rhymes* section to the magazine. These poems, penned by my grandfather, were a way of reflecting on the past in a lighthearted fashion.

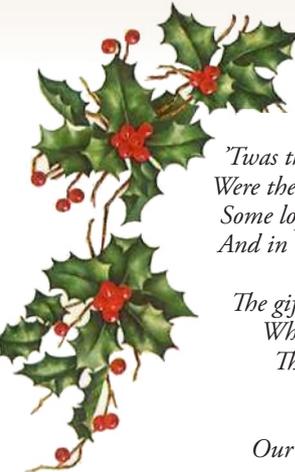
I have received a number of positive comments from those who have

enjoyed reading them. Changes are being made to the publication, and so this is the final month for the section.

In keeping with the theme of reflecting on the past, this entry is a chronicling of a family Christmas more than 50 years ago. Gatherings may look a little different this year as we navigate a COVID-19 world, but I hope you will find the opportunity to meet with family and friends in some way.

If you are interested in any of the poems, please email me at murray.sherk@milk.org. There are a number of published volumes covering a wide range of topics.

Christmas 1968



*'Twas the day before Christmas and strewn o'er the house
Were the children's belongings from school books to blouse—
Some lopped over chair backs, some slouched on the floor,
And in bathroom and bedrooms were scattered some more!*

*The gifts were all nestled 'neath bright-coloured spreads
Which in a few hours would be torn all to shreds!
They were piled high under the tinsel-clad tree
For no one to touch, but now just to see!*

*Our youngest son Harold, dismissed from the store,
Had Chevroleted to us a few days before;
Ron and Jeannette had arrived somewhat late,
Trying to escape a "car-in-ditch" fate;
As slow as molasses that day they had come;
The roads were the slipperiest yet—and then some!*

*Mother now had control of most of the food
Hoping soon would appear the rest of our brood.
I had finished my chores and just changed my pants
To dispel the barn smell and my figure enhance!*

*The hour grew late—it was now well past one;
Our stomachs were slack—the turkey well done;
Elaine's were not here—was something the matter?
Then in turned a car without any clatter!*

*The car door flew open and who should appear
But Elaine and her children, and Cia—the dear! (the dog)
Also Fern, the lone "outlaw," and to her with a grin
I flung wide the door and welcomed her "in!"*

*Herb, Sylvia and Sylbert, we're sorry to say,
With so far to come, did not make it that day.
Though joyful the time was in spite of that, this
Made a hole in our pleasure—there was something amiss.*

*At last all was ready—the dinner we face,
And Grandpa we honour in hearing his "grace".
And then we fall to, and the viands so rare
We take from the table and "sit on the chair"!*

There was turkey so tender, mashed taters and gravy;

*Red salads and cranberries and carrots cut wavy;
Yummy mince pie and cookies so dandy,
Christmas cake rich, and all kinds of candy;*

*Peanuts and candy as well as some fruit
Were displayed on the table as "after-meal" loot.
And when we were finished we were full as a toad—
Quite unsafe to juggle with all of that load!*

*The dishes were washed while the men "loafed" around,
And Ron patched a tire where a leak had been found.
Some carols were sung; piano duet we had;
Two flutes and Melodica, which sounded not bad.*

*Then the colourful presents were passed and unwrapped
And all their exciting contents were tapped:
Chocolates and gadgets and nice books and dishes,
And many more things with best Christmas wishes.*

*Murray, no doubt, thought himself well in luck
With hockey stick, baseball bat, as well as a puck.
And as for myself I might have done worse
For with some of "her" money Mom bought me a purse!*

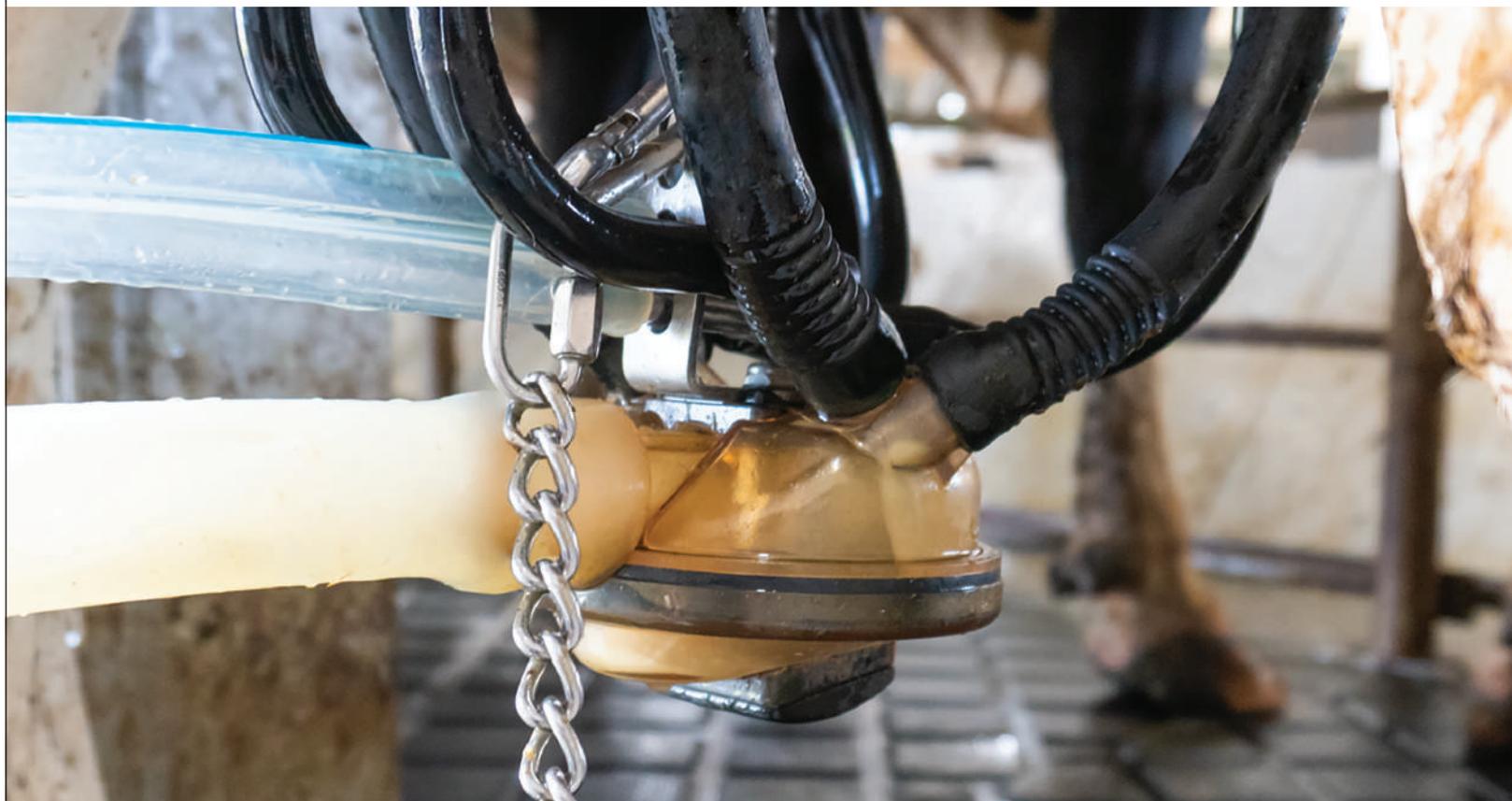
*(I hope she will grant me "Christmas-giving-release"
As I'd given, ere then, with "our" cash, a deep freeze!)
The wrappings were scattered in glorious array
Which Mother in time would put all away.*

*The time came too soon for the folks to reload
And for their own dwellings again hit the road.
And over the crest of the still-drifting snow
Once again we watched our dear children go:*

*Gordon, Elaine and the children were first;
Harold and Fern then through the drifts burst;
Ron's Volks gave a cough, a whine and a whistle
And then pointed eastward like a slow moving missile!*

*We waved them goodbye, turned off the front light
And slowly we watched them fade out of sight;
Once again we're alone—all still as a mouse—
With mute inner longings for a Christmas-strewn house!*





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Stantons Adagio-P 	2364	3291	1224	52	+03	52	+09	10	8	105
* Scenery-View Cliff-PP *RDC	2148	3177	940	64	+24	47	+14	11	9	104
* Dudoc Speedup-P	3523	3698	1359	86	+31	69	+21	11	11	112
* Drumdale Allday-P	3193	3546	903	93	+55	64	+30	9	8	108

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POLLED

DFO SOUTIENT LES HÔPITAUX POUR ENFANTS GRÂCE À UNE INITIATIVE SOCIALE UNIQUE

La campagne Milk and Cookies revient rallier les Ontariens à la cause avec des messages virtuels

Par Allison Williams

AUTEURE COLLABORATRICE

La campagne des fêtes Milk and Cookies est de retour pour une deuxième année en vue de soutenir les enfants hospitalisés, leurs familles et les travailleurs de santé de première ligne avec une nouvelle initiative formidable, dont une structure interactive en verre à lait de 18 pieds inspirant l'engagement social.

« Cette année, nous savons que les producteurs voulaient continuer à redonner aux communautés locales pendant les fêtes et montrer leur soutien aux familles qui en ont le plus besoin, surtout lorsque les choses seront différentes pour nous tous, déclare Sabrina Babooram, directrice des partenariats communautaires de Dairy Farmers of Ontario (DFO). Notre campagne Milk and Cookies de cette année pose la question suivante : 'Et si les Ontariens pouvaient soutenir les hôpitaux pour enfants en remplissant leurs verres autre qu'avec du lait?' »

Selon Mme Babooram, c'est l'inspiration derrière leur activation de médias sociaux qui utilise le mot-clic #FaitesLePleinDamour.

« Nous avons construit un verre à lait géant pour le 'remplir' de messages sincères adressés aux enfants et aux autres personnes qui passent les fêtes dans les hôpitaux afin qu'ils se sentent soutenus et aimés pendant cette période difficile », dit-elle.

Le verre à lait illuminé de 18 pieds de haut de DFO sera placé parmi d'autres œuvres artistiques et activités de fête au marché de Noël de Toronto dans le quartier des distilleries en



décembre. Le verre à lait affichera sur les réseaux sociaux des messages d'amour et de soutien, qui seront capturés et partagés avec les enfants, les familles et les travailleurs de première ligne dans les hôpitaux. « Plus il y aura de messages recueillis, plus le niveau de lait dans notre verre sera élevé », explique Mme Babooram.

Comme l'année dernière, DFO, avec l'aide de ses partenaires, fera un don de 500 000 \$ à l'hôpital SickKids de Toronto, en Ontario, et à d'autres hôpitaux pour enfants de l'Ontario, dont, cette année, le Children's Hospital de London, le McMaster Children's Hospital à

Hamilton et le Centre hospitalier pour enfants de l'est de l'Ontario (CHEO), à Ottawa.

« DFO rappelle également aux consommateurs le pouvoir et la magie du rituel du lait et des biscuits, ajoute-t-elle. Une partie de chaque achat de lait et de biscuits Oreo pendant la campagne soutient le don aux hôpitaux pour enfants ». DFO s'est associé à Mondelez Canada, le fabricant de biscuits Oreo, et à Metro, Sobeys, Fortinos, Longo's, Lactalis Canada, Agropur et Saputo pour promouvoir la campagne auprès des Ontariens.

Suite à la page F2

DFO soutient les hôpitaux pour enfants grâce à une initiative sociale unique, Suite de la page F1

La campagne de marketing entièrement intégrée a été lancée le 16 novembre et se poursuivra jusqu'au 24 décembre. Elle comprend une version mise à jour de la publicité télévisée « Big Believers » de l'année dernière, ainsi que du contenu sur les réseaux sociaux, des vidéos publicitaires numériques, des signalisations pour la vente au détail, des panneaux d'affichage numériques, des activités de relations publiques, telles que des segments d'actualités télévisées, une page de renvoi sur fillthemilk-glass.ca, et un panneau publicitaire mobile lors de la diffusion du défilé du père Noël de cette année à Toronto, en Ontario, le 5 décembre. En outre, DFO a recours à des camionnettes multimédias équipées d'écrans numériques qui diffuseront les messages de soutien directement dans les quartiers des hôpitaux.

« Pour garantir que le père Noël atteigne les enfants dans les hôpitaux, le verre à lait de DFO (que l'on espère sera rempli à ras bord de messages d'amour et de soutien) sera virtuellement transporté sur le toit de l'hôpital Sick-Kids à la fin de la campagne la veille de Noël », ajoute Mme Babooram.

Pour assurer la participation du plus grand nombre de personnes possible, les éducateurs en produits laitiers de DFO encourageront également les enseignants et leurs élèves à écrire des messages sincères aux hôpitaux pour enfants. Grâce à MilkUP, la marque de style de vie jeunesse du DFO, DFO tire parti des partenariats existants avec Maple Leaf Sports & Entertainment, les Sénateurs d'Ottawa, Live Nation et des influenceurs sociaux pour amplifier la campagne.

DFO a encouragé les producteurs laitiers à relancer l'engagement social en publiant leurs propres messages de soutien avec le mot-clic #FaitesLePleinDamour et en identifiant @ontariodairy et un ou plusieurs hôpitaux de leur communauté qui leur sont les plus chers. « C'est une excellente initiative, et nous sommes ravis de voir ces messages arriver, sachant qu'ils seront très appréciés par les personnes qui en ont le plus besoin pendant ces fêtes, conclut Mme Babooram. Merci aux producteurs de faire passer le mot et d'aider les hôpitaux pour enfants cet hiver ».

Allison Williams

est spécialiste en communications de Dairy Farmers of Ontario.

RÉFLEXION SUR LE BON VIEUX TEMPS



Par Murray Sherk
PRÉSIDENT DU DFO

A lors qu'une nouvelle année tire à sa fin, je suis souvent poussé à réfléchir sur les mois passés. Certes, 2020 a été une année unique. Jamais de notre vie nous n'avons été témoins d'une pandémie mondiale qui a profondément touché tant de personnes.

Certaines familles ont subi de graves pertes sanitaires et financières. D'autres pensaient au départ que cela ne durerait que quelques mois, mais neuf mois plus tard, nous nous trouvons au milieu d'une résurgence de la COVID-19 avec des restrictions sociales strictes dans de nombreuses régions du pays.

Nous avons également constaté que les nombreux défis qui nous ont été lancés ont donné lieu à de nouvelles façons de faire. L'avènement des réunions virtuelles a ouvert un tout nouveau monde de moyens de communiquer et de faire des affaires.

Il est désormais très facile d'organiser des réunions rapides où le contenu et les discussions peuvent être partagés avec les gens, quel que soit l'endroit où nous vivons. En tant qu'organisation, nous réalisons des économies considérables sur les frais de déplacement. Nous avons essayé les appels Webex avec les membres du comité des producteurs laitiers (CPD) et, cette année, nos réunions régionales d'automne se sont déroulées de cette façon. Nous avons enregistré la participation d'un plus grand nombre de membres du CPD que lors des réunions en personne dans le passé. En fait, 93 % des membres du CPD étaient satisfaits ou très satisfaits de l'expérience de la réunion virtuelle.

Nous continuons à évaluer ce que nous pouvons bien accomplir grâce à l'expérience virtuelle et les types de discussions qui justifieraient les réunions traditionnelles en face à face. En tant que conseil d'administration, nous constatons que les discussions qui sont stratégiques et qui nécessitent une co-création ou une séance de remue-méninges et une résolution collaborative des problèmes se font mieux en face à face.

Il y a également un aspect de l'établissement

de relations qui est difficile à réaliser sans être face à face. Lorsque nous nous rencontrons en personne, je trouve que les gens complètent la discussion, aident à établir le contexte et à approfondir les relations. Par ailleurs, il est difficile de bien remercier les personnes qui prennent leur retraite lorsque nous ne pouvons pas nous rencontrer en personne.

Si nous pouvons nous languir du « bon vieux temps » des réunions en face à face, je suis convaincu qu'une fois la pandémie apaisée, nous irons de l'avant avec un modèle hybride d'interaction - en continuant avec ce qui fonctionne bien virtuellement, tout en organisant les rencontres plus traditionnelles, le cas échéant.

Je tiens à saluer le travail acharné et novateur de notre conseil d'administration et de notre personnel cette année, ainsi que leur volonté d'intervenir et de résoudre tous les problèmes auxquels nous avons été confrontés, y compris :

- L'urgence initiale de mettre en place un programme de désinfection adéquat pour que notre lait puisse être ramassé en toute sécurité;
- La gestion de la fluctuation spectaculaire de la demande au printemps;
- La collaboration avec d'autres provinces, la Commission canadienne du lait et les transformateurs afin de mettre en place des programmes nationaux pour faire face à l'évolution du marché;
- L'achèvement des plans de mise en œuvre de l'accord Canada-États-Unis-Mexique;
- L'adaptation des activités de marketing, du développement commercial et des programmes éducatifs sur les produits laitiers à la nouvelle réalité.

L'année a été vraiment difficile, mais malgré cela, nous avons confirmé que la gestion de l'offre fonctionne et nous pouvons être fiers de la manière dont nous nous sommes adaptés.

Le temps nous le dira, mais j'espère que nous nous pencherons sur cette période de l'histoire et que nous découvrirons certains aspects positifs au cours de cette période; le temps passé à la maison avec la famille en sera un pour moi. Quelle que soit votre situation, j'espère que pendant cette période des fêtes vous pourrez trouver des moyens d'interagir avec votre famille et vos amis et découvrir un sentiment de paix, d'espoir, d'amour et de joie.



LES OFFICES DU P5 AJOUTENT UN JOUR D'INCITATION ET AJUSTENT LES QUOTAS POUR RÉPONDRE À LA DEMANDE

Par Jennifer Nevans
RÉDACTRICE

Les offices du P5 s'attendent à ce que la demande du marché dépasse les prévisions des prochains mois, et c'est pourquoi ils ont accepté d'accorder un jour d'incitation supplémentaire en décembre, exclusivement aux producteurs traditionnels.

Pour aller dans le même sens, en raison de l'augmentation prévue de la demande pour l'année laitière 2020-2021, les offices du P5 ont aussi accepté d'augmenter le quota vendable alloué à leurs producteurs de deux pour cent à compter du 1er décembre 2020.

« La demande de lait canadien se porte toujours bien malgré la situation actuelle, malgré la fermeture de certaines régions, des terrasses de restaurants pour l'hiver et la réduction de l'aide gouvernementale, » observe Patrice Dubé, directeur de l'économie et du développement politique à Dairy Farmers of Ontario. « Jusqu'à présent, la demande ne

montre aucun important signe de faiblesse. »

Par ailleurs, le nombre limité de jours de crédit prévus pour les fermes laitières de la Nouvelle-Écosse et de l'Ontario à la fin de l'année laitière aurait entraîné une baisse de la production dans ces deux provinces si les offices du P5 n'avaient pas émis de signaux de production supplémentaires.

Les stocks de beurre ont atteint 27 600 tonnes à la fin octobre, et les stocks de beurre prévus atteindraient un peu moins de 30 000 tonnes en juillet 2021, ce qui est inférieur à l'objectif de 35 000 tonnes pour la fin de l'année laitière. De plus, les importations réelles ont été inférieures au niveau accordé et prévu dans le cadre des différents accords commerciaux pour cette période. Ces facteurs donnent au secteur la capacité de mettre plus de lait dans le système.

En matière de demande à long terme, Patrice Dubé est d'avis que si le secteur de la restauration peut continuer à trouver des moyens créatifs de rester en activité, alors le secteur éviterait une grave récession et n'aurait à composer qu'avec une légère récession.

« Normalement, le secteur laitier peut encore se comporter relativement bien dans une légère récession parce que la population mange plus souvent à la maison, ce qui est bon pour la vente au détail, sachant que les restaurants et les services alimentaires sont encore ouverts », précise le directeur, ajoutant que la situation économique globale semble plus positive à l'avenir qu'elle ne l'était il y a quelques mois.

Les ventes au détail restent fortes. Sur la période de quatre semaines se terminant le 3 octobre, les ventes au détail de lait, de crème liquide, de yogourt, de crème glacée, de fromage et de beurre ont augmenté respectivement de 3,6, 11,4, 0,5, 10,9, 8,1 et 13,4 % par rapport à la même période l'an dernier.

L'objectif premier des offices du P5 est de surveiller en permanence la situation du marché laitier et de répondre à la demande de la manière la plus optimale possible. En ces temps incertains, les offices du P5 continueront à adapter les signaux de production pour répondre aux changements du marché, selon les besoins. 

PRIX DU QUOTA QUOTIDIEN (\$/kg)

NOVEMBRE PRIX

PROVINCE	Prix/kg	Montant voulait/kg	Quantité à vendre/kg	Quantité achetée/kg
Alberta	44 075 \$	350,00	168,47	93,00
Saskatchewan	35 500 \$	16,00	37,00	16,00
Colombie-Britannique	36 500 \$	1898,37	62,37	62,37
Manitoba	32 900 \$	330,55	386,64	98,25
Ontario	24 000 \$	18 074,82	217,51	217,52
Québec	24 000 \$	17 575,47	322,95	322,32
Nouveau-Brunswick	24 000 \$	459,30	29,10	29,10
Nouvelle-Écosse		Échange annulé		
Île-du-Prince-Édouard	24 000 \$	280,30	26,33	26,33

*Terre-Neuve n'utilise pas d'échange mensuel de quotas

**Plafond de 24 000 \$ en vigueur en Île-du-Prince-Édouard Nouveau-Brunswick Ontario Nouvelle-Écosse et le Québec



Retenues en Ontario

Pour octobre 2020

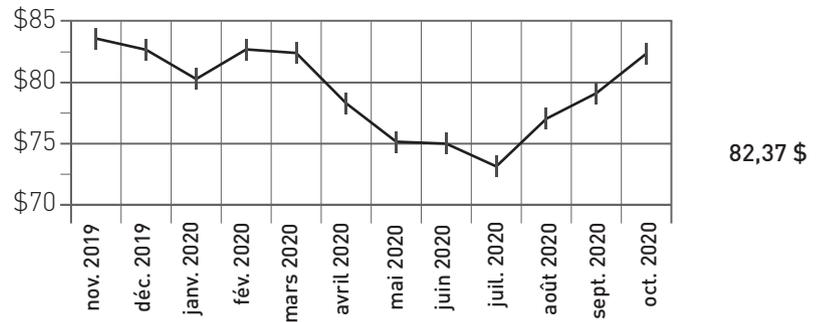
	Intérieur quota *par hL	Excédent de quota *par hL
Administration DFO	0,625 \$	0,625 \$
Recherche DFO	0,050 \$	0,050 \$
CanWest DHI	0,060 \$	0,060 \$
Transport	2,620 \$	2,620 \$
Expansion de marché	1,500 \$	1,500 \$
Total de retenues	4,855 \$	4,855 \$
Total net moyen	77,519 \$	-4,855 \$

*Ces équivalents par hl sont calculés d'après la composition moyenne ontarienne pour octobre 2020 de 4,18 pour la M.G., de 3,27 pour la protéine et de 5,93 pour les A.M.S., et arrondis au centième près.

Le prix réel du transport pour octobre 2020 était de 2,620 \$ l'hectolitre.

REVENU BRUT MOYEN EN ONTARIO

Retenues brutes moyennes par hL, basé sur la composition mensuelle provinciale kg-par-hL.



PRIX BRUT ACCORDÉS

Pour octobre 2020

	M.G. par kg	Protéin par kg	A.M.S par kg	REVENU par kg de M.G.	REVENU *par hL
Prix intérieur-quota	10,61 \$	8,74 \$	1,62 \$	19,70 \$	82,37 \$
Excédent de quota	0,00 \$	0,00 \$	0,00 \$	0,00 \$	0,00 \$

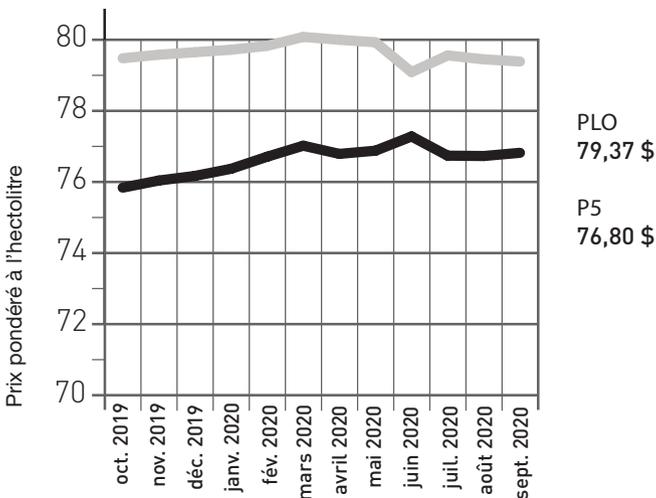
En octobre, 3351 producteurs ont livré du lait au DFO comparativement à 3410 l'an dernier.

PRIX PONDÉRÉS DU P5 ET DU POOL DE L'OUEST*

Le graphique ci-dessous montre le prix pondéré de 12 mois pour les provinces du P5 et le pool de lait de l'Ouest (PLO).

*Ces chiffres sont fournis avec un décalage de trois mois

— Prix pondéré du P5
— Prix pondéré du PLO



PROPORTION DE MATIÈRE SÈCHE DÉGRAISSÉE À LA MATIÈRE GRASSE (M.S.D.-M.G.)

Ce graphique montre la proportion de M.S.D.-M.G. en Ontario pour les 12 derniers mois par rapport à sa proportion ciblée de 2,1722.

— Proportion de M.S.D.-M.G. en Ontario
— Proportion ciblée de M.S.D.-M.G. en Ontario

