The 30th Annual SOUTH WESTERN ONTARIO

DAIRY

SYMPOSIUM



Thursday, February 21, 2013

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The 30th Annual SOUTH WESTERN ONTARIO DAIRY SYMPOSIUM



THE PROGRAM

9:00 a.m.	Exhibits Open, Registration and Coffee		
10:20 a.m.	Welcome		
10:30 a.m.	"Mastitis Treatment Decisions" Dr. David Kelton, Ontario Veterinary College, University of Guelph		
10:50 a.m.	"Social Media and Your Farm Business" Andrew Campbell, Fresh Air Media and Bellson Farms		
11:10 a.m.	"Difficult Calving, Dead Calves and How to Avoid Them" Dr. John Mee, Moorepark Research Centre, Ireland		
12:10 p.m.	Roving Hot Lunch (featuring novel and Canadian dairy products)		
1:40 p.m.	"Trade Talks, World Markets and What It Means for Canadian Dairy Farmers" Richard Doyle , Dairy Farmers of Canada		
2:20 p.m.	"The Customer is Always Right, and She Wants Welfare Standards" Toon van Hoof, Director of the Dutch Farm Organization ZLTO		
3:10 p.m.	Speak Your Mind! (open microphone session sponsored by Gay Lea Foods)		
	Gay Lea		

- 3:30 p.m. Adjournment
- 4:00 p.m. Exhibits Close

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MASTITIS TREATMENT DECISIONS - JUST THE FACTS!

David F. Kelton, DVM, PhD Department of Population Medicine University of Guelph

Mastitis is among the most costly diseases of dairy cattle. It is a complex disease with many causes, many presentations and many treatment options. Prevention remains the most effective means of controlling this disease. Prominent national (Canadian Bovine Mastitis and Milk Quality Research Network: www.mastitisnetwork.org) and international (National Mastitis Council: <u>www.nmconline.org</u>) organizations have established programs that producers and their veterinarians can adapt to their unique circumstance. There is no simple treatment decision algorithm for mastitis. A farm specific targeted approach to treating mastitis must be developed with the herd veterinarian and implemented consistently by farm personnel. The key components to the treatment plan are:

1. Decide on a definition for a 'case' of mastitis:

- Clinical cases will vary from MILD to MODERATE to SEVERE in presentation and are often the target of therapy
- Subclinical cases may be identified and defined on the basis of elevated SCC, increased conductivity, elevated lactate dehydrogenase (LDH) or differential SCC, and may or may not require treatment, although the recent reduction in the provincial bulk tank SCC penalty level has prompted discussion about therapy for 'millionaires'
- New technologies are challenging our traditional definitions of mastitis; we have much to learn about how best to use these technologies to identify important mastitis cases
- Don't forget about the 'old' tried and true California Mastitis Test (CMT)
- Regardless of the definition(s), early detection is a key to treatment success

2. Decide which 'bug' is causing mastitis:

- On-farm culture based systems to identify the bacteria or class of bacteria causing mastitis have long been advocated and discussed, although they work best on large commercial farms where the volume of cases allows farm staff to become proficient in using the system
- Culture of fresh milk samples by the herd veterinarian or a regional diagnostic laboratory offers higher quality results, however the delay in reporting those results to the farm makes it impractical as a guide for cow-specific treatment
- PCR techniques offer some advantages and disadvantages over culture-based systems, and must be used and interpreted with caution
- Periodic culturing of frozen samples from a series of mastitis cases identified over time can help to establish a herd profile (a list of the bacteria most often associated

with specific types of mastitis case) which is used to decide which 'bug' is causing the 'next' case of mastitis

3. Decide which cows to treat and which ones not to treat:

- Moderate to severe cases often require some degree to treatment (the herd veterinarian should provide guidance in developing treatment protocols), although antibiotics may not be included in every protocol
- Decisions about treating mild clinical and subclinical cases are more complex, and should take into account the age of the cow, the stage of lactation, whether the case is a first case or a recurrent case, what the most likely 'bug' is and how 'valuable' the cow is to the herd
- Accurate herd and cow records are invaluable for this step in the process

4. Decide which drug works best:

- Many drugs are approved for the treatment of mastitis in lactating dairy cattle
- Be sure to use drugs consistently and according to their label directions following clearly described treatment protocols (developed in consultation with the herd veterinarian)
- Record all treatments AND treatment outcomes, both successes and failures
- Review outcomes with the herd veterinarian periodically to decide if a change in the protocol might be needed



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SOCIAL MEDIA & YOUR FARM BUSINESS

Andrew Campbell Fresh Air Media/Bellson Farms

Introduction:

When many farmers think of social media today, they think of a lot of time wasted. Farm Credit Canada did a survey among farmers and found that about two-thirds didn't see themselves using it as a business tool. The majority of farmers saying this is because they are either too busy and don't have the time, or they don't see value. This technology is the same as the computer, internet and mobile phones. As farmers get comfortable with it and find value, we make time. This is an overview of what social media tools exist today, and how farmers can find business value by using it.

The Tools:

Social media is more than a few popular websites. Social media is a fundamental shift in how we share and consume information. The morning newspaper and late night news no longer have the same control and power they once had. Today we can find information on any subject, find people who share our viewpoints and consume it all at any time of day or night. We control what we see and when we see it. Here are some of the top tools that are used today.

Facebook:

Facebook is considered the behemoth when we talk social media. With over 1 billion active users and 500 million people signing in per day, it is hard to ignore. The tool allows you to share photos, text, video and more with your friends and family. You can also 'Like' pages that range from companies to news organizations, causes to clubs. This helps you control what information arrives at your home page when you log in to Facebook by your desktop computer or smartphone. When it comes to agriculture uses, it is common for our marketing organizations (like Dairy Farmers of Canada's 100% Canadian Milk campaign) to reach out to potential customers. Credit has to be given to the meat and milk organizations who are among the best at using Facebook to promote recipes, product quality and more. If you or your family are members of Facebook, it would be a good idea to 'Like' the brands that you pay a check-off towards and share with your own network. It can be a good opportunity to spread our message. From a farm business perspective, Facebook is not as popular as some. A lot of information can be tied up in Facebook, making it difficult to filter the business information from the personal information. It is not a favourite for farmers to share ideas and information with each other.

YouTube:

YouTube is the second most popular search engine in the world. (Behind Google, who owns YouTube). 4 billion hours of video are watched every month. 72 hours of content are uploaded to the site every minute. It means hundreds of thousands of years worth of video content can be watched, shared, commented on, liked and more. Amazing for a website that was started by three guys in 2005. Besides sensations like 'Gangnam Style' and 'Charlie Bit My Finger', YouTube can actually be an incredible resource for information. How-To and instructional videos can help you identify and solve common problems like mechanical or computer issues. You can also use the tool to upload a video of what you are seeing, and share that content with advisors. By creating a profile on the site, you can also ask questions of content creators or get recommendations for other videos based on what you've already watched.

Twitter:

Twitter boasts a user base of over 500 million, and sees about that many tweets per day. (A tweet meaning a Twitter message) Laying out my bias, this is my favourite tool for a number of reasons. The first and most important is the length of messages. With only 140 characters allowed per message, there is no time to ramble. Users must be brief, or Twitter cuts you off. The second reason I like it so much is because of the number of agriculture people you can find. From dairy farmers to vets, crop agronomists to policy makers, accountants to advisors, they are all easy to find and 'Follow'. By following a particular person, their latest tweets will show up in your Twitter homepage. The third reason I like it, is because it is not a personal social media tool. If you aren't getting good information from a particular person, you unfollow them. If you don't have any interest in tweeting, you don't have to. Twitter can be whatever type of tool you want it to be. If you are new to Twitter, trying searching for terms like #OntAg, or #Dairy. Using these 'hashtags' will help you find content and people that you are interested in.

Others:

There are thousands of other social media tools. From Instagram for sharing photos, to Google+, from Pinterest to Flickr there is a tool that can be for you, and can deliver information you want. The biggest hurdle is to simply try something. If you don't like it, try something else. But keep in mind, social media is not going anywhere so it is likely best to start getting comfortable with the technology as it evolves into the most common way to share information.

Warnings:

Like everything, there is always a down side. The downside here is simple. Whatever you share, consider it on the Internet forever (even if you delete it). When you post content, think about how someone can interpret that – especially non-farmers. You don't want to be creating content that animal activists can use against you or the industry.

Final Notes:

As I mentioned earlier, social media is here to stay. You might as well get comfortable with it and learn how it can help your own farm business. If you try something and aren't finding value, simply try something else. Asking fellow farmers, sales representatives and other professionals on your team about how they use social media can be useful, and may help you learn some of their tips and tricks. It can provide a great resource of information at the same time as creating an informed community to ask questions when you want ideas and answers.









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PRACTICAL TIPS FOR BETTER CALVING MANAGEMENT

Dr. John Mee Principal Veterinary Research Scientist, Teagasc, Animal and Bioscience Research Department, Moorepark Dairy Research Centre, Ireland <u>john.mee@teagasc.ie</u>

Introduction

Each year many producers have major problems with hard calvings and weak or dead calves at birth. Some producers are good at getting calves out alive, and some are not. Good calving management is not something you learn in school, it is something you learn by experience – and it is always better to learn from someone else's experience. The best way to learn good technique is to watch your veterinarian closely when delivering a calf at a difficult calving.

Good calving technique

This paper sets out the basic principles of good calving management and how you can go about improving your calving skills using a series of photos to illustrate some of the key points. It is no harm every so often to have a refresher course on what to do and more importantly what not to do at a problem calving.



HAVE PATIENCE

Most cows don't need any assistance to calve so leave them alone to get on with the job naturally. Heifers will generally take more time to settle down to calve and when they do they are slower to complete the job. The key is progress. If the calf is normally presented, as shown above, and she is forcing intermittently, don't disturb her. In this photo you can see that both legs are correctly presented (if the calf was coming backwards the hooves would be turned upside down). Critically the muzzle and nose are well out indicating that she has made good progress by herself without interference. Premature assistance can result in a hard calving, torn birth passage, leg fractures (see photo) and a dead calf. However, if after two hours of attempting to calve she has not succeeded you will need to check why the delay. The '*two hooves-two hours*' rule. Firstly restrain the cow safely then using a lubricated gloved hand examine the calf and the birth passage. Depending on what you find you may decide to give her more time, assist her now or call for your veterinarian.



ASSIST WITH CARE

If you decide to assist you can do so by pulling on the legs without any ropes where only minor traction is required. Good lubrication around the calf makes pulling a lot easier if it has dried out after a prolonged calving. Clean calving ropes are essential to avoid introducing infections into the womb which can set up a metritis after calving. As shown in this photo, coloured calving ropes are a good idea as you are less likely to lose them in the straw bedding. The ropes should be put on above the fetlocks with the knots on the underside of the calf's' legs as shown here. Double knotting of the ropes, above and below the fetlock, may spread the tractive load on the calf's legs.



SETTLE THE CALF PULLER

If you are on your own at calving or have a bad back, as most producers do, a calf puller is a great asset. However, misuse of the calf puller is the primary cause of severe calving injuries to newborn calves. A calf puller gives you the power of seven men pulling together. The old style T-bar calf puller will often slip down when the pressure comes on the calving ropes thus relieving the strain on the calf's legs. However, the calf puller in this photo has a non-slip breeching piece or head. This means that as it won't slip down the pressure on the calf's legs can be much greater than that with the T-bar calf puller. The calf puller shown here is designed to stay up on the cow throughout the calving if correctly positioned initially (non-slip). The key is to settle the calf puller so that the shaft is at an upright angle when it is first placed on the cow's vulva. This will keep the calf puller in place when you start to lever and pull. While you are using the calf puller it is important to regularly check how tight the birth passage is around the calf, as seen in this photo, to determine whether you need to pull more or to relax more.



LEVER-RATCHET-RELAX

Although we call it a Calf Puller, jacking the calf out just by pulling harder and harder is a sure fired way of injuring the heifer and killing the calf even before he is born. Assisting the cow with a calf puller has three key stages. Firstly, lever the shaft downwards only when the heifer forces. Secondly, when she stops straining take up the slack on the ropes by ratching and thirdly, lift the shaft upwards to relax the pressure on the calf when she relaxes. Thus you are assisting the cow's natural forcing, which is always intermittent, rather than simply putting on the calf puller and continually pulling till the calf comes out, in whatever state. In the initial stage of assisting the calf will be levered straight out until the back of the head emerges, as shown in this photo. Pulling out the distance between the tip of the calf's muzzle and the back of its head is the most difficult part of most calvings and needs to be taken slowly.



TWIST BEFORE YOU LOCK

Once the head and chest are fully out you can start to rotate the breeching piece or head of the calf puller. This is critical if the calf is oversized. Big calves get caught at the hips. The best way to prevent this happening is to rotate the body of the calf before the calf's hips enter the cow's pelvis. If the calf does get stuck at the hips the first thing to do is to ensure the calf is alive and breathing normally. If not, start resuscitating the calf. As you can see in the photo above, as the calf's chest is fully out of the heifer it can now begin to breath if stimulated. Relieving a hiplock can take time and during this time the vitality of the calf is often forgotten in the panic to get him out. Correcting a hiplock can be done by rotating the calf's hips or the heifer's hips. To rotate the calf's hips you need to twist the calf's body using the chest and front legs as levers. To move the cow's hips try to get her to stand up. This movement alone can relieve the hiplock. Continued pulling without correcting the hiplock will cause damage to the nerves on the inside of the cow's pelvis resulting in a downer heifer after calving.



BORN BUT BREATHING?

Once the calf is out, check that it is breathing normally. This is more important than checking whether it is a bull or a heifer. If in any doubt suspend the calf upside-down for a short period of time (never longer than a minute). This drains both the lungs and windpipe and the stomach fluids, enabling better lung oxygenation. Be careful if hanging the calf on the bars of a gate as this may cause injuries if done roughly or for too long. A simple way to suspend the calf is to put the calving ropes high on the hind legs and pull the calf upwards using the calf puller. Pouring cold water in the ear of the calf (see photo) or sticking a finger or straw into its nostrils induces a gasp reflex which initiates breathing. Once the calf has begun to breath sit the calf up on its breast bone (see photo). This facilitates efficient aeration of both lungs. If the calf is weak, cold, shivering and wet, dry it off and place it under an infra-red lamp. Have a chat with your local veterinarian about using stimulating products if you have had a few weak calves requiring resuscitation.



CLEAN UP

After the calving it is easy to just hang the dirty ropes up on the calf puller and leave them in the calving unit until they are needed again, especially if there is no tap nearby. However, it's easier to clean both when they are already wet, as shown in these photos, and leaving them dirty increases your risk of spreading infection from cow to cow at calving. This is important as the cow's immune system is at its lowest around calving so cows pick up infections much easier at this time of the production cycle. If the calf puller did not get a good scrubbing after the last calving, now is a good time to give it clean it up and oil it as necessary. Be careful using ropes that you might have used to pull a premature calf or an aborted calf as these present a high risk of infection transmission at the next calving.

CALVING KIT CHECKLIST

- ✓ I have cleaned out the maternity pens and the calving camera is working
- \checkmark The calf puller is cleaned up and I have new coloured calving ropes
- ✓ I have plenty of lubricant, navel solution and a stomach feeder
- ✓ Finally, I have the vet's mobile number!

'HOLSTEINIZATION AND NEONATAL CALF LOSSES – A WORLDWIDE PERSPECTIVE'

Introduction

Neonatal calf loss, within 48 hours of calving, is re-emerging as a major issue for producers. Recent studies show an increase in calf losses, particularly in heifers, in dairy industries worldwide. The problem is particularly important in Holsteins as they are the most widely used dairy breed globally. This phenomenon of the spread of Holsteins into indigenous dairy cattle populations internationally is called 'Holsteinization'.



Neonatal calf loss rates internationally

There is wide variation in neonatal calf loss rates around the world. However, some countries stand out. Most concern centres on the high neonatal loss rates in heifers' calves. Calf loss rates in Holstein heifers in the US (12%) and in Canada (10%) are high by international standards even allowing for the differences in the definition of neonatal loss in the US (0-48 hours) and in Canada (0-24 hours) and the voluntary nature of recording.

High neonatal loss rates are not however confined to the Holstein breed. In fact the highest neonatal calf loss rate in dairy heifers in the world occurs in indigenous cattle in Iceland (23%), a country that has never imported Holsteins. Some of the lowest neonatal calf loss rates in heifers occur in Scandinavian breeds (e.g. Norwegian Red 3%; Swedish Red 3.6%).

Obviously there is also wide variation within breeds and between herds (0-30% has been recorded) within each country so the effect of herd management can be far more important than the breed effect.

So why are loss rates high in Holsteins?

Unlike some of the other dairy breeds, Holsteins were genetically selected throughout the 20th century to maximise milk production. Traditionally in many countries there has not been emphasis on functional health traits such as calving ability and calf viability. In contrast, Scandinavian breeders have been selecting against poor calving ability and poor calf vitality in their dairy breeds for generations.

In addition, selection within a relatively small effective genetic base has resulted in increased inbreeding rates in Holsteins with resultant increased risk of neonatal calf mortality.

The result of these genetic influences is that both poor calving ability and calf vitality occur at a high rate in Holsteins. This difference was clearly shown when Holsteins were imported into Scandinavia where they had higher neonatal calf loss rates than the indigenous Scandinavian cattle.



What's different about Holstein calves?

Firstly, Holstein calves tend to be bigger than other dairy breed calves due to selection for greater stature in dairy type. Once Holstein calf birth weight goes above 45kg the risk of difficult calving increases significantly. This in turn increases the risk of neonatal mortality.

However, there is also evidence of increased calf mortality in Holsteins independent of calving difficulty. This suggests that some calves may be inherently less viable even where the calving is normal.

What can the dairy industry do about it?

Well to start with not all Holsteins are the same. There is wide variation within the breed between Holstein genotypes and between Holstein sires and dams in their calving ability and neonatal loss rates. This variation can be exploited in genetic selection programmes.

To do this requires national consensus on the genetic selection goals for each dairy industry. For some industries weighting more of the genetic selection index towards functional traits and less to milk volume may not be an economic priority while in others it may be an imperative. And this may change over time as the relative economic value of production and non-production traits change.

In the near future it will be possible to identify genetic markers associated with high calf neonatal mortality not just in research studies, as at present, but at dairy industry level. This information will be used as a tool to aid in genomic selection of the sires of the future.



How can the producer prevent high calf losses?

While some farmers with Holsteins have high neonatal calf losses there are many who do not and then there are many who do not recognise such losses as abnormal – '*bad becoming normal*'. Recognition, recording and re-prioritization of the problem are key to prevention.

The basic principle of preventing neonatal losses is to analyse the decisions you make throughout the production cycle which can impact this variable.

So for example, when you decide which semen to purchase you can choose sires that will not result in more calving difficulty, particularly in heifers. The age and weight at which you mate your heifers will have an influence on their ability to calve down naturally. Prior to or during pregnancy the decisions you make about which vaccination and herd health measures you adopt can influence the viability of your neonatal calves.

In the last third of pregnancy your management of the body condition and nutritional status of your heifers and cows has a critical bearing on the calving performance of the dam and of the viability of her fetus during calving.

Closer to fullterm, how often you observe for signs of impending calving and when you move pregnant cows to the maternity unit can both affect the chances of calving going smoothly or not. During calving whether you are present or not, how and when you intervene, what you do to revive a weak newborn calf and when you feed colostrum and dress the calf's navel all affect your chances of successfully producing a healthy calf.

Finally, where calf death does occur necropsy examination should form part of the SOP for controlling high calf losses. If you or your veterinarian don't know why the calves are dying it's difficult to be specific about control measures.

Many of these decisions are made subconsciously without regard at the time to their potential future impact on neonatal calf mortality – being conscious of this impact can be the difference between having problems and having productive herd replacements – it is improvement by the aggregation of marginal gains.

Summary

High neonatal calf loss rates are a re-emerging problem, particularly in Holstein heifers. Genetic selection policies of the past contributed to this problem. And genetic selection policies of today are part of the solution to the problem. At the farm level the producer has considerable influence over many of the risk factors causing high neonatal calf loss once they recognise it as a problem and prioritise change.

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TRADE TALKS, WORLD MARKETS AND WHAT IT MEANS FOR CANADIAN DAIRY FARMERS

Richard Doyle Executive Director Dairy Farmers of Canada (notes by Yves Leduc, Director, International Trade)

- Worldwide there are 141 million dairy farms, milking 350 million cows, producing 621 million tonnes of milk.

- Canada has 12,529 dairy farms (2012), and 959,100 milking cows producing 8.93 million tonnes of milk (1.4% of world production).

- The average farm size in the world is 2.5 cows, producing and average of 2,000 kg per cow.

- The average farm size in Canada is 77 cows, producing an average of 8,000 kg per cow.

Domestic Milk Prices

- Milk is a highly perishable agricultural product and it is largely a domestic product consumed in the country where it is produced. Approximately 9% of total milk production is traded.

- Canadian dairy farmers decided more than 40 years ago to concentrate their efforts on the

domestic market. Market conditions prevailing at the time were not entirely different than today.

- International trade agreements allow the maintenance import control measures, a critical pillar of our supply management system.

- Ongoing trade talks, whether at the WTO, CETA or TPP have the potential of affecting our import control measures.

- As illustrated in Fig. 1 milk prices in most countries are quite volatile



Fig. 1. Producer milk prices per year expressed as a % of the price in the year 2000

- Farm gate milk prices in Canada have increased a average of 2.9 % per year since 2001. In New Zealand they increased14.7% annually from 2001 to 2006 and 36.2 5 annually from 2007 to 2011. In the USA increases were 13.5% annually and 35.4% annually over the same periods.

COP as reported 2011 (USD/100 k		Country	Average producer milk prices, 2011 (USD/100kg)	Consumpt 2011 (kg/capita	
			Switzerland	62.67	485
Switzerland	113.31		Australia	40.73	323
Canada	82.32		Germany	48.48	301
China	55 69		France	44.14	298
Cinita	55.07		Canada	74.39	276
Poland	47.63		United States	44.64	259
Germany	47.10		Argentina	35.58	215
United States	40.48		Japan	113.30	77
New Zealand	35.63		China	54.0	31
Australia	34.32				
Mexico (2010)	28.52	Fig. 2 - Cost of production consumer prices			

Fig. 2. - Cost of production, consumer prices and per capita consumption in various countries.

ion,

- Average global per capita consumption of milk and dairy products is 107.3 kg per year.

Argentina

23.76

- Fluid milk consumption is not strongly linked to retail price. Retail price and per capita liquid milk consumption in Canada is \$1.45 and 77.8 litres. In the USA the lower retail milk price of \$0.99 still results in 77.4 litres consumption and New Zealand's higher domestic milk price of \$1.65 results in 77.2 litres. Australia at 101.7 litres has higher consumption but the \$1.53 price is similar to Canada.

- As shown in Fig. 3 compared to other beverages, milk in Canada is reasonably priced, especially considering its nutritional value.



Fig. 3 - Retail beverage prices in Canada per 250 ml serving

Trade Talks

- Canada has an ambitious program of negotiating trade agreements with its trading partners involving more than 80 countries. There are 11 agreements in force or signed, 13 negotiation processes under way and preliminary discussions with some other countries as well. The countries involved are illustrated in Fig. 4



Fig. 4 - Global trade agreements involving Canada

- Currently, bilateral and plurilateral negotiations are working towards a new generation of agreements. These agreements aim to be as comprehensive and ambitious as possible with no "a

priori" exceptions. But at the onset, it is soon apparent that certain major issues have been overlooked, notably domestic support.

Canada European Union Trade Agreement (CETA)

- on the Canada European Union Trade Agreement (CETA), We have entered the end game several months ago. Two ministerial gatherings (November 2012 and February 2013) have not yet permitted the negotiations to be concluded, but the targeted completion is imminent. Canada remains offensive regarding beef and pork, while the EU maintains that access in dairy is required to achieve a proper balance.

- The EU will not budge on its position on Geographical Indicator (GI). A GI is a name or sign used on certain products which corresponds to a specific geographical location or origin (e.g. a town, region, or country). The use of a GI may act as a certification that the product possesses certain qualities, and is made according to traditional methods, or enjoys a certain reputation, due to its geographical origin. They are frequently used to describe and differentiate food products such as French champagne compared to Canadian sparkling wine. This topic is very important to the EU.

- Difficulties remain in several other areas as well such as Intellectual Property Rights, Pharmaceutical Patents, Rules of Origin (Auto sector; Agriculture; Fisheries), Government Procurements (an issue for Canadian Utility Sectors), Services and Investment.

- DFC opposes any reduction in over-quota tariffs and any additional access over and above existing TRQs. Access to our sensitive products is already 10-15 times greater than the access offered by the EU for its sensitive products. DFC opposes the recognition of any GIs which could negatively impact the Canadian dairy industry. The bottom line is that there are re no gains for the Canadian dairy industry in these negotiations, only losses.

Trans-Pacific Partnership (TPP)

- The Pacific Rim is a important trading zone for Canada with total gross domestic product (GDP) of \$20.5 billion in the region if Japan is included. The USA contributes \$15.1 billion or 73.6% of that, Japan 5.8%, Canada \$1.7 billion or 8.3% and the rest of the zone \$3.7 billion or 18.1%.

- Canada already has agreements with may countries in this zone, representing \$18.4 billion in GDP, or 90% of the total value.

- TPP trade talks began officially in March 2010. It builds on an existing trade agreement between New Zealand, Brunei, Chile and Singapore called the P4. Currently these negotiations involve 11 countries, and others like Japan and Thailand may join. There is a targeted completion of October 2013, but that seems highly unrealistic.

- Canada (as well as Mexico) has nonetheless joined the TPP last October. Canada participated in the 15th Formal Round of Negotiations in Auckland in December 2012.

- These negotiations do involve a challenge for Canada's dairy supply management. U.S. dairy stakeholders (NMPF, U.S. Dairy Export Council, IDFA, Dairy Farmers of America) generally

support Canada's participation in TPP only if market access is improved and comprehensive across the full range of dairy products. They also want fluid TRQ opened up to commercial shipment, and they are concerned about cheese standards. But the USA remains opposed to the expansion of U.S.-New Zealand dairy trade given the deeply anti-competitive practices that are so pervasive in New Zealand's dairy industry. There is a major contradiction in the US position, in seeking both access to Canada and protection from New Zealand at the same time.

New Zealand and Australia insist upon fulfilling the objective of complete tariff elimination, TRQ administration by Importing State Trading Enterprises and addressing cheese standards.
The standstill is likely to persist for 1-2 years, and despite the standstill, the round hasn't been declared dead. If discussions are resumed, most likely it will be on the basis of existing draft text.

World Trade Organization Negotiations (WTO)

- There is a draft modalities text for agriculture, which includes text on selection of sensitive products. There is still not sufficient room here to cover all supply managed products. Minimum tariff reduction is proposed to be 23%, and the proposal on TRQ expansion is for up to 6% of domestic consumption. Export subsidies are to be eliminated. Implementation in its present form

would result in an estimated loss for Canadian dairy farmers: over \$1 Billion.

- current tariff protection on fluid milk is 241% and with a 23% tariff reduction it would be 186%. The effectiveness of this barrier to protect us from imports depends on the world price of milk, the domestic price of milk, and the exchange rate between the Canadian dollar and



Fig. 5 - An illustration of the tariff wall for fluid milk and its effectiveness in keeping out US imports.

other currencies. As illustrated in Fig. 5, had tariffs been 186% in 2009, imported fluid milk would have been cheaper than domestic milk, and inadequate protection from imports would have forced a decrease in fluid milk prices to processors.

- At WTO, every country has "sensitivities" with regard to dairy and agriculture in general. For example in the USA, tariff rate quotas and domestic support measures help keep production prices down, thereby limiting access to an estimated level between 2% and 3% of consumption. In the Trans Pacific the US has a distrust towards Fonterra. They also want to protect farm bill and other support measures (irrigation). The USA protects its sugar industry and limits market access in its free trade agreement with Australia. Textiles are a particularly sensitive issue between the U.S. and Vietnam and Malaysia. The "Merchant Marine Act of 1920 (Jones Act)" and "Log Export Control" are not subject to the agreements negotiated by the U.S. - The European Union offers very limited access for many agricultural products in WTO agreements. For example for pork, it is 0.5% of domestic consumption. They also have a very generous Common Agricultural Policy (CAP), where 40% to 60% of dairy farmers' income comes from direct payments. The precautionary principle recognized in some bilateral agreements allows the EU to go beyond science in terms of protection from risks relating to sanitary and phytosanitary measures. The EU uses this to restrict imports of beef insisting on "Hormone-free" They also favor braod application of Rules of Origin; Geographic Indications; Intellectual Property.

- In New Zealand's P4 Agreement the chapter on competition states that N.Z.'s Trade Act does not apply to Pharmaceutical grants by PHARMAC or Export arrangements (export monopoly or near monopoly). They also have very strict sanitary and phytosanitary measures that prohibit importing of fresh and frozen meat (pork and poultry). They also have a quota defining a minimum local content in telecommunication and culture.

- In reality, it has always been possible to exclude, exempt or introduce favourable treatment for the more sensitive issues/sectors in the many trade agreements negotiated on a bilateral, plurilateral or multilateral basis.

- In Canada, there is Solid Government support for supply management because of economic viability. And the dairy sector is very important economically with 12,746 Farms, 8.5 M tonnes of milk delivered, and \$6.5 billion in sales at the farm gate. There are also 455 processing plants with \$14.5 billion in sales. In total the sector sustains 218,330 jobs, adds \$16.2 Billion to GDP and generates \$3.2 billion in tax revenues. (\$1.8 billion - Federal, \$900 million - Provincial, \$300 million - Municipal)

The Way Forward

Can we keep supply management in the future? Supply management is a privileged delegation of governmental powers to producers. Its survival depends on continued government support.
Is our current way of doing things likely to maintain that support? Each year there are more trade challenges, but history tells us trade agreements will allow for the maintenance of supply management. But there is always a risk of having to concede additional access.

- We are also responding to changing markets. By filling special classes the last 17% of Canadian production generates only 7% of income.

- Regarding the tariff wall, you can't continue to dilute the system and recover your losses on a

small market. There is a limit, you may hit the tariff wall. Because of these forces price increases won't be as significant going forward.

Looking at the future, there will be limited opportunities for growth and expansion in our highly mature Canadian market, so expect lower rationalization in farming sector in the future.
As illustrated in Fig. 7, export markets aren't a viable solution because export prices will not cover the cost of production on most farms.



- Consumers demand standards Fig. 6 - Change in MSQ utilization per farm from 1993 to 2010

in a variety of areas that can be linked to the Pro Action Initiative. This includes Animal Welfare (Code of Practice and Related Assessment Process), Environment (Greenhouse gas emission study and DTF recommendations), Traceability (Active DFC partnership with ATQ and CCIA), Biosecurity (DFC cooperation with AAFC), Food Safety (CQM, DFC/provincial introduction of iodine monitoring) and enhanced milk quality.

- Government expects greater efficiencies.Currently we have 10 marketing boards, working under P4, P5, P10 and the CDC. We also need different allocation policies.

- In order to keep supply managment in the future we need producers working together

US "all milk" price 2012 2011 \$41.70 \$/HL equivalent \$45.98 % Canadian farms covered at US prices 0% 0% COP COP minus labour 6.8% 2.3% COP minus equity 0% 0.5% COP minus labour 15.4% 5.9% and equity

Fig. 7- % of farms with COP covered at US prices

towards addressing the various challenges. These challenges include responding to changing market demands, responding to consumers expectations, ensuring an efficient operation of supply management including a national pool.



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THE CUSTOMER IS ALWAYS RIGHT: AND SHE WANTS WELFARE STANDARDS

Toon Van Hoof Director of the Dutch Farm Organization ZLTO

Introduction to Toon Van Hoof

- By way of introduction, I am the Vice Chairman of the dairy producers division of the Dutch farm organization "LTO". I am also Chairman of the south Holland regional "ZLTO" dairy producer and a board member of VION, an international food and ingredients company owned by LTO.

- I am also a dairy farmer, milking 120 milking cows and raising 120 replacements. Our current production average is 9650 Kg milk, 4.65% fat, 3.63% protein. Feed is produced from 125 acres grassland and 12 acres of corn silage. This is a family run dairy farm.

- We also offer "farmstay vacations" on the farm that include accomodation for groups of up to 10 and 16 people respectively in country homes on the farmstead. The total "person nights" in these accomodations totals roughly 2500. Our facilities for this include tours of our dairy, and a "pasture playground". See the (Dutch language) website www.peelzicht.nl for more information about this.

- We chose to update with a 2 x 12 rapid exit parallel parlor 3 years ago. Many Dutch producers are opting for robots and 10% of Dutch cows are now milked by robots. We chose the parlor because of lower annual ownership costs, greater compatibility with pasturing, and easier expansion of the herd without additional expense. We have room for 248 cows in the barn so there is room to grow.

Introduction to the Dutch dairy industry

- There are 18,500 dairy farmers in the Netherlands, producing 11.8 billion kg milk per year. The average farm produces 650,000 kg milk per year, on 45 hectares (112 acres) of land. The average production per cow is 8,100 kg per year.

- The milk is processed by 14 dairy processors, which are mostly cooperatively owned by producers. 85% of Dutch dairy farmers are members of a farmer-owned co-operative. The co-ops include Friesland Campina, DOC, Cono, Rouveen, Noorderlandmelk, Deltamilk, and EKO Holland Melk op Maat. There are also two main privaly owned processors: BEL Leerdammer and Vreugdenhil. Arla and A-Ware/Fonterra are also developing their positions in the Netherlands.

- Dutch dairy farms (650,000 Kg) are smaller than dairy farms in Denmark (1,400,000 Kg) and Britain (920,000 Kg) but they are among the largest in Europe.

- This is not to say that Danish dairy farms are in the strongest competitive position because many are over financed. Presently 25% of Danish farms are in financial trouble and many are

declaring bankruptcy. Also in the Netherlands, some farms will not survive the move away from quota and more fluctuating milk prices, and for many it will be because they have too much debt. - Globally they are smaller than farms in New Zealand (1,700,000 Kg), the USA (1,500,000 Kg), Australia (1,200,000 Kg), Argentina (1,000,000 Kg), and similar in size to Canadian dairy farms (675,000 Kg)

- Dutch dairy farms are gradually expanding in size. In 1983, only 20% of farms held quota allowing them to produce 500,000 kg milk or more. Today 80% have that much quota, and 43% produce more than 800,000 kg milk per year. Even faster expansion of individual herds is expected when the quota disappears, and the prediction is that in seven years the average dairy will ship 1,300,000 litres per year.

- In terms of global mik production, the European Union produces 152 million tonnes per year which is 25% of the world's production of 613 million tonnes. The Netherlands produces 11.9 billion tonnes or 8% of the milk in the European union, ranking it fifth after Germany, France, Britian ad Poland.

- With respect to trade in dairy products, 59 million tonnes are exported by various countries. New Zealand and the European Union each contribute about 25% of that total, and the Netherlands contributes one fifth of the EU share. So the Dutch industry exports 2.7 million tonnnes which is 5% of the traded milk in the word. This is an important aspect of the Dutch dairy industry, because 23 % of the milk produced in Holland is exported outside of the European Union. Only 30% of the milk produced in the Netherlands is consumed there. 47% is consumed in other EU countries and 23% is sold outside of the EU.

- Per capita consumption of dairy products varies widely between different regions of the world. People in North America, Europe, Australia/New Zealand and Russia consume over 200 Kg of milk per year in various forms, while in China it is less than 50 Kg and consumers in the Middle East and south Asia, fall in between. India, China and the Middle East have large populations with increasing wealth and an interest in higher milk consumption, so most of the growth will be in these areas.

- Global production tends to be centered in countries that have high per capita consumption, and which also have the infrastructure and skills for dairy farming and processing. Since developing countries lack this infrastructure, there wil be good opportunities for export.

- But animal welfare is a serious issue both for domestic consumers as well as those outside the Netherlands. Below are two examples of the kind of videos that circulate widely on the internet.

http://www.ciwf.org.uk/news/beef_and_dairy_farming/eu_dairy_industry_exposed.aspx http://www.youtube.com/watch?v=I3DbHdBrHvA

- In Europe there is much discussion of animal welfare. Regulations restrict long distance transportation of livestock, and many countries have adopted minimum animal welfare standards in terms of the number and size of freestalls. Monitoring systems are being developed to measure animal outcomes for welfare quality.

- Some question if we need to take this seriously but we feel this is an important issue that we cannot afford to ignore. For example, the Netherlands has decided to completely ban mink farming by 2024, and many pig farmers are leaving the industry because they cannot comply with new animal welfare standards for swine housing that must be adopted in 2013. In the poultry industry, laying hens can no longer be housed in cages. But we also see marketing opportunities in animal welfare.

- In the Netherlands we are the only country in the world with elected politicians representing the "party of the animals", and although they are small they have substantial political influence.

- It is also of concern that the Dtch government no longer sees the need for a Ministry of Agriculture. The Netherlands is a major agricultural exporter but has no dedicated government ministry looking after it.

- Many people in Europe relate to animals only as pets and not as production animals. A recent survey found that 40% of dogs and cats sleep in the same bed as their owners. This makes for a very slanted perspeptive on livestock, and the mink industry has already suffered the consequences.

- The farm organization LTO has developed a vision of dairy farming as integral in society. It recognizes that dairy farmers need to connect with non farmers and consumers. These bonds are needed with the non farm community to ensure further development of the industry is not restricted. Bonds with the consumer are needed to ensure they feel good about their dairy purchases and continue to make them.

- The topics that we are addressing and taking action on in the name of consumer and public relations are the same issues we are tackling together with processors to improve industry sustainability. LTO and dairy farmers are working proactively towards improving sustainability in dairy farming. Their goals for this are formulated around climate and energy, animal health and welfare, pasture and biodiversity and the environment.

- The Sustainable Dairy Chain (Duurzame Zuivelketen) is a unique initiative in which the dairy industry and dairy farmers strive to make the Dutch dairy sector the world leader in sustainability. The Dutch Dairy Organisation (NZO) and the Dutch Confederation of Agriculture and Horticulture (LTO Nederland) have joined forces in the Sustainable Dairy Chain. Together, we are dedicated to generating future support from both the market and society at large. To learn more about how we intend to accomplish our goals, please have a look at http://www.duurzamezuivelketen.nl/eng/home website and be inspired.

- Here are two examples of information offered on this website:

CONO celebrates 10 years of grazing premium

This season marks the tenth anniversary of CONO cheese makers introducing the grazing premium for its members. This was celebrated on March 29 at the dairy farm of the Heeman family in De Beemster with the opening of the grazing season. At the same time, CONO announced that as of this month, the cheese under its brand Beemster will be produced exclusively of milk from pasture-fed cows. This means that the cows that supply milk for

Beemster cheese graze the pasture for at least 120 days per year, 6 hours per day. For the tenth anniversary of the grazing premium, CONO asked ten known artists to paint "happy" art cows. On May 29, the first art cow was revealed. It was painted by Henk Schiffmacher. Schiffmacher's art cow is the first in a complete series of art cows, which will beautify the landscape of Beemster and which will make an appearance during the Beemster 400-activities.

Substantial reduction of phosphate in the cattle feed trail

In the past year, phosphate excretion by Dutch dairy farms decreased with eight million kilograms to a level of 171 million kilograms. Due to this, the Netherlands meets the condition in the European derogation decision not to produce more phosphate from manure than in 2002. The cattle farmers are largely responsible for the decrease in phosphate production. They used 91 million kilograms of phosphate last year, against 96 million the year before. The decrease in phosphate use was achieved by feed producers processing less phosphate in their products and because dairy farmers are increasingly more efficient with the use of phosphates using instruments such as the BEX (Company-specific excretion) and the P-test. LTO Netherlands and animal feed producers united in Nevedi reached an agreement on the reduction of phosphate last year. The dairy sector, which has supported the efforts to reduce phosphate from the outset, is pleased with the positive effect of the covenant.

- Animal welfare issues in the Netherlands include pasture, use of antibiotics, dairy cattle housing, treatment and handling of animals, leaving the calf with the cow, longevity, udder health, foot health, fertility, and measuring animal welfare.

Pasture

- 75% of Dutch dairy farms use pasture

- There is a formal commitment to making this the future. There is a "Pasture Convenant" that has been undersigned by 59 organizations including farm organizations, political parties, processor, retail, restaurant and consumer groups.

- Processors pay a bonus for milk from pastured cows.
- Pasture research is a priority in the Netherlands

A "pasture logo" shown to the right has been developed for products produced from milk originating from farms that meet minimum pasture use standards. Consumers pay a premium for these products. For details about this program see www.stichtingweidegang.nl
Land swapping between farms is used to improve grazing

opportunities close to home.



Antibiotic Use

- The Dutch dairy industry is committed to reducing the risk of antibiotic resistance, to making antibiotic use transparent, and to reducing total use of antibiotics.

- We are striving to create transparency and provide good data to consumers via a "Veterinary Database" which tracks all medicines delivered to farms. We monitor a benchmark of "daily antibiotic dosage per animal per farm".

- Each farm has a farm level "Animal Health Plan" which focuses on disease prevention and which also includes a plan for diagnosis, treatment and handling.

- There are programs to address the issues on farms with high antibiotic use, that include education as well as sanctions.

Longevity

- consensus is that production animals do not last long enough and that improving this is economically beneficial as well as welfare friendly. Improving hoof health and udder health are critical and these topics have been major research and extension priorities in recent years. Detailed information has been developed and presented on the website <u>www.gripopklauwen.nl</u> and <u>www.UGCN.nl</u> We are also increasing the emphasis on the transition period and management at calving

Housing

- Traditional housing is in freestalls but cow comfort and foot health are not always ideal in these barns because of too much walking on concrete.

- we are working on research and on-farm development of bedding pack barns and new freestall designs. We are also researching and conducting on-farm development of systems that leave the calf with the cow until weaning. See the website <u>www.familiekudde.nl</u> for information on this. Since animal rights groups are asking for this, we think it is important to understand the impact on the health of the cow and the calf and also the impact on management of the herd, and economics.

Treatment and Handling

- Regulations for treatment and handling forbid applying more than two treatments in any one handling event. So a calf receiving a tag in each ear cannot be subjected to any other treament at the same time.

- Freeze branding will be banned in 2015, and nose rings are permitted only for breeding bulls.

- Dehorning is only permitted under anesthesia and we are encouraging selection and breeding to increase the frequency of the polled gene in dairy cattle, so that dehorning becomes unnecessary.

Measurement of Animal Welfare

- In the Netherlands, there are three welfare scoring systems: Welfare Quality, Cow Compass, and "Continue Welzijns Wijzer", described on the website <u>www.welzijnswijzer.nl</u>. These systems are very labour intensive and require a lot of time on the farm to conduct the assessment. There is a project started now to look for a new, more practical system combining elements of all three.

Marketing Initiatives

- Processors are using special branding to attract concerned consumers. "Better living" is a trade mark of the Humane Society, applied to products that meet a humane production standard. Another example is the pasture logo. Poultry farmers have developed the "Rondeelstal" – an animal friendly free range egg production system where consumers can visit and see laying hens that have access to a variety of free range environments.

Animal Welfare Conclusions

- Improving animal welfare and longevity benefits everyone in the production chain.

- Healthier cows result in labour savings and more pride and enjoyment in the job for producers and farm employees.

- Better health and productivity improves profitability of the farm.

- Public acceptance of the dairy industry is essential because there will be no industry if there are no conusmers.

- Welfare creates new marketing opportunities for dairy products.

- In conclusion I want to refer you to <u>http://www.youtube.com/watch?v=vKi4D_4Eg18</u> as an example of the kind of sustainable dairy sector, integrated into the culture and mindset of consumers, that we are trying to build in the Netherlands.











Contact the Select Sires Canada rep in your area.



FOOD FROM OUR FARMS AND FOOD FOR THOUGHT ABOUT MARKETING

Our foray into "learning from lunch" has gone very well the last eight years so we have decided to continue it for as long as there is a story to tell. The products so graciously provided by your industry partners in the processing sector offer us not just "food" but also "food for thought". It is our hope that these products and the information presented about them will increase awareness and stimulate new interest among producers in the marketing side of the industry. We salute these products as opportunities to expand markets, add value and strengthen the industry.

The area celebrated another opening of a new artisan cheese factory and retail store operated by Adam and Hannie VanBergeijk. Specializing in Gouda style cheeses, **Mountainoak Cheese** in New Hamburg adds a new dimension to the growing interest in specialty cheeses and dairy tourism as well. With close to 4,000 people at the Open House in September, it is certainly an example of local food grabbing the attention of consumers. The VanBergeijks are flavouring their cheeses with cumin, mustard, nettles and even exotic truffles, and they are making their mark both in specialty stores and restaurants. Local can also be traditional and we are also featuring product this year from the **Bright Cheese and Butter Company**. Established in 1874, this company offers high quality cheddar in their own stores in Bright and Shakespeare as well as in thirty three other area retail outlets. Fresh curds, a rural Canadian tradition can be a great product to connect consumers back to rural Ontario, so we are featuring them at the symposium. Both Bright and Mountainoak also make gift baskets of all local cheese, so remember them when you need a "dairy themed" gift for friends or clients.

John and Bonnie DeHaan milk 50 Holsteins on a pasture based dairy farm in the Sheldon Valley, north west of Toronto. When friends expressed an interest in buying fresh local whole milk, they decided to build a bottling plant. Today **Sheldon Creek Dairy** sells fresh cream top full fat whole milk from the farm in 1 quart glass bottles. The milk is not homogenized and forms a thick layer of cream in the neck of the bottle. Many customers claim this milk is easier to digest and Sheldon Creek has customers that would not be drinking milk if the only choice was homogenized. Their products are available from the farm store in the bottling plant, and from 48 health food and specialty food stores in the Toronto/Guelph/Newmarket area. Stores selling their milk have names like "100 km Food" reflecting the growing interest in local foods.

These three local processors are adding a new dimension to our dairy industry and reconnecting the consuming public with the dairy farm in a way that will help us move towards greater sustainability. Our supply management system depends on the support of government and ultimately on the support of the public and consumers. Local processors and especially on farm processors can help us form bonds with consumers that will foster trust and empathy, and build relationships and markets for Ontario dairy products. Since these companies are small, we have not asked them to cover the cost of providing product this year. Bright Cheese did donate curds, and we salute Scotiabank for partial sponsorship of the Sheldon Creek milk. Gay Lea is our biggest contributor as sponsor of the audience response system. Thanks to these companies for their generous support of our event.

The blue cow logo and ice cream continue to be a marketing story worthy of some attention. In the continuing competition with frozen desserts, effective advertising, promotion and consumer education did a lot to turn the tide in grocery store sales of real ice cream. But many of the frozen novelties are still in the frozen dessert category, and it is great to see **Chapman's Ice Cream**

tackling this market with new 100% Canadian milk "blue cow" products. In an October interview with Ontario Farmer, Ashley Chapman remarked that class 5c pricing for milk going into their new line of ball top cones was critical in making them competitive, and that he was grateful for this DFO driven pricing initiative. We salute Chapman's for the great job they continue to do with the blue cow and their great selection of all Canadian ice cream products.

Yogurt is a growth sector that appeals to taste, convenience and health. Since 1971, Canadian yogurt consumption has increased from 471 g to 8.7 kg per person per year. From drinkable yogurts and tubes to probiotics and unique flavors, nutritious innovative products from Ultima Foods have played a vital role in this tremendous growth. Ultima, which previously marketed the international Yoplait brand, has undergone an ambitious rebranding in the last year. Ten weeks after its launch in August 2012, **IÖGO** yogurt products had already captured over 12% of the market and brand recognition is much higher than normal expectations for new products. According to a recent consumer study 74% were aware of the brand, 32% have tried it and 73% of those will buy it again. With distribution in all major supermarkets, IÖGO is a 100% Canadian product that is competing with foreign multinational yogurt brands. With 7 different product lines and over 40 flavours, IÖGO is making its mark in this growing market.

Another market segment experiencing growth, which also adds value at the farm level is organic dairy products. **Organic Meadow**, provider of organically produced coffee cream for our meeting today, is a Co-op with over 60 producer members and is our largest marketer of organic fluid milk in Canada. In addition to milk, Organic Meadow has a full line of organic dairy products. They have recently introduced several new single serve yogurt products including Greek yogurt and two excellent flavors of granola topped yogurt. The members of the Co-op receive an organic premium on top of the regular raw milk price.

Marketing is everyone's business and we hope that we have stimulated your appetite, both for these innovative dairy products themselves and for the cooperative marketing approaches that our industry needs to expand the marketplace. We also hope that after the meeting you will make a point of buying and enjoying the products served today at your own kitchen tables, in the interest of a bigger and stronger Canadian dairy industry.

Jack Rodenburg, on behalf of the Planning Committee.



Thank you to all of our food sponsors and to all innovators in the dairy sector that are growing markets and building relationships. Mountainoak Cheese Ltd 3165 Huron Road, New Hamburg, Ontario, N3A 3C3 Telephone: 519.662.4967 Email: adam@mountainoakcheese.ca

On-farm Store Hours, Fri. and Sat. 10 a.m. to 6 p.m.



Mountainoak Cheese is the culmination of a lifelong dream for proprietors, Adam and Hannie van Bergeijk, and for their customers, it may be the beginning of a love affair with superb-quality artisan Farmstead Gouda cheeses. The van Bergeijks have more than 30 years experience as cheese makers and are both graduates of the renowned cheese maker's school in Gouda, Holland, a

centre of cheese making expertise for over three hundred years. In Holland, they operated a small on-farm cheese plant and their prize winning cheeses were popular with local consumers. But with two sons and a daughter interested in farming, Adam and Hannie emigrated to Canada in 1996, purchased the farm, and focused on dairy farming. Back then, on-farm artisan cheese making was not an option in Ontario, but the dream to do so was always there. Mountainoak Cheese opened its state of the art processing plant in September 2012. Using their traditional Dutch recipes, they make supurb quality farmstead cheese, and offer very interesting variations on spiced Gouda, using traditional cumin as well as black pepper, mustard seed, nettles and even gourmet black truffles. The state of the art cheese plant is unique because it uses fresh uncooled milk straight from the cows, for maximum freshness. And with no cooling and no transport, Mountainoak Cheese has the smallest possible environmental footprint.

Bright Store - 1 mile north of Bright on County Road 22. Telephone 519-454-8600 Open weekdays 9-5 and Sat. 9-4

Shakespeare Store - 200 Huron Road, Shakespeare, Telephone 519-625-1259 Open weekdays 9-5, Sat. 9-4 and Sun. 11-4 Email: sales@brightcheeseandbutter.ca





At Bright Cheese and Butter we believe strongly in 100% natural cheese produced the way our founding fathers made it. We use all natural products in the processing of our cheese and even age our cheddar three years! Just ask your local grocer if they do...We have monthly specials posted on our website as well as ongoing news about new products and recipes. Our products include Cheddar, cheese curds, flavoured curds, feta, mozzarella, gouda, havarti, parmesan, asiago, monterey jack, colby, marble and brick. Our flavoured cheeses include onion/parsley, hot pepper, dill & garlic, garlic and sizzlin' hot! Come in and try our tasters today!



Sheldon Creek Dairy 4316 Concession 5, Loretto, ON L0G 1L0 (705) 435-5454 WINTER HOURS: Monday to Friday: 10am - 6pm Saturday: 10am -5pm www.sheldoncreekdairy.ca



John and Bonnie DeHaan of Sheldon Creek Dairy, bottle fresh whole milk from their own 50 Holsteins on a pasture based dairy farm in the Sheldon Valley. In an effort to connect with tradition and minimize environmental impact their milk is sold in 1 quart reusable glass bottles. The milk is not homogenized so the

butterfat is more easily digested, and it forms a thick layer of cream in the neck of the bottle. Sheldon Creek also offers "all natural" chocolate milk made with whole milk, cocoa powder, cane sugar and sea



salt. BonJon Greek style yogurt in plain and vanilla completes their product line. Sheldon Creek products are available from the farm store in the bottling plant, and from 48 health food and specialty food stores in the Toronto/Guelph/Newmarket area.





In 1996, OntarBio launched Organic Meadow milk - the first organic milk in retail stores in Canada. Today, Organic Meadow has a

full line of organic dairy and egg products, including the coffee cream featured at the Dairy Symposium, Organic Greek yogurt and Apple's 'n Cinnamon and Cranberry Granola Topped yogurt. Organic Meadow products are found in grocery stores right across the country, and the





organic sector continues to grow. Organic certification requires that a farm be free from chemical inputs and genetically modified crops for three years. Cattle must be fed organic feed, and the use of antibiotics is heavily

regulated with extended withdrawal periods. All Organic Meadow farms are inspected by a third party verification body which certifies them as organic. We expect the utmost in product quality and organic integrity from our producers. In return, our producers receive an organic premium, ensuring sustainability of the family farm. For more information, contact us at 1-866-767-9694 or whiting@organicmeadow.com.



This family owned company and their commitment to high quality, all Canadian ice cream is a dairy industry success story like no other. Since 2008, this company has partnered with producers in a special marketing initiative focused on all Canadian real ice cream. Since that time all



Chapman's ice cream products have proudly carried the blue cow logo. Since 2010 sales of real ice cream are growing once again, while competing "frozen desserts" are losing market share. Each year Chapman's adds new products

to their lineup. This year's launch is a new all Canadian ball top

ice cream cone line in a variety of flavours. Frozen desserts have taken their biggest bite in

> single serve bars and "novelties" consumed outside the home. Chapman's makes both all





Canadian ice cream bars, vanilla, caramel and strawberry frozen yoghurt bars and now the brand new ball top cones that will be served at the Symposium.





Iögo is a new brand of yogurt and fresh dairy products that is 100% Canadian. Created, developed and marketed across Canada by Ultima Foods, the innovation behind the brand was guided



by the single goal of providing a natural taste. The brand has seven different product lines: iögo, iögo 0% (fat-free yogurt with 35 calories per 100-g serving), iögo Probio (new twists on probiotic yogurt, such as lactose-free flavours), iögo Greko (Greek yogurt), iögo Nomad (drinkable yogurt), iögo Zip (tube yogurt) and iögo Nano (fresh cheese and drinkable yogurt for children). All iögo products are gelatine-free with no artificial flavours or colours. They are also preservative-free, except for the iögo 0% line. Thanks to unique recipes, iögo has over 40 flavours. As a pledge that everyone will find something to love in this new product line, all iögo products are part of Ultima Foods' "Satisfaction guaranteed or it's free" policy. For more information about iögo, visit www.iogo.ca or follow us on Facebook and Twitter.







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