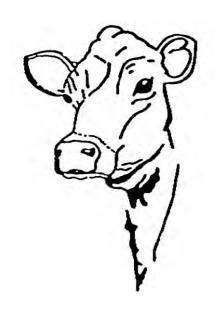
The 32nd Annual SOUTH WESTERN ONTARIO DAIRY SYMPOSIUM



Thursday, February 19, 2015

Woodstock Fairgrounds

WOODSTOCK



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Gay Lea Foods Co-operative is Ontario's largest dairy processing co-operative, representing approximately 30% of all dairy farms in Ontario! With 5 processing facilities spanning from Teeswater to Madoc, we manufacture wholesome dairy products—by farmers, for people.

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Toll Free: (877) 342-3636 pemmott@gayleafoods.com

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The 32nd Annual SOUTH WESTERN ONTARIO DAIRY SYMPOSIUM



THE PROGRAM

Exhibits Open, Registration and Coffee 9:00 a.m. 10:15 a.m. Welcome 10:20 a.m. "Dairy Marketing and DFC" Caroline Khoury, Director of Marketing, Dairy Farmers of Canada 10:45 a.m. "Dairy Promotion at Parmalat" Cheryl Smith, Executive Vice President of Sales and Marketing, Parmalat Canada "Connecting with your Customers in 2015" 11:10 a.m. Ron Tite, The Tite Group 12:00 noon Roving Hot Lunch (featuring novel and Canadian dairy products) 1:30 p.m. "Managing for Success on Both Sides of the Border" Ben Loewith, Summitholm Holsteins Jarrod Kollwelter, JC-Kow Farms "Are You Ready for proAction Animal Care and Biosecurity Audits?" 2:50 p.m. Gary Bowers, Lencrest Jerseys and Holsteins, and Dairy Farmers of Canada 3:10 p.m. Speak Your Mind! (open microphone session sponsored by Gay Lea Foods)



3:30 p.m. Adjournment

4:00 p.m. Exhibits Close

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PROTECTING AND GROWING THE DAIRY CATEGORY

Caroline Khoury Director of Marketing Dairy Farmers of Canada

DAIRY FARMERS OF CANADA

Dairy Farmers of Canada (DFC) is the national policy, lobbying and promotional organization representing Canada's farmers living on 12,529 dairy farms. DFC strives to create stable conditions for the Canadian dairy industry.

The national organization, which regroups all policy, marketing, nutrition and market research activities, is responsible for the generic promotion of Canadian dairy products.

CONTEXT - CANADIAN DAIRY MARKET

The Canadian dairy industry is experiencing major changes brought on by factors that are largely based on the growth of competition, both from within the Canadian food sector and from the European cheese sector.

Sales

• Milk retail sales are still declining, but at a slower pace. Twenty years ago, Canadians drank 20% more milk. But Canada is not in a unique situation. Long term trends in other developed countries are similar, as shown by the following decline in per capita consumption trends since 1989:

CA: -19% US: -24% UK: -24%

- Profile of people who are stopping or reducing substantially their milk intake are 45 + established couples/single households without kids.
- Almond, rice and alternative beverages seem to have substituted milk volumes in households that reduced their milk intake. Those who drink less milk have also reduced their consumption of juice, water and soft drinks.
- Fortunately the other dairy categories (except ice cream) such as butter and cream are better performing. Yogurt category is stabilizing. And over the last few years, we have observed a shift in consumers' preference towards natural cheese over processed cheese.

FOOD AND NUTRITION TRENDS

The current top food and nutrition trends provide opportunities and threats to the dairy category, both of which can be exploited with the 'promotion and protection' marketing approach.

Naturally functional

Consumers are looking for naturally nutritious and functional foods as well as healthy beverages (smoothies) over fortified foods (added ingredients). This trend is favorable to milk products, which are naturally nutrient rich.

Healthy snacking

Snacking now accounts for a significant proportion of eating occasions, often displacing meals. Close to 30% of Canadian adults report eating between meals every day, while only 63% eat breakfast every day.

Protein

Consumers' interest in protein continues to increase. There is a sustained growth in the number of foods and drinks that are making protein claims. There is also accumulating evidence that supports an important role for protein, particularly from milk products, in satiety, weight management and muscle mass preservation in aging adults.

Energy

The quest for more energy, particularly sustained energy, also emerges among consumers' top needs. This presents an opportunity to position milk products as key foods to provide lasting energy, especially at breakfast.

Weight wellness (as opposed to dieting)

Concerns over obesity and overweight, particularly among children, continue to be the focus of overwhelming concern and efforts among governments, institutions, health professionals, the education sector and various interest groups at the provincial, national and international levels. As a consequence, a growing emphasis is being put on the calorie content of foods and on the need to reduce added sugar consumption. Fortunately, milk products are not top-of-mind at the moment as foods to avoid when consumers are trying to lose or maintain their weight. Furthermore, as a way to tackle the obesity issue, Health Canada and Canadian public health groups have opted to address food skills, an approach that is gathering interest nationwide and has the potential to encourage milk product consumption.

CHALLENGES

Challenges such as myths and misinformation related to milk products, myths and misinformation about farm practices, rise of alternative products, innovation gap, and concerns about fat, sugar and sodium are impacting demand for dairy products and image of our industry. It is a key priority for DFC to build strategies to address them. The CETA agreement is also a significant threat to the Canadian cheese market as it gives the EU additional, exclusive access to 17,700 tons of cheese (16,000 tons of fine cheese and 1,700 tons of industrial cheese). This is equivalent to 20% of the current fine cheese market in Canada. DFC is now working on evaluating all impacts of the agreement and putting in place strategies that will mitigate its negative outcomes.

OTHER FACTORS IMPACTING DEMAND

- There are also many other factors that impact the dairy demand; Price and relative price of other goods, tastes and consumption patterns, preferences (consumers are eager to try new products and flavors with the affluence of new and innovative products on the

market), advertising and promotion, image of milk, household composition and meal structure and demographic changes.

- o Aging population: one quarter of Canadians will be over 65 years old by 2036.
- o Ethnicity:
 - Statistics Canada predicts that by 2017, 20% of the Canadian population will belong to a visible minority. By 2031, all of Canada's population growth will come from immigration. The Chinese and South Asians are still expected to form the two most important visible minority groups.
 - This influx of people from different cultures is believed to have both a direct and indirect impact on food consumption patterns in Canada. Directly, these immigrants often have different food consumption preferences. Indirectly, they influence non-immigrant consumption patterns through the transfer of new recipes, eating habits and the establishment of ethnic restaurants.

DAIRY FARMERS OF CANADA'S PRIORITIES (the 3 key areas will be supported by example of campaigns or initiatives during the presentation)

There are three key strategic areas of investment that serve to promote and protect dairy farmer interests in the Canadian dairy food category:

1- EXPANSION OF WELLNESS AURA

The goal in this sector is to increase the proportion of Canadians who believe that dairy products are at the heart of their Wellness by creating Impactful and emotional consumer messages supported by a solid communications mix.

2- PROMOTION OF DAIRY FARMERS AND INDUSTRY IMAGE

The ongoing consumer food purchase loyalty requires firstly a positive predisposition to how and where the food itself is produced, secondly an appreciation for the benefits and value of the food. The goal is to maintain consumer appreciation for dairy farmers and the dairy industry, to increase Canadians' level of trust and desire for dairy products made from 100% Canadian milk and to create an emotional bond with consumers.

3- STRATEGIC PARTNERSHIPS

This area of investment is closer to the actual consumption of dairy products, whether that is at an-home occasion or at an out-of-home one. The access by a generic marketing program to the end sale at the retail or food service sector outlet is an indirect one that relies on partnerships with other players in the dairy food value chain, who are predominantly processors, distributors, retailers, and hotel/restaurant/institution (HRI) operators. This expanded pool of dairy food marketers and sellers provides new opportunities promoting and protecting the value of the dairy category. Leveraging partners' visibility and credibility will augment experience and engagement in the dairy category.







DAIRY PROMOTION AT PARMALAT

Cheryl Smith
Executive Vice-president of Sales and Marketing
Parmalat Canada





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CONNECTING WITH YOUR CUSTOMERS IN 2015

Ron Tite Branding and Creativity Expert The Tite Group

THRIVING IN THE EXPRESSION ECONOMY

The world has certainly changed, hasn't it? We used to be able to communicate with consumers across a couple of different platforms by buying the time or space. Advertising worked because it was in a symbiotic relationship with the content it supported.

Whoa . . . Suddenly, it all changed!

The cost of production came down overnight. Brands and media properties weren't the only ones who could afford to shoot broadcast worthy video and images. We also empowered consumers with a massive distribution network that put their works in front of millions in a millionth of a second.

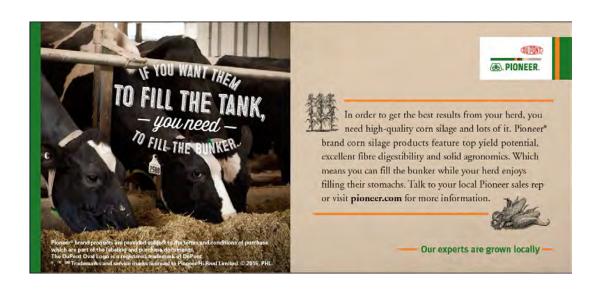
Before you know it, brands were competing for attention with content that was more relevant, more interesting, and more timely. You're not competing against other beverages or other dairy producers, you're competing against the internet. Consumers used to vote with their wallets. Now they vote with their time. And if you can't win the battle for time, you won't succeed.

So what do you do? How are great brands competing in this Expression Economy? What are some great examples of companies, industries, and associations who are not only in the game but winning it?

This humourous and helpful session will not only inspire you to truly connect with consumers, it will bring a renewed faith that effective promotion is not only possible but necessary. Lastly, it will highlight the statement, "brands don't change, people do". We all have a role in the success of every aspect of our work. We just need to know what it is.











For more information, call 1-800-265-5475.









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BEN LOEWITH

Joe Loewith and Sons Ltd.

Lynden, Ontario, Canada

By the Numbers:

- Presently Milking 400 3X/day
- Avg 40kg (DHI) at 4.05% fat and 3.2% protein
- 12 500 kg 305 Rolling Herd Avg.
- Heifers Averaging 10 500 kg 305 days
- Pregnancy Rate of 25%
- Average Age at first calving 1 year 336 days
- · Calving interval 13 months

Our Farm has always had a philosophy of achieving excellent production by meeting the needs of every cow, every day. Our role as is to closely monitor our performance on as many benchmarks as possible and to remain aware of what the best people in the industry are achieving. We then, in consultation with our advisors, create protocols that allow us to achieve the same results as the best in the industry.

Our Mission Statement, which is posted at the front of the parlour, reads as follows:

- 1. We will profitably produce a wholesome and nutritious product that the marketplace demands.
- 2. We will meet the needs of every cow, every day. Animal welfare will be of paramount importance.
- 3. We will encourage and foster the growth and development of all individuals involved.
- 4. We will endeavor to protect and improve the environment, leaving it better for future generations.
- 5. We will be positive contributors to the community.



Some of our Protocols:

CALF REARING:

- 3l colostrums within 1 hour.
- 3 more I colostrums within 8 hours.
- 2 feedings of 2l each of "transition milk" within 24 hours.

WEEKS 1-4:

- 31, 3Xday milk replacer.
- · Fresh water ad lib
- · Textured calf starter ad lib
- · Chopped straw ad lib

WEEKS 5-6:

- 3l, 2Xday milk replacer
- Water, Calf starter, straw ad lib.

WEEKS 7-8:

- 3l, 1Xday milk replacer
- Water, Calf starter, straw ad lib.
- For the last week (8) we change the calf starter and chopped straw to a pellet/straw mix that they will be getting once they are weaned.

WEANING AT 2 MONTHS OF AGE.

Our calf mortality for the past two years (under 60 days of age) has been 1.5%, with a morbidity of 5%.

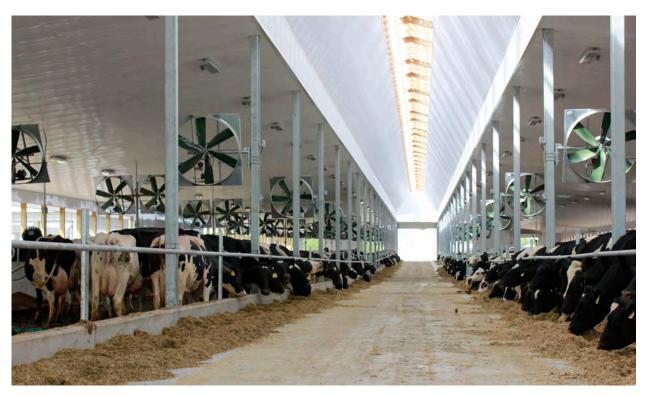
FERTILITY:

- Voluntary waiting period of 55 days.
- First Pg injection at 65 days (if not bred).
- CIDR synch begins at 79 days if not bred.
- Any cows found open at bi-weekly herd health is immediately enrolled in a CIDR synch. program.
- Heifers are given a Pg injection at 15 months of age if not bred.
- 1st breeding of heifers is at >12 months and 380kg (840lbs)

Ketosis:

All fresh cows are monitored for ketosis using a ketone milk strip. Each cow gets tested 5 times in the first 3 weeks after calving, at days 3,7,12,17 and 21. Cows found positive for ketosis are given 400ml propylene glycol for 3 days, and then retested. Average incidence of ketosis would be 15%.

Learning curve on the New Construction:



In the past year and a half, we have built a new heifer barn for calves 2 months to 6 months of age. We also constructed a 550 stall, 5-row barn for older heifers and milking cows.

The young heifer barn had significant ventilation issues, creating some pneumonia problems.

There did not seem to be enough air exchanges in the barn to keep the air fresh. Regardless of how the curtains and chimneys were managed, the air felt damp and heavy. We first moved into the barn with 80 heifers, which gave a pack density of



30 square feet per animal. (+ scrape alley). 6 months ago, we installed two positive air bags over the pack to bring more fresh air into the barn. This did seem to improve the air quality, but not to a level that we were satisfied with. We then made the decision to reduce the stocking density to 60 heifers, or 40 square feet per animal. This has made a significant difference in the air quality, and we are now satisfied with the air quality.



The 5 row cow barn houses our 3+ lactation cows, and our heifers 6 months to 22 months. We allowed the cement to cure for 2 months before moving cows in, and we grooved the cement with ½ inch diamond pattern grooving. However, the surface of the cement was not left smooth enough (our call, not the builders). Within a few weeks, we started to see cows coming up lame with extremely thin soles. We moved the lame cows out of that barn, and smoothed out the concrete by pushing a cement block repeatedly back and forth across the scrape alleys with a skid steer. We have seen a significant improvement in the foot health and we seem to have solved the issue.

We certainly have had our share of missteps, and it sometimes seems that our protocols are changing on a weekly basis. We feel that good managers make just as many mistakes as bad ones, but good managers don't live with their mistakes.

DM Conc. 46.207 % 100.000 % 17.543 % 17.481 % 0.004 % 26.333 ratio 4.620 %





Diet Summary

Animal:	Production:	Economics:
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Diet:	Milking Cow Zeste	Milk Weight kgs:	40.00	Target Milk kgs:	41.00	Milk Price:	\$0.78
Class:	Lactating	Butterfat %:	3.90	Crude Protein %:	3.40	Cost/1 kg of Milk:	\$0.13
Subclass:	Milking	Lactation 1 %:	0.00	Lactation 2 %:	0.00	IOFC/1 kg of Milk:	\$0.65
Breed:	Canadian Holstein	Forage %:	54.94	Diet DM %:	53.80	IOFC/Animal/Day:	\$25.91
Body Weight:	650	Milk/Unit Feed:	1.67	Amino Acid:	Balanced	Cost/Animal/Day:	\$5.29
		Avg Daily Gain kgs:	0.20				
						1	

Feasible

Ingredient	As Fed, kg	DM, kg	Nutrient	DM Amount
HAYALGE JAN 19/15	6.00	3.24	Moisture	20.613 kg
Wheat Straw	0.40	0.36	Volume	24.001 kg
CORN SILAGE JAN 23-15	26.07	9.59	Crude Protein	4.210 kg
	00.47	40.40	Adjusted Protein	4.196 kg
Total Forage	32.47	13.19	NonProt N Prot Eqv	0.001 kg
			Sol Prot, % of CP	26.333 ratio
			Total Sol RDP	1.109 kg
Corn - Fine Ground	4.10	3.53	RDP, % of CP	61.221 ratio
Fat - Megalac	0.15	0.14	RUP, % of CP	38.481 ratio
5387 CBE SOYBEAN MEAL	3.22	2.82	Total RDP	2.578 kg
Cottonseed - Whole(1)	1.11	1.01	RUP	1.620 kg
Cow Supp Dec 15-14	3.57	3.31	Dairy Dig Lys	175.074 g
Total Concentrate	12.15	10.82	Dairy Dig Met	64.989 g
Total Concentrate	12.13	10.02	Dairy Dig His	72.472 g
Tatal Battana	44.61	24.00	Dairy Dig Phe	124.287 g
Total Ration:	44.01	24.00	ADF	3.958 kg
	_		NDF	7.054 kg
			Digestible NDF	3.513 kg

Total 301 NDF	1.103 kg	4.020 /6
RDP, % of CP	61.221 ratio	61.221 ratio
RUP, % of CP	38.481 ratio	38.481 ratio
Total RDP	2.578 kg	10.740 %
RUP	1.620 kg	6.751 %
Dairy Dig Lys	175.074 g	7.294 g/kg
Dairy Dig Met	64.989 g	2.708 g/kg
Dairy Dig His	72.472 g	3.020 g/kg
Dairy Dig Phe	124.287 g	5.178 g/kg
ADF	3.958 kg	16.490 %
NDF	7.054 kg	29.390 %
Digestible NDF	3.513 kg	14.637 %
Rough NDF	5.469 kg	22.785 %
Effective NDF	6.315 kg	26.311 %
Lignin	0.449 kg	1.873 %
Forage Products	13.186 kg	54.939 %
RH Index	0.108 unit	0.108 unit
NFC	9.647 kg	40.194 %
Adj Tot Starch	5.579 kg	23.243 %
Rumen Dig Starch	3.453 kg	14.388 %
Gel Starch	1.378 kg	5.741 %
Rumen Sol Sug	0.902 kg	3.758 %
Fat	1.149 kg	4.785 %
Unsaturated Fat	730.229 g	3.042 %
BioActv Rum Av Load	363.034 g	15.126 g/kg
Dairy Sat Fat	295.872 g	12.327 g/kg
Nel 3X KG	41.908 mcal	1.746 mcal/kg
Nel Dairy KG	39.965 mcal	1.665 mcal/kg

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Body Weight:	650	Milk/Unit Feed:	1.67	Amino Acid:	Balanced	Cost/Animal/Day:	\$5.29
		Avg Daily Gain kgs:	0.20				

Feasible

ngredient	As Fed, kg DM, kg	Nutrient	DM Amount	DM Conc.
	_	Nel 3X	41.926 mcal	79.237 mcal/cwt
		TDN	18.327 kg	76.357 %
		Rumen Total VFA TMR	5,481.322 g	228.379 g/kg
		Calcium	0.230 kg	0.958 %
		Phosphorus	0.101 kg	0.423 %
		Ca/P Ratio	2.267 ratio	2.267 ratio
		Magnesium	0.079 kg	0.330 %
		Potassium	0.297 kg	1.236 %
		Sodium	0.119 kg	0.494 %
		Chloride	0.092 kg	0.384 %
		Added Salt	0.085 kg	0.353 %
		Sulfur	0.054 kg	0.225 %
		DCAD	6,876.709 meq	28.652 meq/100g
		Ash	1.651 kg	6.878 %
		Iron	4,152.101 mg	172.997 mg/kg
		Cobalt	4.752 mg	0.198 mg/kg
		Copper	410.442 mg	17.101 mg/kg
		Manganese	2,007.702 mg	83.651 mg/kg
		Zinc	4,054.345 mg	168.924 mg/kg
		lodine	14.833 mg	0.618 mg/kg
		Selenium	10.979 mg	0.457 mg/kg
		Added Se	8.740 mg	0.364 mg/kg
		Vitamin A	190.908 KIU	7.954 IU/g
		Vit A Add	178.009 KIU	7.417 IU/g
		Vitamin D	32.511 KIU	1.355 IU/g
		Vit D Add	32.511 KIU	1.355 IU/g
		Vitamin E	932.664 IU	38.859 IU/kg
		Vit E Add	680.185 IU	28.340 IU/kg
		Forage Lactic Ac	868.527 g	3.619 %
		Forage Acetic Ac	178.374 g	0.743 %
		Forage Propionic Ac	64.692 g	0.270 %
		Forage Butyric Ac	19.315 g	0.080 %
		Dry Matter	24.000 kg	53.796 %
		Months in Silo	2.922 unit	2.922 unit

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Body Weight:	650	Milk/Unit Feed:	1.67	Amino Acid:	Balanced	Cost/Animal/Day:	\$5.29
		Avg Daily Gain kgs:	0.20				

Feasible

Ingredient	As Fed, kg	DM, kg	Nutrient	DM Amount	DM Conc.
			Kernel Hard	8.765 unit	8.765 unit
			Length of Chop	28.752 unit	28.752 unit
			Particle Score	7.986 unit	7.986 unit
			Unsat/Sat	5.704 unit	5.704 unit
			Nitrate	0.000 g	0.000 g/kg
			RUP - NIR	0.897 kg	3.739 %
			Salt Eqvl	0.098 kg	0.407 %

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Frans Vandenberg Sales Manager



Lely Center Woodstock

innovators in agriculture-



MANAGING FOR SUCCESS AT JC-KOW FARMS, LLC

Jarrod Kollwelter, Whitewater, WI USA

History:

- In 1954 Grandpa purchased the farm and 126 acres. When my dad took over in 1974 there were 30 and in 1987 he expanded to 54 cows and bought an additional 200 acres. In 1997 I graduated from high school and my father built a shed with 50 free stalls for cows and heifers, and learned a lot from the mistakes that were made.
- In 2002 my dad and I formed a partnership, and built a 200 cow free stall barn. In 2004 we retrofitted the stanchion barn for a milking parlor. In 2005 we purchased 60 acres next door and in 2006/2007 we tiled most of the farm, added an asphalt pad for silage bags and a manure pit.
- In 2008 we built 125 stall heifer shed and also started a family when out daughter Paige was born. In 2010 we purchased 120 acres additional adjoining land.
- In 2011 I bought the farm from my dad, and tiled the 120 acres purchased the year before. In 2012 we built a new machine shed and feed storage building and this was the year our second daughter Brianna was born. In 2013 we added 100 freestalls to the barn, started irrigating and purchased transponders for the cows. In 2014 our third daughter Jaclyn was born and we increased the size of the pad for silage bags.

Crops:

- We select highly digestible corn hybrids with high yield potential and plant for a high population of 38000 to 40,000 plants per acre, all precision planting. We grid sample the fields for efficient fertilizer use. Tiling and irrigation play a major role in getting yield and quality. We do tissue samples weekly to see what nutrients the crops are lacking and then apply those nutrients through the use of fertigation. We do scissor clippings on all crops of hay. We strive for consistent high quality and uniform moisture with a goal of 66 to 69% for corn silage, 60 to 65% for haylage, and 30 to 34% for high moisture corn.

Feed:

- Our ration is balanced 56% forage with a 55/45 haylage to corn silage ratio. The high moisture corn is ground powder fine. Corn Silage is carried over past harvest so we are never feeding unfermented feed.

Replacements:

- Three years ago we started feeding calves 3-times-a-day. We wean them onto cows TMR and calf mix. Then at 4 months of age they get oatlage, corn silage, and refusals. From birth to transition they are moved through 10 different lots by size, through 2 heifer sheds.

Managing the Cow Herd:

- Cow comfort is our number 1 priority
- Heifers are moved to the cow shed 30 days before expected calving date. There are 6 lots in the shed: 29 dry cow stalls, 32 transition stalls, 36 hospital stalls and 3 milking groups of 72, 72 and 54 stalls
- Everything is bedded with sand once a week and stalls are leveled and cleaned 3 times a day
- There are 24-54 inch fans, and sprinklers over the feed manger controlled by a thermostat.
- Alleys are rubber in all lots except the hospital pen. We don't use them there because we feel they are too slippery.
- The groups are never overcrowded, and cows are grouped by cow size/stall sizes as well as by somatic cell counts, speed of milking and walking. For each milking, cows are away from free stall barn a maximum of 45 minutes. The parlor is tunnel ventilated.

Reproduction and Genetics:

- Cows are bred on natural heats picked up with activity monitoring transponders. Then we cherry pick cows not seen in heat with ovsynch, double estrumate
- -We are trying to improve genetics at a fast pace to yield a more efficient herd
- -I look for high milk, fat and protein bulls and only high genomic bulls are used for AI.
- -Every heifer calf and half the bulls are genomic tested. We use the results for flushing and breeding decisions
- We start flushing at 7 months of age and use embryos in the bottom 1/4 of herd
- -We sent three bulls to A.I. studs last year, one so far this year and two more bulls will go in the next month

The following article by Peggy Coffeen appeared in Progressive Dairyman Magazine in January 2014

Breeding the 50,000-pound cow

Jarrod Kollwelter has exceeded a rolling herd average of 40,000 pounds – one of the highest in the nation. Yet, the young and ambitious dairyman is striving for more milk, and he strongly believes that genetics is the golden ticket to taking his herd to the next level. "I really believe by the year 2020 we should be able to push 50,000 pounds of milk," Kollwelter stated at the 2013 Alltech Dairy School. "And genetics is what will get me there."

Kollwelter milks 210 cows at his JC-Kow Farms near Whitewater, Wisconsin. The third-generation farmer with a passion for genetics and impeccable cow sense has expanded the herd from within since returning home from college in 2002.

At the same time, his herd average has been on a steady climb. Presently, it is right around 40,280 pounds of milk with no signs of slowing down.

Balancing production and reproduction:

Achieving this level of production does not happen by luck or accident. Every detail of Kollwelter's dairy is deliberate, from putting up his own high-quality forages to designing stalls for maximum cow comfort, and he avoids overcrowding at all costs.

An all-encompassing approach to controlling environment and nutrition not only drives milk production but also keeps his herd's reproduction on track.

"Getting cows bred is the name of the game to make more pounds of milk," stated Kollwelter. His approach to reproduction is both aggressive and methodical, and it works. His highest producing cow, a Planet that made 56,040 pounds of milk in her third lactation, "bred back on one shot every time."



Breeding protocols:

In Kollwelter's mind, the most telling metric for measuring reproductive efficiency is the calving interval. Over the last year, he has dropped nearly one month off of his calving interval to its current status of 13.2 months by tweaking his shot protocol. During the same period, conception rates took a leap from a solid 42 percent to nearly 60 percent.

A cherry-picking ovsynch protocol has been the foundation for Kollwelter's reproductive success, combined with the expertise of his long-time herd veterinarian Dr. Rick Halvorson of the Whitewater Veterinary Hospital.

One week before herd check, all eligible cows receive a shot of GnRH. Those ultrasounded with a good corpus luteum (CL) receive one shot of Estrumate followed by a second shot 16 hours later.

"When we changed that, we gained about 15 percent conception rate with the second shot of Estrumate on the higher-producer cows," Kollwelter noted, further adding that he has observed more cows getting pregnant and maintaining pregnancy as a result of the GnRH.

Ultrasounding for pregnancy is done at 25 days, which he feels minimizes the lag time between servicing open cows. With sound reproductive performance, Kollwelter makes very few culls based on failure to breed back. Instead, he can focus on weeding out his bottom-end milkers by culling for low production.

In the heifer pens, Kollwelter relies on a combination of observation and prostaglandin. Heifers caught in heat are bred, and those not caught are ultrasounded during the herd check before receiving a shot. Heifers that are problem breeders become embryo recipients.

An activity monitoring system was installed a few months ago, but at this point, Kollwelter does not feel he has enough data to judge how well the system is working for him. He maintains that no one – or device – knows his cows better. "Nothing replaces walking the pens, looking at cows and being observant," he added.



If you peeked into Kollwelter's semen tank, what would you find? Depending on the timing of proofs, you may not find much at all. Staying on the cutting edge means keeping a lean supply of semen on hand.

"I don't want to be sitting on something when the numbers change," he noted. Just before the most recent proofs were published in December 2013, he was down to his last two shots: Coyne-Farms Jacey CRI-ET and Cookiecutter Petron Halogen.

"I breed everything to high-milk, high-fat, high-protein bulls," he said. "When proofs come out with the highest bulls for genomics and TPI, I pick the top three or four and that is all I breed to ... the best cows, the worst cows and straight across the board."

Sexed semen is another thing you won't find in Kollwelter's tank. To him, a lower conception rate just isn't worth it. "It's not worth the cost of taking a hit to get heifer calves," he added.

To avoid inbreeding, he mates cows and heifers according to their pedigrees. A tool he has found particularly helpful is the Holstein Association USA's online inbreeding calculator, which he uses for making breeding decisions on animals that he plans to flush.

Raising replacements

Setting up heifers for first calving between 22 and 23 months old requires Kollwelter to maximize growth and gains in his young calves. "I believe it starts with the calves," he stated. "If you don't have a good, healthy calf, what are you going to have in the future?"

He feeds calves 3 gallons of colostrum, split among three daily feedings. At 45 days, calves are started on TMR. The high-energy diet may not be what the industry recommends, but Kollwelter is convinced that it makes for healthy, hefty calves. "I like to see my calves look like little butterballs," he explained. "My goal is to maximize the growth phase, then cut back on the energy as heifers."

The heifer ration includes a large portion of homegrown oatlage and other less-expensive feed ingredients, which helps him to keep his costs down. As far as results, Kollwelter's heifers nearly all came in the top 95 percentile for growth in a recent study of 6,000 heifers.

While the focus is on growing his female population, Kollwelter has inadvertently found a market for some of his genetically superior bull calves. A few have caught the eye of bull studs, and others have been sold as calves to fellow dairymen looking for breeding bulls.

Genetics for the next generation

Making more of the kind of females that Kollwelter believes will take him to the next level involves a fast-paced program that combines genomic testing and flushing.

Every heifer calf that hits the ground is genomically tested, and Kollwelter begins flushing his very best as early as 9 months old. While that is younger than what some may recommend, he has found this to be successful, averaging 10 eggs on each flush.

"Most people say that you should flush at 12 months, but by then, I have already flushed two or three times," he added, "and I can still have that heifer calving in herself at 22 months old."

In some cases, this means that a heifer has 20 daughters on the ground before she has had her own calf. This fits into Kollwelter's plan to continue to grow his herd from within by capitalizing on only his top-tier genetics. "I want all elite; I don't want marginal," he said.

He hopes to eventually have twice the amount of heifers that he needs to fill his 300-stall barn to capacity, which will allow him to further cull out those that don't make the cut.

"If we can take our bottom quarter of animals out and replace them with our top 5 percent, I think that should easily be able to give us another 10 percent production from that alone," he predicted.

"That is the way I truly believe I can improve genetic progress," Kollwelter added. "Through genomics and genetic selection."









Join Ontario's farmers on June 6 2015 for Breakfast on the Farm, hosted by Dan & Glynis Veldman and family in Embro, Ontario for breakfast, entertainment, and education in support of Ontario's food and farming industry. For more information, visit us on Facebook at www.facebook.com/FarmFoodCare or on our website at www.farmfoodcare.org.

Proudly presented in partnership with the Oxford County Federation of Agriculture.

Interested in volunteering for the event?
Visit www.farmfoodcare.org and click on the Breakfast on the Farm logo.

Oxford County Federation of Agriculture
President, Joe Wilson
Communications Administator, Amy Matheson info@oxfordag.ca 519-870-6456



The proAction® Initiative

Gary Bowers Board Member, Dairy Farmers of Canada

Run for farmers by farmers, Dairy Farmers of Canada is the voice of Canadian dairy farmers.

Dairy Farmers of Canada (DFC) is the national policy, lobbying and promotional organization representing Canada's farmers living on 12,000 dairy farms. DFC strives to create stable conditions for the Canadian dairy industry, today and in the future. It works to maintain policies that foster the viability of Canadian dairy farmers and promote dairy products and their health benefits.

Dairy farmers fund its operations, including promotional activities. One of the priorities that Dairy Farmers of Canada have is the proAction® Initiative®.

The proAction® Initiative is all about providing assurance to customers about dairy farm practices in Canada. It is also an efficient and coordinated national framework that will bring various programs related to best management practices on farms under one umbrella. This new approach will allow the Canadian dairy industry to continue its leadership by assuring customers about farm practices. Canadian dairy farmers will collectively and proactively establish terms and timelines for this Initiative.

proAction® Initiative Vision

Through proAction®, Canadian dairy farmers collectively demonstrate responsible stewardship of their animals and the environment, sustainably producing high quality, safe and nutritious food for consumers.

proAction® Initiative Principles

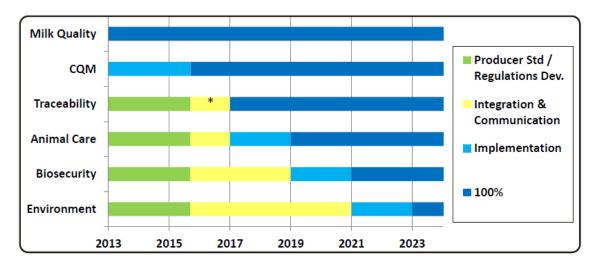
The General Council is committed to these principles for *proAction*® to be successful:

- 1. proAction® will be designed by farmers for farmers.
- 2. Striving for continuous improvement, proAction® will provide reasonable time periods to let farmers meet the programs' targets.
- 3. proAction® will improve the sustainability of Canadian dairy farms.
- 4. proAction® will be cost-efficient, user-friendly and valuable to farmers.
- 5. proAction® will be transparent and recognized by regulators, stakeholders and society.
- 6. proAction® will use existing expertise to minimize the number of required on-farm visits.
- 7. proAction® will have the same timelines for all dairy farms in Canada.
- 8. proAction® will be mandatory for all dairy farms in Canada.
- 9. proAction® will have the same obligations and consequences for all dairy farms in Canada.
- 10. proAction® will use the existing CQM program framework and infrastructure to facilitate consistent administration.
- 11. proAction® will use credible and independent audits.
- 12. proAction® will partner with governments in the implementation of the programs.
- 13. DFC and member organizations will provide the necessary resources to implement the programs.

The General Council also specified that details of each program and its implementation plan will be brought back to them for approval in July 2015.

Proposed Timelines

The *proAction*® initiative recognizes that each program needs to be implemented in a reasonable timeframe. The figure below illustrates the proposed implementation timelines associated with each program, pending specific approval. To make the implementation of the programs fair and equitable to all producers in Canada, there must be at least two years between the implementation of one *proAction*® program.



* Traceability timeline is dependent on federal regulation.

Milk Quality

Canadian milk is produced according to standards that are among the highest in the world for safety and quality.

Milk quality has long been a focus for Canadian dairy farmers, DFC and provincial milk marketing agencies. Farmers deal with milk quality criteria every day: somatic cell count (SCC), bacteria levels, freezing point and inhibitors. These criteria are regulated and used by the industry to assess raw milk quality.

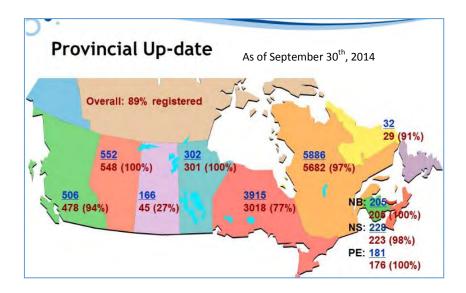
DFC and provincial milk organizations have long monitored quality trends and have led regulatory changes over time to ensure Canadian milk quality standards remain high, relative to other countries.

From 2010 to 2012, farmers improved somatic cell count levels, and now Canadian milk is among the best of the major milk-producing countries.

Food Safety: Canadian Quality Milk (CQM) program

The CQM program an on-farm food safety program designed to help producers prevent, monitor and reduce food safety risks on their farms. It has achieved technical recognition by the Canadian Food Inspection Agency as adhering to HACCP principles and being scientifically sound. Producers on the program implement best management practices on their farms and keep records to monitor critical areas of food safety.

Over 92% of all Canadian producers have registered under the CQM program. It is expected that nearly 100% of all dairy producers in Canada will be CQM registered by the end of 2015.



Animal Care

Treating animals well and providing excellent care comes naturally in the dairy industry. We all know that healthy cows are the most productive, require less work and are the most profitable animals on our farms. Under <code>proAction®</code>, an animal welfare assessment program, based on the requirements in the <code>Code</code> of <code>Practice</code> for the <code>Care</code> and <code>Handling</code> of <code>Dairy Cattle</code> will prove to consumers dairy farmers meet high standards. The Code of <code>Practice</code>, (2009) under the National Farm Animal Care Council (NFACC), with extensive industry and stakeholder input, reflects current and leading dairy management practices.

The assessment program is based on the Code and its soundness was tested twice on farms, in 2013 and 2014. Training will start at the end 2015 and will follow the CQM validation schedule. We will share some of the results in the presentation.

Traceability

Currently, milk is traceable from farm to plate across Canada. Farmers are familiar with tagging all of their cattle and maintaining those tags throughout an animal's life. However, the Livestock Traceability System does not yet span the entire food chain in Canada.

Product traceability – from the farm through to the consumer – builds trust with our customers. It is also one of the key attributes consumers value in a product, along with nutrition, consistency, taste and cost. Traceability is also important in maintaining the trust of trading partners, keeping markets open and gaining access to new markets.

Biosecurity

Biosecurity is becoming increasingly important to the Canadian dairy sector, which continues to evolve toward fewer farms with highly productive animals. The global emergence and re-emergence of bovine diseases in recent years has had a major impact on the cattle industry, both within Canada and abroad. Outbreaks of contagious diseases, such as Foot and Mouth Disease, BSE and Rinderpest in cattle in other countries, have resulted in significant economic losses, as well as animal health and environmental concerns. These outbreaks serve as a warning sign of the need for a comprehensive, co-ordinated approach to bovine biosecurity in Canada.

Environment

proAction® is a national program, but environmental concerns change from region to region and even from farm to farm. An Environmental Farm Plan (EFP) is an effective tool that is available in every province and which is designed to identify priority areas on individual farms. An EFP therefore provides a strong beneficial impact for the environment, and avoids a one size fits all solution. Having an EFP is proposed as one requirement of the environment module of proAction®. The working group on environment is focusing on four priority areas (manure storage, manure and nutrient management, water management, and use and storage of chemical inputs); these are considered to have the highest risk for the environment. When the proposal is complete and voted upon in July

2015, specific requirements will likely form part of the proAction® validation. The specific requirements are, however, still under development.

Conclusion

The *proAction*® Initiative will help Canada's dairy farmers maintain global leadership in milk quality and responsible milk production. It will let dairy farmers set their own agenda and timelines to meet the increasing requirements for assurance from consumers, customers and governments. The standards established through *proAction*® will also provide supporting evidence for trusting the Canadian milk brands.



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FOOD FROM OUR FARMS AND FOOD FOR THOUGHT ABOUT MARKETING

2015 marks our 11th year with dairy products selected to help us "learn from lunch". While many of our products are a continuation of themes we have looked at for several years, some are completely new. The products so graciously provided by your industry partners in the processing sector offer 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 and the companies behind them as opportunities to expand markets, add value and strengthen the industry.

For the first time ever, the Symposium is proud to participate in the actual launch of a new dairy product. **Chapman's Ice Cream** is a major force in winning back the market from the butter oil blends and frozen desserts that dominated 5 or 6 years ago. Chapman's offers a wide variety of premium all Canadian blue cow branded ice cream products, and with more snacking and less formal meal times, single serve items like ice cream bars are in demand. This year Symposium guests will be the first consumers anywhere to sample three flavours of "**Bumpy Bars**", a new addition to the "**Premium Canadian Collection**". We salute Chapman's for their ongoing innovation and for their work in building identity for "all Canadian dairy".

We also celebrate special class pricing for pizza cheese and its success in countering the importation of frozen pizza. We salute **Dr. Oetker** for their long term commitment to pizza making in Canada. Last May, they opened their brand new \$100 million plant in London, Ontario and in August they also purchased McCain's pizza division including plants in New Brunswick and New Jersey. This makes Dr. Oetker the leading maker of frozen pizzas in Canada. The London plant can produce 77,000 pizzas per day, so the 74 employees working there made the 189 **Ristorante Gourmet Pizzas** donated to our meeting in less than 4 minutes!

We thank **Parmalat Canada** for contributing to both our speaker program and our food discussion. As the fourth largest dairy processor in Canada with \$2.3 billion in annual sales, it is important that we understand their approach to the clients we share. With more food consumed outside the home and with much of it no longer in the form of fixed meals, "healthy snacks" are a growth area for the dairy industry. Single serve yogourt is a major component of that market and Greek yogourt (with three times the milk protein of regular yogourt) and protein in general are particularly hot. **Astro Athentikos Greek Yogourt** is a brand new entry in that market, available in four flavour combinations in 100 ml single servings. **Parmalat** also provided **Black Diamond Ficello Cheestrings**, a clear market leader in this category, and very popular in school lunches. Check their website to see their interactive marketing approach targeting young consumers.

Organic products are in demand and add value at the farm as well. **Harmony Organics**, supplier of organically produced coffee cream for our meeting, is a family owned company that pioneered organic milk production when owner Lawrence Andres immigrated from Switzerland in 1979. Today Harmony niche markets milk from 14 producers that are certified organic and who also maintain a very high standard of animal comfort and care.

Eby Manor Golden Guernsey Milk combines the local food appeal of knowing where it comes from, the nutritional appeal of functional foods, and the nostalgia of Guernsey milk and glass bottles. Jim Eby and family milk 60 Guernseys north of Waterloo. They have established a successful milk retail businesses, selling through grocery and specialty stores and restaurants from Stratford to Oshawa. Their 4.8% fat cream top and 4% fat chocolate milk give a whole new meaning to "whole milk". Thank you to **Eby Manor** for supplying milk at cost and thank you **Scotiabank** for covering that cost as our milk sponsor.

Although they built their business on ethnic products, **Hans Dairy Yoghurt Smoothies** have become a popular product with mainstream consumers. As demographics change, we need to continually ensure consumers needs are met. We salute **Hans Dairy** for their success in meeting the demand for South Asian products as well as their wider marketing of the smoothies.

Interest in cheese has never been higher. As Canadian eating habits became more "cultured", artisan cheese was going to happen, but formal programs like DDPIP and the Artisan Dairy Program have made a big difference. This year three very different cheese makers have donated product. Pine River Cheese, a farmer owned cooperative established in 1885, has a long history of producing excellent quality traditional cheeses, but today they have offered unique caramelized onion cheddar, chocolate cheese fudge and their award winning new Asiago for sampling. Mountainoak Cheese is a more recent addition to artisan cheese making, but they are gaining national recognition. Their Mountainoak Farmstead Premium Gold, an 18 month aged gouda style cheese, was the reserve grand champion at the 2014 Royal Winter Fair. At Jensen Cheese, "tradition" is the focus, with a history of producing excellent quality traditional cheeses like Cheddar and Colby. All three of these companies make gift baskets of local cheeses, so remember them when you need a "dairy themed" gift for friends, farm staff or clients.

These processors are adding new dimensions to our dairy industry and reconnecting the consuming public with the dairy farm in ways 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 all Ontario dairy products.

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.







In 1891, Dr. August Oetker, a pharmacist by trade, founded his company in Bielefeld, Germany. Two years later, in 1893, he introduced his first product Dr. Oetker "Backin", which offered high quality baking powder in small paper bags containing precisely the right quantity for one pound of flour. And so "convenience" and "quality" laid the foundation for a major international brand. A family business now owned by the fourth generation, Dr. Oetker is a major international brand that came to Canada in 1960 and in 1992 they purchased the Shirriff line of products. Ristorante Pizza, launched in 2003, has enjoyed great success as a gourmet frozen pizza. Since the opening of the London Pizza Factory in May 2014 these pizzas are now made in Ontario with Canadian dairy ingredients.

Parmalat Canada produces milk and dairy products, fruit juices, cultured products, cheese products and table spreads with such respected brands as Beatrice, Lactantia, Astro, Black Diamond and Balderson. Our employees' continued commitment to quality and innovation has helped Parmalat Canada become one of the largest, most-dynamic food group companies in Canada.





Astro Athentikos is a deliciously thick and creamy Greek yogourt inspired by the traditional way Greek yogourt is made. Using three times more milk than regular yogourt, Astro Athentikos is created using a separation method, which gives it an exceptionally rich

taste and thick, creamy texture. *Astro Athentikos* Greek yogourt is a perfect snack for any time of the day! Astro Athentikos is high in protein, 100% Kosher and contains no gelatin.





Black Diamond Cheestrings are a healthy single serve snack that is perfect for school lunches.



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Our home farm is located in the rural community of Kincardine Ontario, operated by founders and owners Lawrence and Mathilde Andres, Canada's first organic dairy farmers.

Their lifetime passion of organic farming and healthy living is evident in every aspect of our operations. In 1992 Lawrence initiated the first organic dairy producers' group in Ontario; all the while working diligently towards the segregation of organic milk from conventional, which was achieved in 1994.

Harmony Organic Dairy was officially launched on September 24, 2001 with our first processing. Today we have grown to 14 family farms that are committed to working in harmony with nature, which aptly describes our core values, principles, philosophies and management style.

We produce a complete line of organic fluid dairy that is available in our flagship glass bottles, cartons and 4 litre bags, available at many fine stores in Ontario and Quebec.

To learn more about Harmony Organic Dairy, our products and our producers, visit our website www.harmonyorganic.ca . For more information contact us at 1-519-291-9733 or by email info@harmonyorganic.ca

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 superb 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.





From humble beginnings in 1885, the cheese makers of Pine River Cheese & Butter Cooperative have built a reputation for their unique brand of high quality aged Cheddar Cheese. Fiercely independent and one of the few remaining farmer's co-operatives, Pine River Cheese has been owned and operated by the dairy farmers of Bruce County for five generations. We invite you to tour our plant, located 6 km south of Kincardine, Ontario, and watch our skilled cheese makers combine traditional processes with modern technology to produce Pine River quality. From the viewing gallery, observe Canadian Cheddar being produced. See a video presentation on the making of cheese, and enjoy the Bruce County Museum artifact display. Best time to view cheese making is during morning hours. The viewing gallery is open from Monday to Friday, and there is no charge.





Founded in 1997, Hans Dairy is the largest Ontario dairy specializing in South Asian dairy products. It's the first in Canada to launch Dahi, an Indian style yogurt. Recently, Hans Dairy introduced mainstream products, which are yogurt smoothies available in mango, passion fruit, strawberry, blueberry and peach flavours. The fruit used on our smoothies is sourced from local Ontario farms.

In accordance with our 100% natural philosophy, our yogurt smoothies are free of any artificial sugars, flavourings, colourings, and preservatives. Whether you're on the go and need an energy boost or simply looking to pair your meal with a delicious beverage, we take great pride in offering healthy and nutritious smoothies that fit into your everyday life. Proudly made from milk from Canadian dairy farms, our products are developed inhouse using fresh ingredients to ensure a great taste that you'll love.

With close to two decades of service in the Greater Toronto Area, Hans Dairy has developed a strong reputation and relationship with the

community. We pour our heart and soul into making products that we would feed our own family so it's our mission to make healthy products so you can feel confident feeding your family. We think about every ingredient so you don't have to.

For more information, please contact us at (416) 740-3747 or sales@hansdairy.com.



Tradition

Jensen Cheese is a third generation family tradition established in 1925 by founder Arne Jensen, a Master Cheesemaker from Denmark.

Each cheese has been made with the utmost care and attention to guarantee that the texture and flavour are at their best. The Old World Curing Process is still being used to ensure our old fashioned, full bodied natural flavours. This is done at our own Wilton Cheese Factory, the manufacturing division for A.M. Jensen Limited located in Wilton (Odessa), Ontario.

Jensen Cheese, 37 Evergreen Hill Road, P.O. Box 311, Simcoe, Ontario, N3Y 4L2, info@jensencheese.ca, T: 519-426-4523 or 1-866-625-0615, F: 519-426-9560 Wilton Cheese Factory, 287 Simmons Road, R.R. #2, Odessa, Ontario, K0H 2H0 wiltoncheesefactory@xplornet.ca, T: 613-386-7314, F: 613-386-1223



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Huron County - Glen McNeil

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Kenton Roth

Wellington County - Gerald Koeslag

Wentworth County - Gordon Alblas

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