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THE PROGRAM:



- 9:00 a.m.** **Exhibits Open**
Registration and Coffee
- 10:15 a.m.** **Welcome**
- 10:20 a.m.** **Forget Thinking “Fast and Slow”. Think Differently!**
Jacques Lefebvre - Dairy Processors of Canada
- 10:50 a.m.** **Not your Grandparents’ Genetic Selection Tools**
Lynsay Beavers - CDN
- 11:30 a.m.** **Social License, Public Trust and Transparency - Connecting the Dots to your Farm**
Crystal Mackay - Farm & Food Care
- 12:00 p.m.** **Hot lunch featuring “Food From Our Farms”**
- 1:20 p.m.** **Producer Panel: Achieving a Successful Bottom Line**
Kyle Averhoff - Royal Farms, Kansas, U.S.A.
Peter Armstrong - Armstrong Manor, ON
Tom Hoogendoorn - Valedoorn Farm, BC
- 2:20 p.m.** **The Health and Safety Act: Don’t Risk Non-Compliance**
Jay Remsik - WSPS
- 2:35 p.m.** **Operating Today’s Canadian Dairy Business in a Global Market**
Devin Brennan - Oresco Company
- 3:15 p.m.** **Speak your Mind!**
*Open microphone session with DFO Vice-Chair Murray Sherk;
audience response system sponsored by Gay Lea Foods*
- 3:30** **Adjournment**
- 4:00** **Exhibits Close**



Let us know how your day is going!

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The South Western Ontario Dairy Symposium is organized by Dairy Farmers of Ontario through its Dairy Producer Committees in Essex-Kent, Lambton, Middlesex, Elgin, Huron, Perth, Oxford, Waterloo, Wellington, Brant, Norfolk, Wentworth, Haldimand, and Niagara counties, in cooperation with the Ontario Ministry of Agriculture, Food and Rural Affairs.

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Forget Thinking “Fast and Slow”. Think Differently!

Jacques Lefebvre - *Dairy Processors of Canada*

In his presentation, Jacques Lefebvre will focus on the link between thinking differently and innovation. The term “innovation” has been used in different ways (fundamental research, applied research, etc.). While these interpretations are important for the dairy industry, equally important is how the two sectors and their roles in supporting a vibrant dairy industry in Canada are viewed. Jacques believes that the industry can build on the success of modernizing the supply management system through ingredient strategies to grow opportunities for the future. To this end, his goal is for producers and processors to view both themselves and each other as true partners, and for both to recognize the value of a win-win mindset.

Following this presentation, it is hoped that participants will appreciate that innovation—regardless of interpretation—requires a focus on the mid- to long-term. Buying into a different paradigm for the industry will be insufficient; participants need to actively engage individually, and collectively through their organizations, to promote this approach.

Notes:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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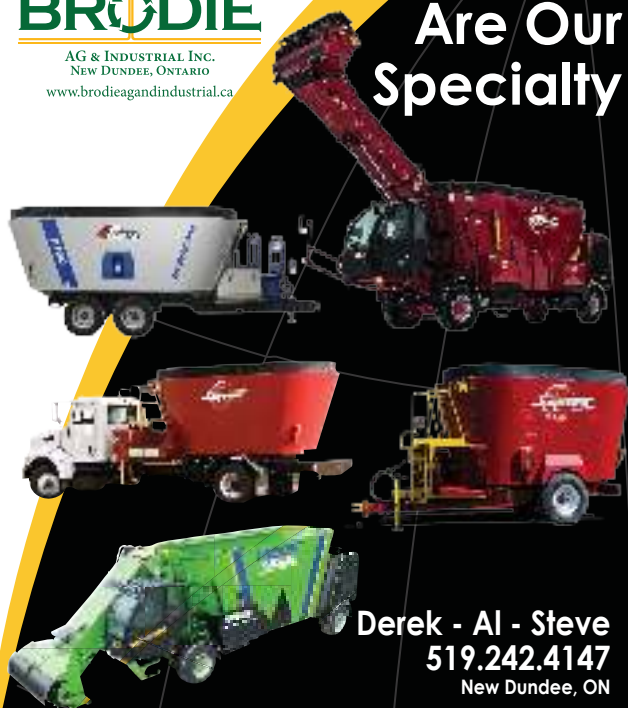
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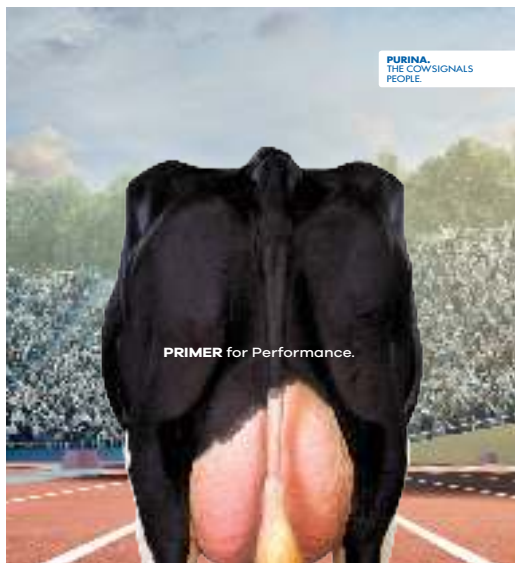
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Selection for Increased Resistance to Metabolic Diseases

Every dairy producer has faced metabolic disease in their herd. Metabolic diseases are heavily influenced by management; particularly by nutrition through the transition period. As with all diseases, however, a genetic component also exists which means that certain animals are genetically more or less susceptible to metabolic disorders. Starting December 2016, Canadian Dairy Network (CDN) will publish genetic evaluations for Metabolic Disease Resistance (MDR) in the Holstein, Ayrshire and Jersey breeds. With this new tool, producers will be able to select for increased resistance to these costly diseases. Read on to learn more about the development and interpretation of the Metabolic Disease Resistance index and the traits behind it.

Clinical Ketosis, Subclinical Ketosis and Displaced Abomasum

The impact of ketosis tends to be under predicted on most farms. Clinical ketosis is observed in a visibly ill animal, while subclinical ketosis often remains undetected unless a herd monitoring program is in place. Either form of ketosis leads to excess concentrations of ketones circulating in the bloodstream in early lactation as a result of negative energy balance. Ketosis can lead to other metabolic diseases, impairs immune function and can also lead to reduced reproductive performance, reduced milk production, and an overall increased risk of being culled. In general, higher parity cows experience higher volumes of total lactation milk loss after a ketotic episode.

Cows with ketosis are also more likely to experience a displaced abomasum with the majority of cases occurring soon after calving. An accumulation of gas in the abomasum, often caused by inadequate feeding and management, can cause this stomach to move up in the abdomen, generally to the left side of the body. Surgical intervention is often required and cows that have had a displaced abomasum have shown to produce over 300 kg less milk during the lactation.

Where Does the Data Come From?

A national system for collecting health events has been in place since 2007. Since that time, approximately 40% of all herds enrolled on milk recording have been voluntarily recording the incidence of eight key diseases and reporting this data to their milk recording agency. This accumulation of data has led to the calculation of genetic evaluations for Mastitis Resistance since August 2014. Effective December 2016, this source of data collection will also be used to produce genetic evaluations for Clinical Ketosis (CK) and Displaced Abomasum (DA). In addition, DH1 laboratory analysis of milk samples for levels of BHB (i.e.: milk beta-hydroxybutyrate) serves for calculating genetic evaluations for Subclinical Ketosis (SCK). The overall index for Metabolic Disease Resistance combines evaluations for these traits into a single value for genetic selection to reduce incidence rates in Canadian dairy herds.

Metabolic Disease Resistance - The Details

Metabolic Disease Resistance (MDR) combines evaluations for six traits in total, including Subclinical Ketosis, Clinical Ketosis and Displaced Abomasum, each of which is evaluated separately for cows in first lactation compared to later lactations. To improve the accuracy of these evaluations, the genetic evaluation system also includes two indicator traits, specifically the ratio of fat to protein production in early lactation and the Body Condition Score in first lactation. In general, the relative weight on each trait in MDR is 50% for Subclinical Ketosis and 25% for both Clinical Ketosis and Displaced Abomasum. MDR has an estimated heritability of 7% and evaluations are expressed as Relative Breeding Values (RBV) with a scale that averages 100 and generally ranges from 115 for the best animals to 85 for the worst. For sires, the official status for MDR will be the same as for Subclinical Ketosis in first lactation since this trait will generally have the most daughter information included.

Due to the amount of data currently available for these diseases, CDN will publish MDR evaluations only for the Holstein, Ayrshire and Jersey breeds. In addition, genomic evaluations for MDR will only be available for the Holstein breed due to the limited number of reference sires available for Ayrshire and Jersey.

Metabolic Disease Resistance - The Impact

Table 1 shows the relative weight that each of the three metabolic diseases have in the index for Metabolic Disease Resistance (MDR) as well as the overall percentage of healthy cows in the Holstein breed for each metabolic disease. As expected, the incidence of each disease generally increases as cows get older.

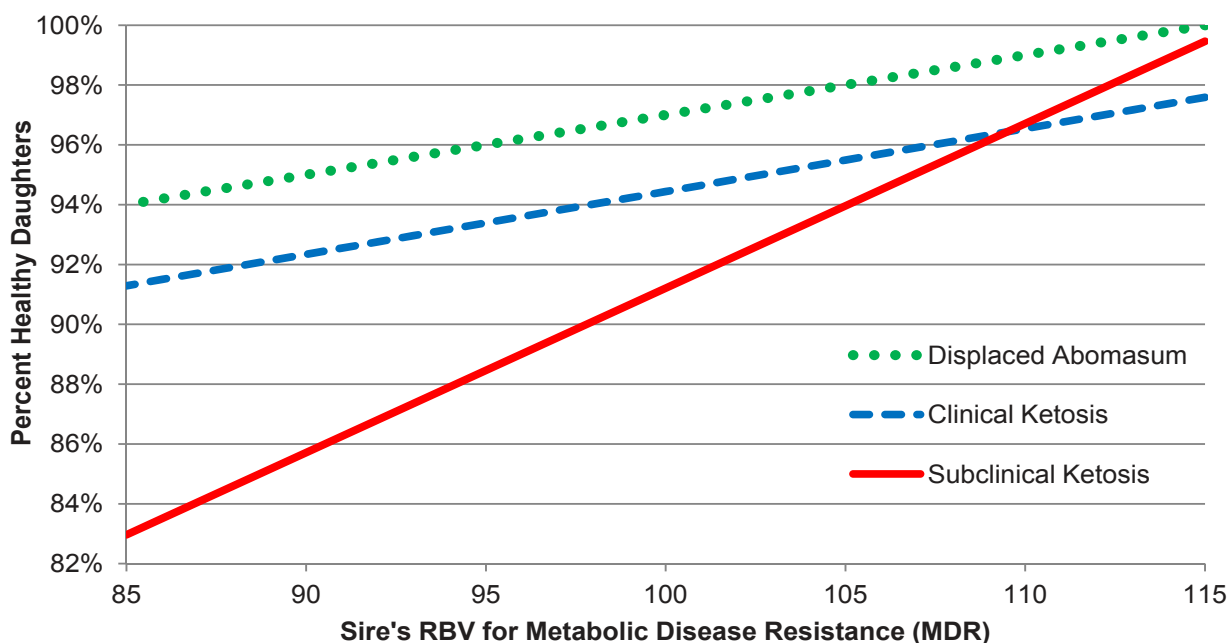
Table 1: Overall Percentage of Healthy Cows by Breed for the Metabolic Diseases in the Metabolic Disease Resistance (MDR) Index

Trait	Holstein		Ayrshire		Jersey	
	Lactation		Lactation		Lactation	
	First	Later	First	Later	First	Later
Subclinical Ketosis*	93.7%	89.9%	92.4%	87.1%	88.1%	87.2%
Clinical Ketosis	95.5%	93.0%	97.2%	93.3%	92.8%	94.0%
Displaced Abomasum	97.2%	96.0%	98.6%	96.3%	98.2%	97.1%

* Cows with a milk BHB level below 0.20 mmol/L on the first test day between 5 and 45 days after calving are considered healthy for subclinical ketosis.

As seen in Figure 1, comparing the percentage healthy daughters for sires that are highly or poorly ranked for MDR clearly shows value in genetic evaluation and selection programs based on this index to improve the resistance to all three metabolic diseases. For Holsteins, a 10-point difference between sires for MDR translates to an expected increase of healthy daughters by 5.5% for subclinical ketosis, 2% for clinical ketosis and 2% for displaced abomasum.

Figure 1: Expected Percentage Healthy Daughters for Metabolic Diseases by Sire's Proof for Metabolic Disease Resistance - Holstein -



Metabolic disease can play a significant role in affecting the profitability of dairy farms. Combining good management practises, especially for cows during the transition period and early lactation, and the Metabolic Disease Resistance (MDR) index for genetic improvement is the ideal approach to minimizing the impact of these diseases in your herd. Given the 20% correlation that MDR has with both Pro\$ and LPI some genetic progress has been achieved for these traits but producers now have the opportunity to make direct selection and mating decisions.

Authors: Lynsay Beavers, Industry Liaison Coordinator, CDN
Brian Van Doormaal, General Manager, CDN

Date: November 2016



A Step Towards Genetic Improvement for Hoof Health

What are the major health issues in your lactating herd? Chances are good your answer includes some or all of the following: mastitis, reproductive issues and lameness. Great strides have been made in terms of genetic selection for reduced somatic cell, improved resistance to clinical mastitis and higher daughter fertility. But when it comes to genetic improvement for hoof health, progress has been minimal. In fact, research has shown that decades of selection for feet and leg type traits have not resulted in any decrease in the frequency of hoof lesions. Fortunately, things are about to change. Starting in 2018, genetic selection for hoof health should be possible. Read about the research project that will bring us this highly sought-after selection tool.

The Cost and Impact of Lameness

Lameness is prevalent and expensive. It is a significant economic issue in the Canadian dairy industry. It has a negative impact on animal well-being and lameness is often easily visible compared to most other diseases. Costs associated with lameness include treatment, decreased milk production, decreased reproductive performance and increased premature culling. Combined, these factors mean a single case of lameness can cost a producer upwards of \$350. Nationally, it is estimated that one-quarter of all dairy cows have at least one lesion, and while not all lesions result in lameness, they are a clear precursor. Industry recognized the need for more research in this area, particularly from a genetic standpoint.

The Project: Improving Hoof Health in Canadian Dairy Herds

In 2014, the four-year project called "Improving Hoof Health in Canadian Dairy Herds" began. The project is one of several that were funded within the Dairy Research Cluster 2, which includes monies from Canadian Dairy Network (CDN), Dairy Farmers of Canada, Agriculture and Agri-Food Canada and the Canadian Dairy Commission. The project is led by Dr. Filippo Miglior of CDN, who is also an Adjunct Professor at the University of Guelph. Other key contributors include the Project Manager, Anne-Marie Christen of Valacta, and Research Associate, Dr. Francesca Malchiodi of the University of Guelph. The project has four major objectives including:

1. Standardization of hoof lesion data collected by hoof trimmers across Canada
2. Develop a data flow process from hoof trimmers to Canadian DHI and onto CDN
3. Develop a DHI management report for dairy producers
4. Develop genetic and genomic evaluations for hoof health

Objectives one and two are completed, while three and four remain in progress. Standardization of hoof health data has been achieved by collecting data from hoof trimmers equipped with Hoof Supervisor software. This tablet-based program, used by certain hoof trimmers, specifies the type, severity, claw and zone for each lesion.

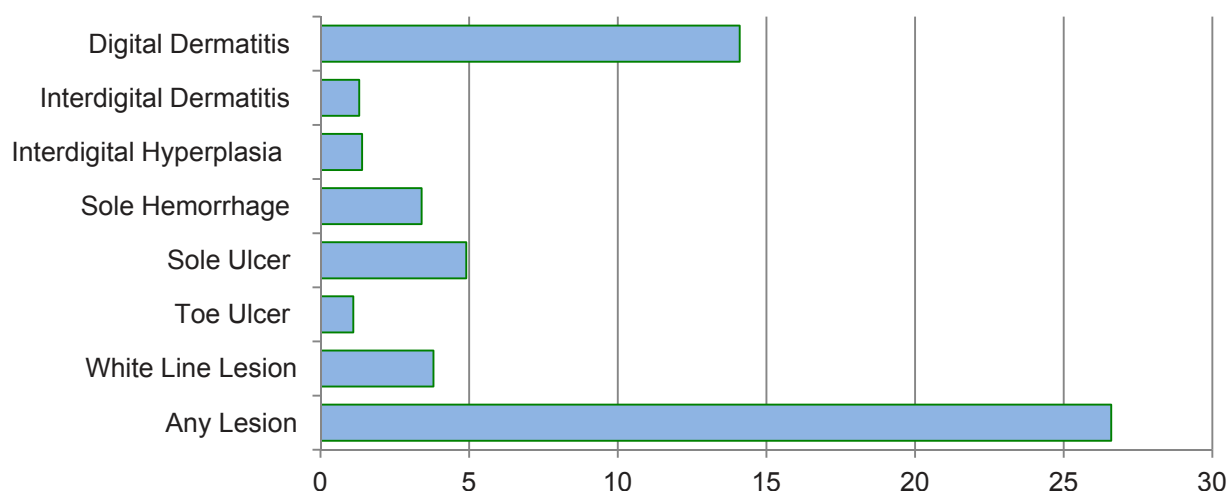
An interface between Canadian DHI and the Hoof Supervisor System has been developed, which allows trimmers to download some DHI information (cow identification, days in milk, dates of calving, breeding and pregnancy, etc.) directly into Hoof Supervisor prior to a herd visit. This enables herd and animal identification data to be attached to the Hoof Supervisor records. Following herd visits, trimmers routinely transfer Hoof Supervisor data (lesions, severity, actions) back to Canadian DHI, which then sends the data to CDN. There are presently 28 hoof trimmers contributing data in this manner and another group of 8 to 10 trimmers are expected to start shortly.

The current focus of the project is the development of a new DHI herd management report for hoof health. A small working group of hoof trimmers, veterinarians, producers and a dairy advisor are working together to create this report, which will allow herds to benchmark themselves against other herds provincially and nationally for major economic hoof lesions.

Preliminary Results

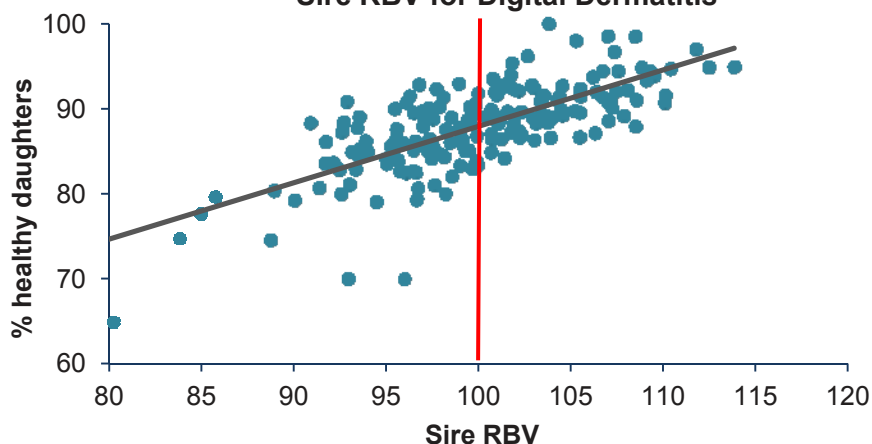
Figure 1 shows results from herds involved in provincial hoof health projects in Alberta, British Columbia and Ontario between 2009 and 2012. Results indicate that digital dermatitis is clearly the most important hoof health issue to be addressed with an estimated average incidence of nearly 15% among all cows. Three other hoof lesions, namely sole ulcer, white line disease and sole hemorrhage also affect the herd profitability, with average incidence rates approaching 5% of all cows, and would therefore benefit from genetic selection and herd management information available to producers.

Figure 1: Prevalence of hoof lesions based on herds included in research projects in three Canadian provinces



Heritabilities for hoof lesion traits are low and range from 1% to 7%. However, there is enough variability between bulls to select them for enhanced resistance to hoof lesions. Initial work has been done on calculating genetic evaluations for hoof health traits. As an example, Figure 2 compares Sire Relative Breeding Values (RBV) for digital dermatitis to the percentage of healthy daughters. When ranked genetically, the top 10% of sires have less than 7% of their daughters with digital dermatitis while, on the other hand, the bottom 10% of sires have over 24% daughters with digital dermatitis.

Figure 2: Percent healthy daughters versus Sire RBV for Digital Dermatitis



A genome-wide association study has also been performed for digital dermatitis and sole ulcers. Results indicate the presence of certain genes that have significant effects on these hoof lesions, which is promising for selection of increased resistance. Another major benefit of centralizing hoof health data at CDN for genetic and genomic evaluations is the fact that DHI will also have information of hoof lesions to help producers improve their herd management and to advance the research on risk factors associated with hoof lesions.

Next Steps

The next major part of the project involves the development of a genomic evaluation system for hoof health. This system may use methodology called "single-step", whereby genotyped cows from herds with hoof health data serve as the reference population as opposed to progeny proven sires. Canadian hoof trimmers and Canadian DHI have been essential to successful data collection so far. Nevertheless, more hoof trimmer participation is needed in order to sustain evaluations for hoof health beyond the project. The goal is to have routine hoof health records from 10-20% of cows in herds across Canada. With this quantity of data, selection for hoof health will be possible well into the future.

Authors: Lynsay Beavers, Industry Liaison Coordinator, CDN
Brian Van Doormaal, General Manager, CDN

Date: October 2016



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CRYSTAL MACKAY

Crystal is the CEO for Farm & Food Care Canada with a vision for building public trust in food and farming in Canada. Farm & Food Care represents a coalition of farmers and associated food and agri-businesses proactively working together with a commitment to provide credible information on food and farming.

Crystal is a dynamic presenter who has delivered hundreds of presentations to a broad range of audiences from farmers to university students to CEOs across North America.

Crystal was raised on a farm in the Ottawa Valley, where her family still farms today. She is a graduate of the University of Guelph and several executive leadership programs. She is a past President of the University of Guelph OAC Alumni Association, and a former director of both the Ontario 4-H Foundation and the Poultry Industry Council.

She enjoys spending time with her young family and playing hockey whenever she gets the chance!

To schedule Crystal for your next event, contact her at **519.837.1326** or crystal@farmfoodcare.org.

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Producer Panel: Achieving a Successful Bottom Line

Kyle Averhoff: Royal Farms, LLC

Location	Garden City, Kansas, U.S.A
Type of Climate	Semi-Arid High Plains
Herd Size	Milk 9,000; 9,500 heifer replacements
Hectares/Acres Farmed	4000 Acres
Approximate Price of Land in your Area	\$2500/Acre (US)
Type of crops farmed	Corn/Milo/Wheat/Alfalfa
	Pivot Irrigated & Dryland
Number of Employees	85 employees



1. **Briefly describe your operation**

Royal Farms Dairy operates 2 western style, open lot dairies in Garden City, Kansas. The combined operations consists of 9000 milking cows and 9500 replacement heifers. On average, the farm markets over 20M pounds of milk per month and employs 85 people. Kyle Averhoff has served as the General Manager and Managing Partner of Royal Farms Dairy since 2003. Kyle and his wife Michelle live on the farm with their 3 children. Kyle and his management team are directly responsible for the overall financial and operation management of the farm. Additionally, Kyle works with his 5 partners and key managers to develop, implement, and execute upon key areas of direction and focus for the business.

2. **What are the three main goals of your operation?**

- * Produce very high quality milk in a manner that brings value and fulfillment to our community, our employees, and to ownership.
- * Vertically integrate our milk production through the strategic alliance and partnering of our farm with our milk cooperative in a local milk processing facility.
- * Maintain passion and management intensity on key operational metrics placing our farm in the top 25% of the industry in all aspects.

3. **In your opinion, what makes a dairy operation successful/profitable?**

Success on a dairy is a combination of doing a lot of basic, smaller things very well on a continual basis. At the end of the day, a full dairy with great people and well cared for cows is a good foundation for success in the milk business. For us, we capture the essence of the above statement in what we describe as our "Glass Balls". The "Glass Balls" for Royal Farms Dairy are as follows:

- * Take Great Care of Cows, Take Great Care of People, Control Our Costs, Execute on Basic Principles with Perfection, Operate with a Very High Level of Integrity and Transparency

4. **What is the single most important advice you have received and/or learned?**

The most important advice I have received over the years has been to truly believe in yourself and what you are doing. Operate with a humble confidence that allows you to make opportune decisions at what may feel like an inopportune time. Combining this ability with a business with a strong equity position seems to create continual opportunities for growth.

5. **What current technologies do you take advantage of? How have they improved your operation?**

Currently, our operation utilizes the following technologies:

- * RFID – Advantages w/ Labor Efficiency, Compliance, and Documentation
- * Genomic Bulls & Sexed Semen – Faster Genetic Gains & Growth Oriented Supply of Heifers
- * Pregnancy Diagnosis Via Blood Sampling & In House Ultrasound

6. **What are your future goals/plans for your operation?**

Continually growing our farm into a business that is fully ready for success in the future dairy industry

Producer Panel: Achieving a Successful Bottom Line

Peter Armstrong: Armstrong Manor

Location	Ontario
Type of Climate	Moderate
Herd Size	Milk 300
Herd BCA	M290 F308 P293
Current Price of Quota	\$24,000
Hectares/Acres Farmed	1350 Acres
Approximate Price of Land in your Area	\$50,000/acre
Type of crops farmed	Corn, soybeans, wheat, hay
Number of Employees	3 fulltime, 6 part time



1. Briefly describe your operation

Multigenerational dairy and cash crop operation.

Milking 300 Holsteins, milking 3X/day in a double twelve parlour. We crop 1350 acres (own 100, rent the balance).

2. What are the three main goals of your operation?

Produce high quality milk while continually striving to improve our efficiency, type of animal, and increase production through cow comfort and nutrition.

3. In your opinion, what makes a dairy operation successful/profitable?

Same answer as in #2

4. What is the single most important advice you have received and/or learned?

"You always need to be growing so that the next generation has the opportunity to come back to farming without putting financial stress on the operation. If they don't want to come back, it doesn't matter." David Armstrong – father and grandfather

5. What current technologies do you take advantage of? How have they improved your operation?

Pedometers – improved heat detection and decreased labour

Robotic Calf Feeder – labour saving, healthier calves, better growth

DHI – milk recording, improves overall herd management

Genomics – allows us to grow faster, more heifers, ability to cull out bottom cows.

6. What are your future goals/plans for your operation?

Gradually increase herd to 400 cows (new expansion allows for this)

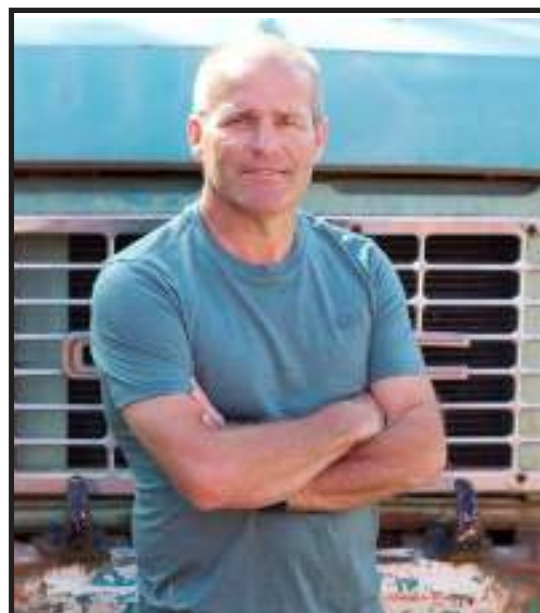
Continue with succession to next generation

Enjoy life and have fun.

Producer Panel: Achieving a Successful Bottom Line

Tom Hoogendoorn: Valedoorn Farms

Location	Fraser Valley, British Colombia
Type of Climate	Oceanic in winter with warm summers
Herd Size	Milk 340
Herd BCA	252 269 252
Current Price of Quota	\$43,000
Hectares/Acres Farmed	240 acres
Approximate price of land in your area	\$50,000 to \$70,000/acre
Type of crops farmed	Silage corn and grass for silage
Number of Employees	7 fulltime and 3 part time including family



1. **Briefly describe your operation.**

Our farm is a family farm run by my brother and I with help from our families and employees. We try to make as much forage as possible but buy all our hay and grain concentrates. We raise our own replacements trying for high production at a cost effective price.

2. **What are the main goals of your operation?**

Our goal first is to keep the family strong and get along with each other and have enjoyable rewarding and interesting lives. Next goal is to have profitable production and to keep growing at a sustainable rate.

3. **In your opinion, what makes a dairy operation successful/profitable?**

People make the dairy farm successful. Attention to details, make it profitable.

4. **What is the single most important advice you have received and/or learned?**

Best advice was from my mother and she always said take care of the pennies and the nickels will follow. On an inflation basis today we may talk about quarters and loonies. Next best advice was buy quota.

5. **What current technologies do you take advantage of? How have they improved your operation?**

We use dairy software with heat detection and a scanner for herd health. This allows us to monitor the cows better. As well, we use recycled manure for bedding which cut down on our bedding costs and decreased our manure volume, which means we are taking less inputs into our operation. We also make use of the best genomic bulls meaning our cows seem to be better every generation.

6. **What are your future goals/plans for your operation?**

We intend to start transitioning to the next generation. Hopefully this goes well and of course we expect to keep growing and improving our operation.

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References: (1) USDA, 2010, Dairy 2007 – Heifer calf health and management practices on US dairy operations, 2007 USDA:APHIS/VS, CEAH, Fort Collins, CO #550.0110. (2) Windmeyer MC, Leslie KE, Godden SM, et al. 2014. Factors associated with morbidity, mortality, and growth of dairy heifer calves up to 3 months of age. *Preventive Veterinary Medicine* 113:231-40. (3) Brickell JS, McGowan MM, Pfeiffer DJ, Watken DC. 2009. Mortality in Holstein-Friesian calves and replacement heifers, in relation to body weight and IGF-I concentration, on 19 farms in England. *Animal* 3(8):1175-82.

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OPERATING TODAY'S CANADIAN DAIRY BUSINESS IN A GLOBAL MARKET

Devin Brennan -- *Oresco Company*

Devin's Take Home Message:

Today's dairy farm is a business, as such, you need to be a facilitator, learn to lead others, create a management team with key advisors. By listening and pulling ideas from your team, create a structure that allows you to perform at least quarterly financial reviews based on percent profit margin enhancing your ability to find potential performance improvements based on improved margins. By knowing where you are makes it easier to know where you're going, especially when there is no certainty when it comes to the Canadian dairy producer's future milk pricing. Much of the discipline may involve tuning out the noise of the media that is constantly focused on short-term themes or sensationalist headlines. The focus needs to be how to run your dairy as a business to create sustainable profit margin. It is good to learn from traditions and history but let it not make you a slave: we need to manage for the future.

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FOODS FROM OUR FARMS . . . Celebrating Canadian Dairy Products

This year marks the 13th year of the annual “Food from our Farms” portion of the South Western Ontario Dairy Symposium. Every year, our committee seeks out for new and innovative dairy products that have entered the food market that focus on providing consumers new Canadian dairy options. These products have been graciously donated by your industry partners in the food-processing sector with the goal of closing the gap between the processor and yourself, the dairy farmer. We thank these companies for donating products to the symposium and providing us with information on their company. These companies have been able to produce products that give the dairy industry the opportunity to diversify, expand and strengthen our markets. This year, once again we have a very exciting line-up of dairy products including milk, ice cream, yogurt and of course cheese! Enjoy!

This year Canada marks its 150th year as a country. When you think Canada, the first thing that comes to many people’s mind is . . . **Tim Hortons**. Tim Hortons started as one store in Hamilton, Ontario in 1964 and today has grown to 4,492 locations nationwide. They are a huge supporter of 100% Canadian Milk and all of the milk and cream in restaurants comes from Canadian dairy farms. Last summer, Tim Horton’s announced their new product Bottled Iced Capp® in three flavours; vanilla, mocha and original. Readily available in grocery stores, Iced Capp’s are now available to go. Beat the after lunch food coma, and enjoy **Tim Hortons Bottled Iced Capp®**.

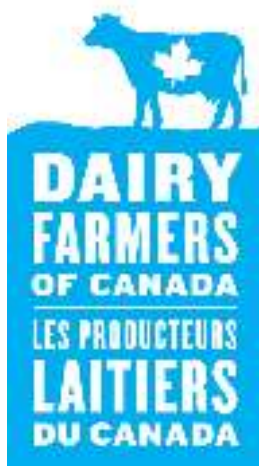
In celebration of Canada’s 150th anniversary, Tim Horton’s has also provided us with a **\$150 Tim Card**, which will be given out to one lucky attendee. Be sure to put your ballot in the box at the back of exhibit hall three.



This year we have reached out to **Reid’s Dairy**, located in Belleville, Ontario for our milk. Reid’s Dairy is the largest family owned and operated dairy in Ontario. Owned by the Quickert family they have been proudly provided quality milk products to the community since 1910. Today, Reid’s Dairy produces two percent of the fluid milk supply in Ontario, with two-thirds of their raw milk coming from dairy farms within 100 km of their Belleville manufacturing facility. Why is Reid’s milk better tasting, and better for you? The answer is simple. They minimize the processing beyond basic pasteurizing to preserve the rich nutrient value of milk. When you purchase our products consumers know they are supporting local dairy farmers. Proudly supporting the 100% Canadian Milk logo, today they will be providing the traditional 2% white milk and Chocolate milk. We thank **Scotiabank** for sponsoring the milk purchase once again this year!

I Scream for Ice Cream! Welcoming back to the “Food from our Farms,” **Chapmans Ice Cream** will be providing their new Yukon Bars for everyone. The Yukon Bars have been strongly branded Canadian as the promotion slogan is **“Finally, a taste as BIG as Canada’s North.”** Available by the box, Yukon Bars provide a quick snack for everyone to be eaten on the go. Chapman’s Ice Cream started in 1973 by David and Penny Chapman purchased a small creamery in Markdale, Ontario. Their goal was to provide a quality product at an affordable price and since then they have grown to be Canada’s largest independent ice cream company. Thanks to the ongoing support of loyal customers like you, the Chapman’s dream is thriving. Chapman’s Ice Cream has never forgotten their roots and continues to pride themselves as a Canadian company using Canadian milk to make their products.

Yogurt is a growth sector that appeals to taste, convenience and health, and right now, Greek style yogurt is the fastest growing piece of the market. **Skotidakis** played a big role in making this happen so it is fitting that we salute them for their contribution to dairy market development. Founded by Greek goat farmer Peter Skotidakis, in Eastern Ontario, this company has grown steadily from processing their own goat milk in 1975 to becoming a major supplier of Greek yogurt in Ontario and Quebec. In a marketplace where big multinational processors dominate, it is great to see a small family owned business develop into a major contributor of quality products. Single serve yogurt is convenient for home consumption, school lunches, and food counter and vending sales, and this product gives dairy a strong presence in these markets. Our veggie trays feature Skotidakis flavored yogurt dips, a newer product line that gets rave reviews. With a very high content of solids non-fat, Greek yogurt can contribute to balancing demand for dairy ingredients and adoption of a national ingredients strategy could be good news for Canadian content of this product. While plans have not been finalized, there is talk of more growth for Skotidakis with a new ingredients plant in the works. Processors and producers alike need to seize opportunity where we find it, and we look forward to future development for this great Canadian family business success. Thank you Skotidakis for your contributions to the Canadian dairy industry.



To put some of our products to use, we have included feta from Triple "A" Cheese in our meal today. Cooked with the chicken, provided by Janice's Fine Country Catering, the creamy feta will add flavor to the chicken. Triple "A" Cheese stands out among companies that provide feta as they provide the only company that manufactures the original Macedonian™ Feta Cheese. This form of feta cheese is rich in flavor while remaining relatively low in fat

in comparison to other feta cheeses on the market. Feta cheese is one of the oldest cheeses in the world. Without refrigeration cheese made as many as 6000 years ago, spoiled easily. One of the only ways to preserve cheese was to preserve cheese with salt. Feta cheese is stored in brine and will not spoil easily. Feta cheese is made with cows, goats or sheep's milk. It is manufactured mainly in Europe & North America. Milk produces different flavors of cheese. Goat feta makes for a strong game flavoured product while sheep's feta is strong & rich (high in fat). Cows feta has a milder flavour profile with excellent cooking properties.



In 1962 Gus Stanwyck, "entrepreneur" decided to get into the business of manufacturing Feta cheese. In 1962 Feta Cheese was only available as an imported product. Feta, a mainstay in Mediterranean diets, was virtually unknown by the general public. With it's wonderful advantages over other cheeses, Gus had a strong intuition that he had a "Diamond in the rough".

By the late 70's Gus Stanwyck's dream had become a booming business. The tremendous growth in the popularity of Feta cheese can be largely attributed to Gus's initiative. To this day Gus and his two Sons, Chris & Tom continue to grow with the cheese they manufacture. Being the largest manufacturer of Feta cheese in Canada. The Stanwyck family are recognized as the leaders in Feta cheese.

SKOTIDAKISTM MC



The Skotidakis brand is a recognized leader in Greek yogurt, not just in Ontario and Quebec but also in selected markets in the US. Their new Greek yogurt dips in Jalapeño, French Onion and Ranch get rave reviews. In just forty years this family business has grown from 20 dairy goats to a major brand of both Goat and Cows milk yogurt and cheese.



Tim Hortons®

OAKVILLE, ON, July 13, 2016 – Starting this summer, Canadians can take their Iced Capp® break whenever and wherever they want. Tim Hortons has introduced its new bottled Iced Capp® available in three delicious flavours - Original, Mocha and Vanilla. Now Guests will always have access to the taste of Tims signature Iced Capp®.

The refreshing coffee-based beverage is blended with the goodness of 100% Canadian milk for a rich, creamy coffee flavour and balanced sweetness.

“Providing a bottled version of our Iced Capp® was a natural extension of our retail product offering, which already includes Tim Hortons famous coffees, specialty beverages and teas,” said Tammy Sadinsky, Executive Vice President Retail, Tim Hortons. “We know our Guests are always looking for convenience so we’re excited to give them the option to enjoy an Iced Capp® any time, whether they’re at home or on the go.”

Tim Hortons new bottled Iced Capp beverages are available at major grocery and convenience retailers across the country.

Tim Hortons Fresh Facts:

- * Every day, approximately 15% of all Canadians visit Tim Hortons - that’s 5.3 million happy customers daily
- * We serve almost 8 out of every 10 cups of coffee sold in Canada
- * Each year, we serve more than 2 billion cups of coffee





Chapman's is Canada's largest independent ice cream company. The Chapman family remains at the head of the business, ensuring the same commitment to high quality and great value ice cream today as they did when their journey began in 1973. It's the magic blend of all this that makes Chapman's, and the people who make it, perfect - for the kid in all of us. No one else does it quite our way. This is Chapman's.

The Great Canadian Yukon line is expanding for 2017! Building on the successful launch of the Yukon Bar and Sandwich in 2016, we are adding 6 new products to this family – 4 ball top cones, and 2 stick bars. With the 100% Canadian Milk logo proudly displayed on each package, this entire product line delivers big on taste, and quality.



Reid's Dairy is the largest locally owned and operated dairy in Ontario, established in 1910. Our Belleville location boast a 50,000 square foot operation that supplies fluid milk, creams, ice cream, frozen yogurts, specialty mixes and custom blends, all natural juices and drinks. With our on-site quality lab, our products are guaranteed safe and fresh when it leaves our building. We distribute to retailers and institutions from Ottawa-Hamilton.

To learn more about Reid's Dairy, please visit us at www.reidsdairy.com.

ALL ABOUT CURDS

Canadian. Quality. Fresh. Squeaky.

These are four words that can be best used to describe cheese curds. This year we have approached several cheese companies asking them to provide us with their best cheese curds. Often a crowd pleaser, curds are tasty and quick snack that every dairy lover is sure to enjoy. Curds can also be incorporated into recipes like the ever-popular Canadian Poutine. Hungry yet? This year we have four different companies supplying cheese curds for your enjoyment. **Pine River Cheese** will be supplying their flavoured curds in both Dill Pickle and Caramelized Onion. **Montforte Dairy** is supplying curds that use a combination of cow, goat and buffalo milk. **Bright Cheese** and **Thornloe Cheese** will be providing their traditional cheddar cheese curd.

How are curds made . . . simplified step by step.

Milk Intake

Quality milk is the starting point for cheese curds. It takes approximately ten pounds of milk to make one pound of curds. Cheese is no better than the milk from which is made, quality is key. The flavour of the milk, odour, sediment or extraneous matter all significantly influences the taste and quality of the cheese.

Standardization

The milk is weighed and pasteurized for product safety and uniformity. Milk is pasteurized at 72 degrees Celsius, and then cooled to 32 degree Celsius. Cheese made from pasteurized milk has a higher cheese yield than raw milk, however sacrifices the full flavor of raw milk. Pasteurized milk can be sold immediately after production while raw milk needs to be aged for a minimum of 60 days.

Starter culture and coagulant

Starter culture is added to help determine the flavour and the texture of the cheese. A milk-clotting enzyme called rennet is added to coagulate the milk, forming as custard-like mass. The purpose of the culture is to change milk sugar into lactic acid, which is essential to cause the curd to shrink and expel the whey. A ripening process colour is added to uniform the colour of the curd, as the natural colour of the curd is dependent on the feed given to the dairy animal.

Cutting

Cutting begins the process of separating the liquid (whey) and the milk solids (curds). The whey is then disposed or utilized for processed cheese, candy, ice cream and/or whey drinks. The milk solids are what form the cheese.

Stirring and Heating

The curd and the whey is cooked and stirred until the curd reaches desired temperature and firmness. At Pine River Cheese, they stir and cook the curds for 25 minutes at 38.3 degrees Celsius.

Whey Draining

Curds are pushed to one end of the vat while the whey is drained, leaving a mass of tightly formed curd. Once the bulk of the whey is removed, the curd is then manually or mechanically stirred to break apart any remaining whey.

Cheddaring

The curd is cut into two loaves and the cut into smaller slabs. The purpose of cheddaring is to control moisture content and allow the curd to form the desirable body. The curd must be cut repeatedly and piled, to allow maximum drainage while preventing the surface from trying out. This process requires much care and patience to maximize quality.

Milling

Each slab is then milled, or cut into curds. This process promotes further whey removal and prepares the curd for pressing.

Salting

Salt is added to the curd to shrink the curd, slow acid development and to check undesirable forms of bacteria. Once the salt is fully absorbed, curds are packed into molds and pressurized for approximately 12 hours. The press will expel any remaining whey. The curd then enters a vacuum chamber where the air is removed from the cheese and the cheese cooled to help the curd to cure evenly. It is after this stage, the curd is packaged and ready to be purchased and enjoyed.



Information used from: <http://www.eatcurds.com/making-cheese-curds> <http://www.pinerivercheese.com/making-cheese>



The Original / L'original

Bright Brand
FRESH MILK
1874

Bright Cheese & Butter was established in 1874 by a group of local farmers who realized they had a surplus of milk each month from their livestock. Since then, not much has changed. By the turn of the twentieth century, cheddar had become Canada's second largest export and there were 1,242 cheddar factories in Ontario alone. Bright Cheese is the oldest remaining of these cheddar factories and we haven't even moved... We're in our original location from 1874!

To this day, we are still providing quality dairy to the Ontario region. We are well known for our all natural, naturally-aged cheese made with 100% local milk. Our cheeses are made the old-fashioned way with customer service at its finest. Bottom line, you've never tasted cheese this pure, and the proof is in the product. We can't wait to serve you and your family!



Welcome Cheese Lovers to
Real Milk, Real Time, Real Cheese, Real Difference™

Cheese Pine River Cheese was created back in 1885 on the banks of the Pine River, near the shores of Lake Huron in Ontario. Over the decades it has evolved from a farmer-owned co-operative with a focus on quality cheese into...a much larger farmer-owned co-operative with a focus on quality cheese.



Thornloe Cheese has produced a respected brand of cheese products in Northern Ontario for over 71 years! Our secret to success is old-fashioned cheese making techniques and fresh milk produced in the unique agricultural area of Temiskaming.

Thornloe is pleased to offer mouth-watering cheese curds available in a variety of flavours. Thornloe's Cheddar Cheese is available in a wide selection of ages and tempting seasonings. We also have a variety of specialty cheeses and a growing line of new products.



MONFORTE

"In a world gone mad for innovation and change, it's the small pleasures that keep us sane. And in the constellation of small pleasures that salve the mind and nourish the body, what trumps the sheer sensual deliciousness of a well-crafted cheese?"

Southwestern Ontario's premier artisanal cheese company. We use only seasonal milk from responsible practise.

At Monforte, we're convinced the small things do indeed make a difference, that agriculture is best practiced on a human scale, and that our cheeses, each in its own way, reflect something a little deeper than the technology behind mass manufactured food - a little of the poetry and passion of life itself.

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