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THE PROGRAM:


- 9:00 a.m. Exhibits Open**
Registration and Coffee
- 10:15 a.m. Welcome**
- 10:20 a.m. Revisiting Antibiotic Use at Dry-off - Learning from Experiences in the Netherlands**
Dr. Tine van Werven, Utrecht University
- 11:00 a.m. The Future of Canadian Agriculture**
Dr. Sylvain Charlebois, Dalhousie University
- 12:15 p.m. Lunch**
- 1:30 p.m. Planning for Non-authorized Visitors on the Farm**
Kurtis R. Andrews, Barrister & Solicitor
Emily den Haan, Haanview Farms - Sheldon Creek Dairy
Sgt. Laura-Lee Brown, Ontario Provincial Police
- 2:45 p.m. Opportunities to Improve Herd Reproductive Performance**
Dr. Stephen LeBlanc, University of Guelph
- 3:20 p.m. Speak your Mind**
Murray Sherk, Chair, DFO
Cheryl Smith, CEO, DFO
- 4:00 p.m. Exhibits Close**



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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.

Our committee is made up of the following people on behalf of their DPC Committees:

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| Huron County: | Tyler Hendricks | |
| Norfolk County: | Reyer/Anna Van der Steege | |
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Revisiting Antibiotic Use at Dry-off – Learning from Experiences in the Netherlands

Dr. Tine van Werven, Utrecht University

Tine van Werven is an Associate Professor Dairy Herd Health at the Faculty of Veterinary Medicine in Utrecht, the Netherlands. She also works with the University Farm Animal Practice in Harmelen, the Netherlands.

In this large dairy practice, she is responsible for the Herd Health Programs of more than 300 dairy herds. She is conducting many randomized clinical trials in the field, in order to obtain more evidence for new and existing therapies. Within the University Farm Animal Practice, she has been working for several years on the responsible use of antibiotics. This practice was one of the first dairy practices in the Netherlands that made an inventory on the use of antimicrobials.

Based on those figures they organized workshops and meetings for their farmers to reduce the overuse and misuse of antimicrobials. An antimicrobial reduction of 35% was achieved within five years. In 2013 she was a member of the committee who created the guideline “The use of antimicrobials at dry cow treatment”. This guideline allowed veterinarians and farmers to reduce the antimicrobials at dry cow therapy by 50% without detrimental effect on udder health performance.

Notes:

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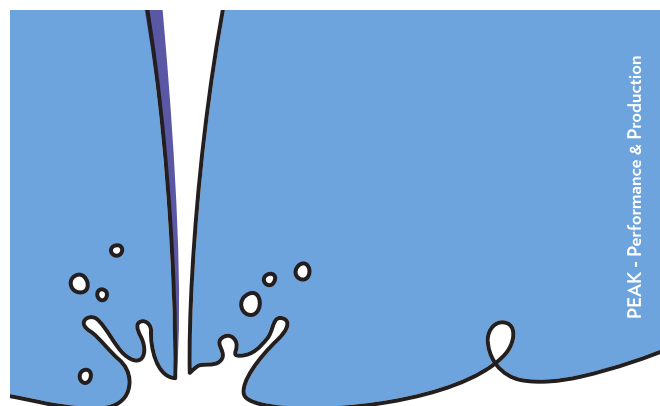
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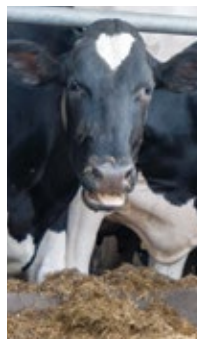
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*Remick, E. M., et. al. 2016. A novel bm3 corn silage hybrid with floury kernel genetics improves lactational performance and feed efficiency in Holstein cows. <https://asas.confex.com/asas/jam2016/webprogram/Paper16530.html>



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Opportunities to Improve Herd Reproductive Performance

Dr. Stephen LeBlanc, University of Guelph

Stephen LeBlanc is a Professor in the department of Population Medicine at the Ontario Veterinary College, and Research Program Director – Animal Production Systems at the University of Guelph. He received a BSc(Agr) in Animal Science from McGill University in 1992, and a DVM (in 1997) and DVSc (in 2001) from the University of Guelph.

After five years of private dairy veterinary practice, he joined the faculty at the University of Guelph where he teaches veterinary and agriculture students and provides clinical farm service. He is past-president of the Dairy Cattle Reproduction Council and serves as section editor for the Journal of Dairy Science.

His research focuses on transition dairy cow metabolic and reproductive health and management, including field validation of precision technologies. With graduate students and collaborators, this work has resulted in over 140 peer-reviewed papers. He has given invited talks in 20 countries.

Notes:



Opportunities to Improve Herd Reproductive Performance

Stephen LeBlanc

Ontario Veterinary College, University of Guelph

sleblanc@uoguelph.ca

Take home points:

1. Health in the transition period sets up success in the breeding period

Checklist of management practices to support metabolic and reproductive health of transition dairy cows

Management

- ✓ Feed daily for 3 to 5% left overs
- ✓ ≥ 30 inches (75 cm) bunk space per cow or no more than 4 cows per 5 headlocks
- ✓ $\leq 85\%$ stall stocking density
- ✓ $> 140 \text{ ft}^2$ (13m²) of bedded pack per cow
- ✓ Build transition facilities for 130 to 140% of the average number of monthly calvings
- ✓ Build stalls wide, high, and long enough for the body weight and size of cows in late pregnancy
- ✓ If maternity pens are used, keep cows in the calving pen < 24 h
- ✓ Minimize group changes
- ✓ Provide heat abatement (sprinklers and fans) when THI > 68 ($> \sim 25$ C)
- ✓ House heifers in pens separate from mature cows if possible without violating any of the points above
- ✓ Manage late-lactation feeding programs to produce body condition scores = 3.0 to 3.5 at calving (1 = very thin and 5 = very fat)

Transition diet

- ✓ Feed close-up diet for 3 to 4 weeks or 6 weeks as one dry group
- ✓ Meet, but do not exceed, energy requirement 8 to 3 weeks before calving
- ✓ Provide water ad lib; 4 inches (10 cm) of linear trough space per cow; two water sources per pen
- ✓ 1000 IU vitamin E/day; up to 2000 IU/day to prevent RP; 0.3 ppm selenium (ideally approx. 6 mg/day)

Monitoring

- ✓ Serum total calcium > 2.15 mmol/L from 1 day in milk
- ✓ NEFA < 0.4 during last week before calving; < 0.7 during week 1 postpartum
- ✓ Blood BHBA < 1.1 mmol/L during week 1 and < 1.2 mM weeks during 2 to 3 postpartum
- ✓ Detect and treat purulent vaginal discharge between 4 and 6 weeks postpartum

Regarding reproduction, ketosis (serum BHB > 1.0 to 1.4 mmol/L) during the first 2 weeks postpartum is associated with greater odds of metritis (though not in all studies) and

endometritis (uterine inflammation) at 35 days in milk, increased odds of being anovular (not cyclic) at 63 days in milk, and decreased pregnancy at first AI. Cows that had ketosis during of the first 2 weeks after calving had lesser pregnancy risk until 165 days in milk.

Current treatment recommendations for treatment of ketosis:

- If initial blood BHB ≥ 1.2 (\approx milk Keto-Test of 100), but < 2.4 mmol/L, treat with 30 g propylene glycol for 3 days
- If initial blood BHBA ≥ 2.4 mmol/L (\approx milk Keto-Test of 200), treat with 300 g propylene glycol for 5 days
- If blood BHBA ≥ 1.2 mmol/L and glucose < 2.2 mmol/L, in addition to glycol as above, add injection of 5 mg vitamin B12 SC for 3 days.

2. Automated activity monitoring systems in freestall barns produce pregnancy rates similar to programs based on timed AI

- Activity monitoring can achieve 21-d insemination rates $\sim 70\%$ (whole herd, DC305 calculation)
 - $> 80\%$ for 1st AI
- AAM needs to be complemented with timed AI to set limits on time to 1st and repeat AI
- On average, AAM can achieve similar 21-d pregnancy rate and economic performance to TAI-based management but this varies among herds, depending on (among other things):
 - Prevalence of lameness
 - Prevalence of anovular cows
 - Stocking density

3. Optimizing the timing of AI with activity monitors

- For multiparous cows, AI based on AAM once per day would not affect pregnancy per AI (CR $\sim 32\%$)
- For first lactation cows, AI within 8 h of the onset of estrus may be advantageous (CR $\sim 49\%$ vs. 32-36%)

Keep up with the latest research from the University of Guelph

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Planning for Non-authorized Visitors on the Farm



Kurtis R. Andrews, Farm and Animal Welfare Lawyer

Kurtis Andrews is a farm and animal welfare lawyer who focuses his legal practice on issues typically involving farmers and rural residents from across Ontario. Mr. Andrews has a wide range of experience which includes: rural issues, agriculture, animal welfare and constitutional law, and defense work involving provincial and municipal offences.

Mr. Andrews is also Vice-chair of the Normal Farm Practices Protection Board and a regular legal columnist for the Ontario Farmer



Sgt. Laura-Lee Brown – Regional Community Services Coordinator, Ontario Provincial Police

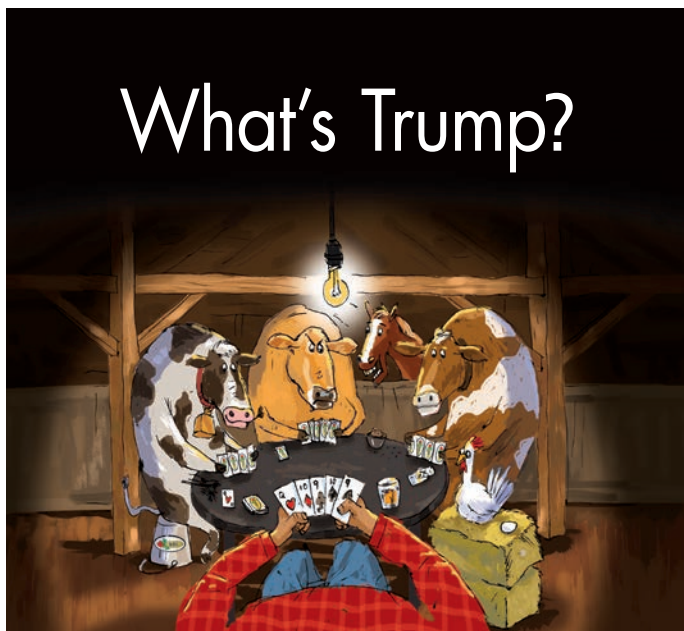
Sergeant Laura-Lee Brown serves as the Regional Community Services Coordinator at OPP West Region Headquarters. Her current portfolio covers Community Safety/Media Relations Officer, Community Mobilization Officer and School Resource Officer programs for the 14 counties in West Region. In addition to the management of these programs, Sgt. Brown is also a member of the West Region OPP Crisis Negotiator team. She has served as both a municipal and provincial police officer for the past decade. Her career began in community social services, where she spent 10 years, and states that this has given her a solid appreciation for the importance of community partnerships.



Emily den Haan, Dairy Producer Haanview Farms/Sheldon Creek Dairy

Haanview Farms is a 70 cow Master Breeder herd located just outside of Alliston, ON. Our family also owns and operates Sheldon Creek Dairy, an on-farm processing/bottling facility. We make whole milk, cultured products and in February 2019 we launched our A2 milk product line. In 2013 I graduated from the University of Guelph with a Bachelor of Science in Animal Science and a Minor in Applied Music. Since opening our new robotic barn we have an average of 3-4 private tours a month and monthly open houses for the general public to come and have a guided tour of the barn.

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.

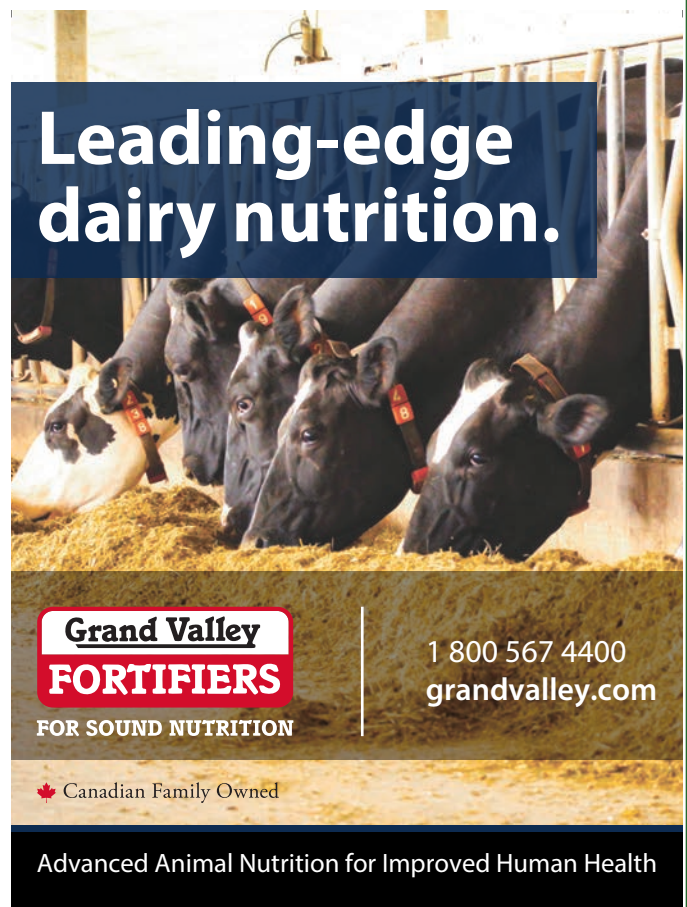
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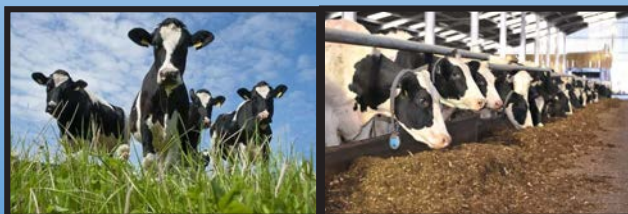
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FOOD FROM OUR FARMS AND FOOD FOR THOUGHT ABOUT MARKETING

2020 marks the 16th year of featuring dairy products selected to help us “learn from lunch”. While many of our products are a continuation of themes we have looked at in the past, 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.

The recent “What Can’t Milk Do?” advertising campaign was never meant to cause serious investigation of all the things it can do, but the products we feature this year certainly take that question to the extreme. Who would have thought that a low value, surplus by-product called milk permeate would make its way onto the shelves of our LCBO stores. It has, in the form of a very smooth and creamy vodka appropriately called “**VodKow**”. **Dairy Distillery** in Almonte Ontario welcomes visitors for sampling. Their marketing messages build positive image for the dairy industry. We encourage you to stock your bar with VodKow, ordered from their website or through LCBO, so you can share their story with your friends.

Rivella offers an equally unusual form of milk beverage, although regrettably not for Canadian consumers. Rivella is a Swiss sparkling beverage that is 30% whey combined with a secret blend of fruit and herbal extracts. Promoted as a healthy soft drink option, it is the second most popular soft drink in Switzerland (after Coca Cola) and it is also popular in Holland. Attempts to market in the US fifteen years ago failed . . . but if Rivella were Canada’s second most popular soft drink, it would utilize about 135 million liters of surplus whey per year! Thank you to **Scotiabank** for sponsoring our purchase of this unique beverage.

The milk we are drinking today is Canada’s very first entry into a growing global interest in “A2 Milk”. Roughly 30% of cows produce the A2 form of beta casein and these cows can be identified by a simple genetic test. For some consumers this form of milk protein is more easily digested. In New Zealand and Australia where it was discovered, A2 milk has captured 10% of the market and commands a healthy premium. **Sheldon Creek Dairy A2 milk** adds another element to their premium market for non homogenized local milk in glass bottles. Robotic milking allows them to segregate milk from A2 cows even while they are housed in the same group. If this market grows, the logistics of supplying it don’t have to be complicated.

Niche markets for local, non homogenized, A2 and organic are earning premiums and perhaps finding customers that would otherwise drink soy and almond beverages. The newest offering in this category “grass fed” introduced by the **Rolling Meadows Grass Fed Milk Company**. While their main products are milk and butter, they also offer **kefir** and **yogurt** which we are featuring today. A higher content of Omega 3 and CLA has been shown to reduce obesity, heart disease, osteoporosis, diabetes and some types of cancer.

“Cooking with cheese” is part of our industry marketing strategy and our lunch offering today includes **Saputo Feta**, which makes an excellent ingredient in both hot dishes and salads. This is traditionally a goat cheese and we applaud Saputo for making the choice to use cows’ milk resulting in a milder and less salty flavour. Saputo feta is featured today in the “Greek Poultry Bake” being served as part of the lunch.

Our cheese donations this year come with two very different themes. In one we feature Oka, a cheese with a long tradition, as a high quality specialty semi soft cheese. Aged over 35 days in the original cellars of the Cistercian Abbey of Oka, this delightful cheese offers subtle and irresistible nut and butter flavours. New packaging as **Oka 20 gram single serve mini wedges** will now make it easier to enjoy this gourmet product on the road, on a break at the office, or whenever you need a tasty snack. Agropur Oka single serve wedges come in regular and artisan. The convenient single serve packaging will no doubt find support among today’s busy consumers.

Our other cheeses offered today are intended as a celebration of “local” since they all come from artisan processors right here in south western Ontario. **Jensen Cheese** in Simcoe has provided their unique cheese balls, while **Mountainoak Cheese** in New Hamburg, **Gunn’s Hill Artisan Cheese** in Woodstock, and **Stonetown Artisan Cheese** in St. Marys have all donated some of their excellent hard cheeses for sampling. We have also purchased cheese baskets as speaker gifts from these companies and we urge you as dairy producers and dairy agribusiness to do the same when you have need of a gift.

Last but certainly not least we also celebrate “local” with our first time ice cream supplier, **The London Ice Cream Company**. Some of you will know them from their London factory and store on Base Line Road, but they also supply many scoop shops throughout the area. As a user of the blue cow logo, we salute them for the high quality products they are making, for sourcing all their dairy ingredients locally and for proudly including the blue cow logo on their packaging.

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.



Why try A2 Fresh Milk?

Some have given up milk due to digestive problems or lactose intolerance, but those issues tend to disappear when people drink A2 milk.

A1 and A2 proteins affect the body differently. When A1 protein is digested in the small intestine, it produces a peptide called beta-casomorphin-7 (BCM-7). The intestines absorb BCM-7, and it then passes into the blood. The structure of A2 protein is more comparable to human breast milk, as well as milk from goats, sheep, and buffalo.



What is A2 Fresh Milk?

THE ALTERNATIVE CHOICE

Our pure A2 Fresh milk comes from our cows that naturally produce milk with the A2 version of beta-casein, rather than the A1 version of the protein, which can impact the digestive system.

BY DEFINITION | A2 is cows milk that contains only the A2 type of beta-casein protein rather than the more common A1 protein found in a majority of milk.

Only 100% A2 Protein

FULLY TESTED & GUARANTEED

We test the DNA of our cows by using a hair sample, to ensure the animals only produce milk that contains A2 protein. You can see each of our A2 producing cows down below. Click on the cow to be linked to their profile. On the right hand side will show the A2A2 genetic testing.

We have a voluntary milking system which means the cows can milk themselves when they want. We have installed an A2 Milk line so when a cow goes into milk, and is identified as an A2A2 cow, the milk is segregated and run through a separate milk line and flows into a separate A2 milk tank so that the milk never comes into contact with milk from a cow with A1 protein. This way we can ensure the highest quality and offer the only 100% A2 Milk in Ontario.

With the same great taste as our current products, we invite you to enjoy milk again.

We look forward to you trying our A2 Fresh Milk Product Line!



Saputo feta is made with cow's milk and has a milder, less salty taste than its Greek cousin. Its soft, crumbly texture and tangy taste makes it the perfect addition to any dish in need of a little zest.





At Dairy Distillery, innovation, is at the heart of what we do. So is a deep desire to champion our community and the environment. We've married artisanal distilling techniques with cutting edge science to transform unused milk sugar into an incredibly smooth and clean spirit. In doing so we create new opportunity for dairy farmers while reducing waste. We craft great spirits that do good.

A portion of the milk from 3,500 Ontario dairy farms is separated by processors into cream to make butter and milk protein concentrated to make ultrafiltered milk used by cheese and yogurt makers. The third component is a sugar rich liquid called milk permeate which is usually surplus and is often dumped, creating a strain on the environment and a disposal cost for dairy farmers.

In this waste, we saw an opportunity. To make world-class spirits with the potential to support hard working local farmers and the environment. In collaboration with the University of Ottawa we've perfected a process to convert milk permeate into an unbelievably smooth spirit. By buying milk permeate, we will also help Ontario dairy farmers.

Vodkow is fermented, distilled, and bottled at 34 Industrial Drive, Almonte, Ontario. It is available in selected LCBO stores and can be ordered in at the rest, or ordered direct from the distillery. www.dairydistillery.com 613 – 256 – 6136

Rivella is a Swiss sparkling beverage that is 30% whey combined with a secret mixture of fruit and herbal extracts. Milk whey is very effective in regulating blood sugar levels and also aids weight loss. Rivella claims to be a healthy soft drink which can help lower your blood pressure and risk of heart disease.

This is the second most popular soft drink in Switzerland (Coke is first) and it is also very popular in the Netherlands. Attempts to launch this beverage in the UK and in the USA (in 2005) were unsuccessful. The company currently has no interest in our market . . . but if Rivella were Canada's second most popular soft drink it would utilize 135 million liters of whey per year !



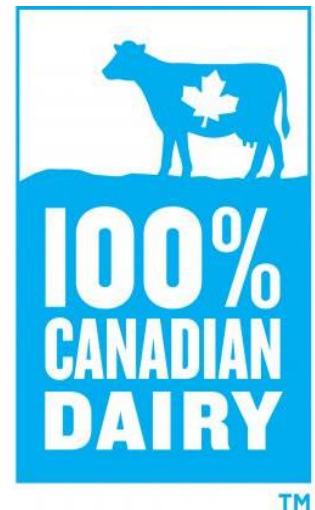
Thank you to Scotiabank for sponsoring this unique beverage which we brought in via a US distributor of Swiss food products.





Since 1995, London Ice Cream has continued to tantalize taste buds with its creamy old fashion ice cream taste.

Alan Sargent opened London Ice Cream in 1994 with the sole purpose to make quality ice cream. Alan sold the business to the current owner in 2006. Our ice cream is made batch by batch the old fashion way and each tub is hand filled to ensure quality.



43 Base Line Rd W, London



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The new 20 g single- serving size, cut from wheels of OKA ripened for 45 days, will soon be available across Canada in 2, 5, 8 and 15 packs. Fans of OKA will recognize the familiar creamy texture and distinctive taste of the cheese they love. The mini-wedges are perfect for office munchies, as a snack for the road, or just to enjoy the authentic taste of OKA between meals.

Snack foods are an important market segment at 7% of domestic sales and growing. OKA portion packs address the tastes of consumers who appreciate fine cheese and offer them new ways to enjoy it.

WE salute our local artisan cheese makers



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Relationship Manager
Waterloo, Oxford, Perth East
226-220-9310
stephanie.szusz@td.com



Rob Musselman
Account Manager
Oxford
226-921-4629
rob.musselman@td.com



Todd Pemberton
Account Manager
Huron, Perth, Middlesex
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todd.pemberton@td.com



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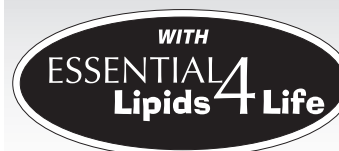


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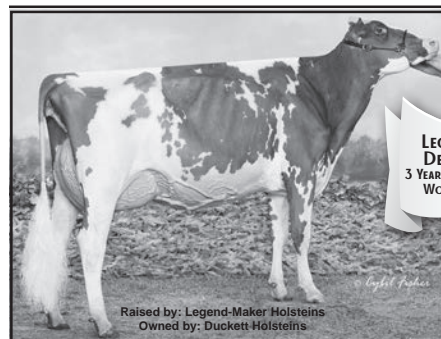
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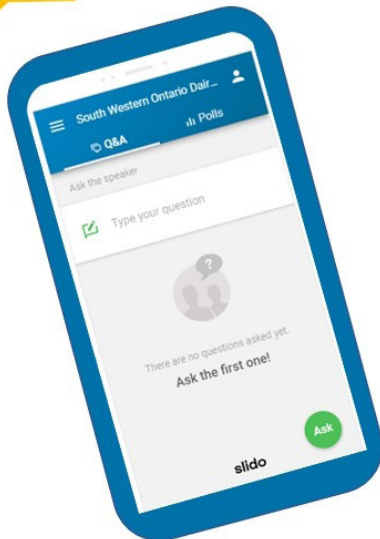
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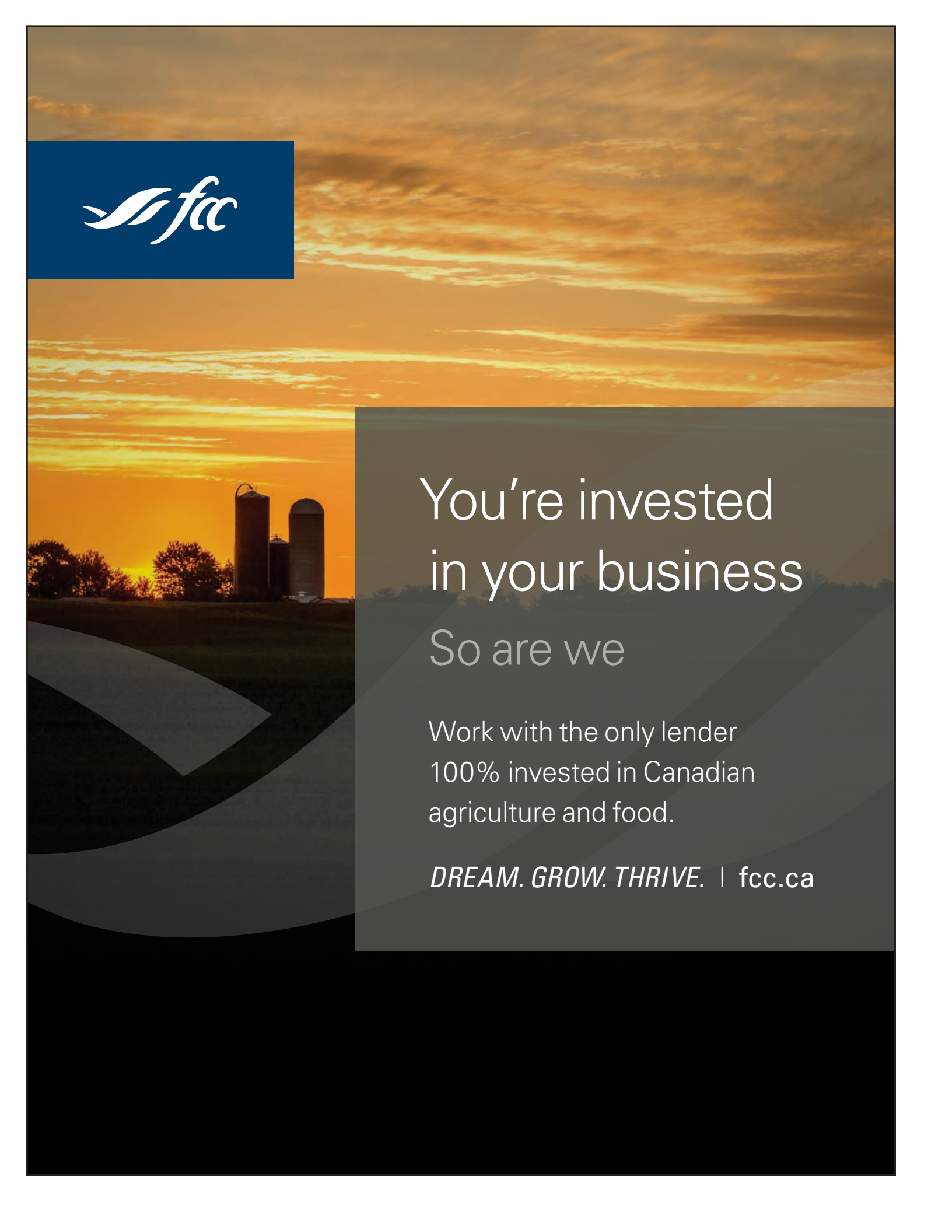
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