



March 2017

# milking TIMES

Published monthly for dairy farmers in Alberta and our industry partners

## table of contents

<b>DRECA Workshops</b>	<b>2</b>
<b>AFAC Conference</b>	<b>3</b>
<b>Smoothie Power Update</b>	<b>4</b>
<b>Spring Producer Meetings</b>	<b>4</b>
<b>You Want an iPad Don't You?</b>	<b>5</b>
<b>Activist Strikes Alberta Farm</b>	<b>5</b>
<b>Statistics</b>	<b>6-7</b>
<b>Incentive Days</b>	<b>8</b>

## Chairman's Message

Source: Tom Kootstra, Chairman

If the first few weeks are any indication, 2017 looks to be a good year. First, I had the privilege of joining a dairy-focused tour to Australia. In addition to getting a reprieve from our Canadian winter, I had the opportunity to get a firsthand look at the dairy industry. While I was not officially representing Alberta Milk I did learn a lot that will greatly assist me in my role as chairman. Namely, I gained an even greater appreciation for our supply managed system in Canada. The stability and predictability that we enjoy here is not evident in the farms I visited.

In January, significant progress was made to finalize the ingredients strategy that was developed jointly by producers and processors. This is another example of how our industry continues to evolve with the changing marketplace for the dairy industry. Moving forward with Class 7 and billing ratios will support industry investment in processing and grow our market. It will also provide a framework for better utilization of the milk that leaves our farms. Full details will be provided during the Spring Producer Meetings.

During the first week of February, Dairy Farmers of Canada held its annual policy conference and lobby day. We were very pleased that the Alberta Milk delegation was able to meet with 19 Alberta MPs. Our discussions this year focused on acknowledging the ongoing support for supply management from all parties and a concern

that we have with pending sugar tax and front-of-package labelling for food products that are high in sodium, sugars, and saturated fat. Our message was simple that such changes need to be cognizant of unexpected consequences - don't confuse nutrient-rich foods with nutrient-poor foods.

The second edition of the *Dairy Sector Issues* booklet developed by DFC was used as a resource for the discussions and a copy was left with each MP. The booklet includes an overview of DFC and supply management and covers a number of topics including a snapshot of the Canadian dairy's economic impact, international trade, proAction@ and details on the nutrition and labelling issue noted above. A copy can be found on the DFC website and I encourage all producers to review it as it is a very good resource document.

In support of Canada's 150<sup>th</sup> birthday, DFC has published a commemorative book – *Dairy Farmers – Deeply Rooted in a Strong Future*. The book features a different dairy farm from every province showcasing the history of the industry over the last 150 years. Copies of the book were left with each MP. Each producer will receive a copy and it is also available on the DFC website.

I hope the successes we have experienced early in this year are a sign of things to come.

## our mission

*"Alberta Milk leads Alberta's dairy industry. We support the effective operation and advocacy of the supply management system in a vibrant, sustainable and market-focused industry."*

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## DRECA Workshop Highlights

Source: Jodi Flaig, Industry Development Coordinator

Wow, what a turnout! Approximately 260 people were in attendance for the DRECA Managing Production, Performance and People workshops held in Barrhead, Leduc, Lacombe and Lethbridge from February 6 – 10.

### Production and Performance

*Mr. Ben Loewith, Manager, Summitholm Holsteins*

Ben manages 430 milking cows at Joe Loewith and Sons with his father and uncle. The farm has received the CanWest DHI top managed farm and maintains a strong focus on maximizing production.

The farm's mission statement is "We will meet the needs of every cow, every day", and that philosophy drives their protocols and employee expectations.

Teach people the importance of the various tasks that they do so that they can prioritize. Clear communication is key! i.e. notification boards for fresh cows and treatments

### Antibiotic Use and Resistance

*Dr. Tim McAllister, Research Scientist, Agriculture and Agri-Food Canada*

Tim's research focuses on microbiology, nutrition and beef production and on food and environmental safety issues related to livestock production, most recently studies of antimicrobial resistance.

Select dosing rates and treatment periods in accordance with manufacturers' recommendations. "Cutting" or administering a dose lower than recommended will increase the likelihood of resistance and increase treatment failures.

Awareness of antibiotic resistance is important for producers as multi-drug resistant bacteria have been able to transfer that resistance to previously non-resistant bacteria.

### Antibiotic Use on Farm

*Dr. Ross Foulston, DVM, Wetaskiwin Veterinary*

Ross is a veterinarian at the Wetaskiwin Veterinary Hospital, a mixed animal practice which he owns.

By not maximizing good management and health practices including hygiene, vaccinations, environment control, nutrition, biosecurity and others, an increased demand has been placed on the use of antibiotics. Over time, these repetitive practices have accelerated the problems we face today with increasing rates of bacterial antibiotic resistance.

Colostrum– the 4Q's: Quality, Quantity, given Quickly, sQueezy clean.

Early detection, choosing the right antibiotic and knowing any possible drug interactions.

### Engaging People

*Mr. Robert Smith, Plant Manager, Cargill*

Robert is the Plant Manager at the Cargill beef patty plant in Spruce Grove, which produces all the patties for McDonald's across Canada. The Spruce Grove location is recognized for one of the highest levels of employee engagement.

Engagement goal is 85% or better on 15 key drivers of engagement.

Feedback is gathered from the team (everyone - managers, supervisors, staff) on the 15 drivers of engagement and the results are shared with the team in order to discuss areas of opportunity. Action plans are put in place based on the feedback.

Communication was identified as the most common driver of engaging people working on Alberta dairy farms by participants.

If you were unable to attend the workshops or would like an additional copy of the participant manual please contact Kim Skolarchuk at, 780-577-3325 or [kskolarchuk@albertamilk.com](mailto:kskolarchuk@albertamilk.com).

## Livestock Care Conference

Source: Alberta Farm Animal Care

The rising momentum toward a new era of teamwork, success and tackling tough issues in livestock care and welfare will take centre stage at the Livestock Care Conference, March 21-22 in Leduc, Alta., hosted by Alberta Farm Animal Care (AFAC).

With a theme of "Pushing the envelope," the long-standing conference open to producers, industry and others with an interest in farm animal care, will delve into the latest progress, challenges and opportunities surrounding livestock care and welfare issues, with presentations by leading speakers highlighting an engaging and interactive format.

The conference kicks off March 21 with special sessions that includes a "Painful Procedures" workshop in the morning, led by Dr. David Mellor of Massey University, and a "Meet the Experts" session in the afternoon for post-secondary students. This is followed by the AFAC Annual General Meeting in the early evening, followed by a "Talking Posters" session featuring presentations from post-secondary agriculture students.

The main Livestock Care Conference agenda on March 22 shifts into a range of hot topics presented by some of the top thought leaders and drivers of livestock care advancement not only in Canada but also globally. A penetrating and engaging look at "Animal Welfare in the 21st Century" is delivered by colorful Harley-riding philosopher Dr. Bernard Rollin of Colorado State University, followed by a forward thinking presentation on "Moving Beyond the Five Freedoms" by Mellor. A unique case-study perspective on "Practical Strategies and New Thinking in Swine Production," by Dr. Yolande Seddon of the University of Saskatchewan, rounds out the morning.

The afternoon starts by changing gears with a look into the power of storytelling, with a presentation on "Telling Our Stories" by Krista Stauffer, a.k.a. "The Farmer's Wife." The agenda then shifts into the latest advances with performance animals, with a "Rodeo Showcase" presentation by Dr. Ed Pajor of the University of Calgary and Kristina Barnes of Calgary Stampede. The day continues with insights and ideas from "Mike the Chicken Vet" Dr. Mike Petrik and conclude with a fresh look at Consumer Attitudes Research by Dr. Ellen Goddard, University of Alberta.



### deadlines

**quota transfers**  
Mar 17, at 4:30 p.m.

**credit transfers**  
Mar 24 at 4:30 p.m.

### services

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## Smoothie Power Update

Source: Jaclyn Chute, Dairy Farmers of Canada

Ten winners were chosen for this contest open to teachers using an Alberta Milk nutrition program (Power 2 Play, Power4Bones, Power 2B Me or Power Up) or nutrition print resource. Smoothie Power is offered in partnership with Breakfast for Learning, Dietitians of Canada and Ever Active Schools. Winners received a smoothie kit to facilitate a food-based authentic learning activity in their classroom. Each kit included one blender, one set of measuring cups and spoons, one set of smoothie recipe and activity booklets and one \$50 grocery store gift card. Visit [albertamilk.com/smoothiepower](http://albertamilk.com/smoothiepower) for more information.

Here are some of the stories from some of fall's winners:

### Brennan Bell – Crestwood School, Edmonton

"We voted on banana/strawberry with vanilla yogurt smoothies. The kids loved them. They went well with the other food that was brought in for our Christmas party. Thank you once again."

### Deb Sellers – Canmore Collegiate High School, Canmore

"One of the ways we use the smoothie kit on a regular basis is in our breakfast program. We try to get a variety of healthy food out to the students, and smoothies fit so well into our goals, especially with your extra ideas and boosts."

We are heading into second semester soon and I'm sure we will use the tools and information you gave us regularly!"

### Bebe Vocong – St. Isabella School, Calgary

"Many students took the recipe booklet home to make the smoothies with their family. Even after

the Christmas break this week, one student said that he made all the smoothies at home over the holidays."

### Courtney Thompson – St. Albert the Great, Calgary

"Today we used our smoothie kit from Alberta Milk! I sent home the recipe book with the students yesterday and some of them already tried out a recipe last night with their parents! The kids said, 'Can we have this as a snack everyday?'"

## Spring Producer Meetings 2017

Kick off the spring by joining us for our bi-annual producer meetings. We will provide updates on everything from trade to extension activities. Registration is at the door at 9:30 AM and meetings will start at 10 AM. There is no fee associated with this event.

Come and chat with your neighbours and catch up on changes happening in your industry.

### South Region

Tuesday, April 4  
Coast Lethbridge Hotel & Conference Centre  
526 Mayor Magrath Drive South  
Lethbridge, AB

### Central Region

Wednesday, April 5  
Black Knight Inn, 2929 50 Avenue  
Red Deer, AB

### North Region

Thursday, April 6  
Barrhead Neighborhood Inn – 6011 49 Street  
Barrhead, AB

Friday, April 7

Executive Royal Inn, 8450 Sparrow Drive  
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## You Want an iPad, Don't You?

Source: Karlee Conway, Corporate Communications Coordinator

What's better than an iPad? A **free** iPad. I will be drawing for a free iPad in April and July. All you need to do is provide me with a little chunk of information about your farm in which I can then share to make sure that everyone has a positive and real understanding about dairy farmers in our province. It might take you 10 minutes and can leave a lasting impression on consumers across Alberta.

I'm looking for unique things you're doing in:

- Welfare/cow comfort
- Technology
- Herd health
- Environment
- Immigrating to Alberta
- Family stories or succession planning
- Events
- Anything interesting that you are comfortable sharing!

### How do you tell me the story?

1. Not a great writer? Just call me and I'll write it all down: 780-577-3305.
2. Like writing? Just write me an email: [kconway@albertamilk.com](mailto:kconway@albertamilk.com).
3. Not a writer or a talker? Well, you better dust off your interpretive dance skills.

Thank you to everyone that has already submitted excellent stories! Keep them coming!

## Activists Strike Alberta Farm

Source: Karlee Conway, Corporate Communications Coordinator

In December, there was a reported case of animal rights activities on a farm in southern Alberta. The activists posted images of a dead Holstein calf on social media stating that raising calves away from their mothers was an "evil practice". With a further investigation, it was uncovered that the images were not even from the alleged dairy farm, rather a nearby calf-raising facility. The Alberta SPCA has indicated that there is nothing to report and the file is closed.

Activists will do whatever it takes to smear the farming industry. Sadly, dairy farmers need to take extra precautions to protect their farms from those that's whole purpose is to discredit farming through unethical methods.

Remember:

- It's illegal for people to come onto your property without permission. If you have any concerns, post "No Trespassing" signs at all entrances of your property.
- If you see any suspicious activity on your property, call the RCMP and register a report. This will assist if any future incidences may occur.
- Alberta Milk has resources to help prevent hiring an undercover activist.
- Share positive images of our farm any way you can to dilute the nasty photos out there!



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# Dairy Production Statistics

Producer Pool Additions/Deductions January 2017		
	Additions (\$)	Deductions (\$)
Audit Adjustment	0.00	0.00
Bulk Tank Callibration	0.00	2,280.00
Discarded	0.00	41,483.50
PLR	0.00	174,509.82
Interest	11,598.99	223.12
Metering	67,982.48	0.00
Organic	63,623.71	0.00
Trucking	0.00	2,325.00
Violations	36,100.85	0.00
<b>Average Deductions per Kg Total Solids</b>		<b>(\$0.0008)</b>

Listed below are the Class 5 prices calculated by the Canadian Dairy Commission.

Class 5 Prices (\$/kg) March 2017			
Milk Class	Butterfat	Protein	Other Solids
Class 5a	7.3438	5.9821	0.7510
Class 5b	7.3438	2.4617	2.4617
Class 5c	6.2859	1.9745	1.9745
Class 5d	contract by contract price		
Class 4m	contract by contract price		

Provincial Average Components January 2017	
Butterfat	4.0985 kg/hl
Protein	3.3326 kg/hl
Other Solids	5.7329 kg/hl

Average Milk Prices	
Month	TPQ \$/hL
Jan 2017	80.31
Dec	79.75
Nov	79.46
Oct	79.58
Sep	79.26
Aug	78.56
July	78.96
June	79.09
May	79.22
Apr	79.35
Mar	79.71
Feb	75.23

2015-16 Quota Exchange and Credit Deadlines		
Quota Transfer Deadline Date	Credit Transfer Deadline Date	Effective Date
Mar. 17, 2017	Mar. 24, 2017	Apr. 1, 2017
Apr. 18, 2017	Apr. 25, 2017	May 1, 2017
May 17, 2017	May 24, 2017	June 1, 2017
Jun. 16, 2017	Jun. 23, 2017	July 1, 2017
Jul. 17, 2017	Jul. 24, 2017	Aug. 1, 2017
Aug. 17, 2017	Aug. 24, 2017	Sep. 1, 2017
Sep. 18, 2017	Sep. 25, 2017	Oct. 1, 2017
Oct. 17, 2017	Oct. 24, 2017	Nov. 1, 2017
Nov. 16, 2017	Nov. 23, 2017	Dec. 1, 2017

Provincial Milk Quality Averages		
Month	Bacteria Average (IBC)	Somatic Cell Count (SCC)
Jan. 2017	22,020	195,875

# Dairy Production Statistics



Quota Exchange Daily Production Quota		
	Total Transferred	Clearing Price/kg
<b>Mar 2017</b>	<b>77.30</b>	<b>\$40,000</b>
Feb	43.95	\$40,130
Jan	48.41	\$39,000
Dec	295.54	\$38,000
Nov	270.45	\$38,500
Oct	163.02	\$39,500
Sep	173.13	\$40,300
Aug	17.15	\$40,260
July	119.72	\$39,325
June	55.86	\$39,030
May	133.50	\$38,555
Apr	106.83	\$38,550
Mar	93.62	\$38,850

Underproduction Credit Transfers		
Month	Kg	Price\$/eligible kg
<b>Feb 2017</b>	<b>85,534.99</b>	<b>\$7.93</b>
Jan	90,187.89	\$8.00
Dec	81,412.53	\$7.21
Nov	78,045.37	\$7.61
Oct	60,409.23	\$8.80
Sept	63,291.48	\$10.08
Aug	59,481.67	\$9.94
Jul	63,446.02	\$9.80
Jun	59,825.00	\$9.94
May	77,106.50	\$9.49
Apr	70,836.79	\$9.22
Mar	91,601.49	\$10.43
Feb	90,317.99	\$9.62

Quota and Milk Production Summary (BF kg)					
Month	December	January	February	March	April
Status	Official	Pre-Pooling	Projected	Projected	Projected
<b>Alberta</b>					
Butterfat Production (kg/day)	80,700	81,666	82,167	83,784	84,336
Producer Quota (kg/day)	81,548	81,680	84,242	85,877	85,877
Provincial Quota (kg/day)	89,076	86,190	87,339	86,394	87,122
Producer Position (Days)	-5.60	-5.52	-6.12	-6.78	-7.33
Provincial Position (Days)	-11.07	-13.07	-14.56	-15.65	-16.48
Cumulative Position (%)	-3.29%	-3.74%	-4.20%	-4.43%	-4.67%
Penalty (kg)	0	0	0	0	0
<b>Western Milk Pool</b>					
Butterfat Production (kg/day)	231,915	235,402	236,237	240,548	241,638
Pool Quota (kg/day)	253,095	244,894	248,160	245,474	247,541
Cumulative Position (%)*	-4.21%	-4.53%	-4.90%	-5.04%	-5.20%
Penalty (kg)	0	0	0	0	0

\*The Western Milk Pool's (WMP's) limits on production are +0.50% and -1.50% of the WMP's rolling 12-month quota.



## 2017 Additional Quota Issuance and Incentive Days Announcement

Source: Jonathan Ntoni, Policy Analyst

At the January 31, 2017 Board meeting, the Alberta Milk Board of Directors issued a decision to grant a 2% quota issuance increase in March and additional incentive days for the **2017 calendar year**.

The Board's decision to issue more quota and additional incentive days for 2017 is to help provide a strong signal to producers of the need to boost production in Alberta to meet the strong market demand. Producers are therefore encouraged to continue to fill their quota and if possible, the incentive days in order to help serve the market.

As a reminder, producers can gain the benefits of an incentive day by exceeding their quota holdings in the month in which they are issued, regardless of their cumulative quota position.

Month-2017	Quota Issuance	Incentive Days
January	+1.5%	1
February	+2.0%	2
March	+2.0%	2
April	-	2
May	-	2
June	-	2
July	-	2
August	-	2
September	-	2
October	-	2
November	-	1

### services cont'd

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