



January 2018

milking TIMES

Published monthly for dairy farmers in Alberta and our industry partners

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Chairman's Message

Source: Tom Kootstra, Chairman

Standing United was the theme of our 2017 annual general meeting and dairy conference. As was stated in the conference promotional materials, the dairy industry is facing some of its toughest challenges. However, it's during times of struggle that reveals strength. Now more than ever dairy farmers need to unite towards a common goal and stand undivided before the obstacles ahead of us.

In some way, our speakers all addressed the theme in their presentations. I took away a few key messages from the keynote speaker Tony Chapman. Although not a new concept but one that is worth repeating, is the speed in which we receive information. The volume of information is like drinking water from a fire hose. He also reminded us that "attention" is most important word in communications. It is extremely important for us to make a food connection with the consumer and remember the importance of local. Stories are magical and will help us advance the acceptance of our industry, our farming practices and the value of our product. But his message that "You can either lead or sit back and watch what happens" resonated the most with me.

Our need to lead our industry was evident in the message from Dr. Herman Barkema who spoke on the topic of antimicrobial resistance. It is becoming a major concern as some of the current antibiotics are losing their ability to deal with the resistant bugs will multiply and live. Of all the medically important antimicrobials distributed for use in Canada, 82 per cent are intended for production animals. Use of antimicrobials will cause resistance and

stopping using them result in a reversal. The industry has to lead in the phasing out of prophylactic and off label use of antimicrobials in farm animals.

During the annual meeting, we welcomed members from a number of our affiliate provincial boards who brought their thoughts on the industry and highlighted some of the key issues and opportunities in their province. Growth challenges created by the increasing demand for butterfat, environmental issues for dairy farms, municipal infrastructure and the burden that is placing on tax payers in rural Canada, and need for collaboration were some of the common themes in their messages.

I was also encouraged by the message from the processing sector. It was noted that expanding processing capacity, addressing the consolidation of the retailers and the hyper-sensitivity of animal care are key challenges for the members of the Western Dairy Council (WDC). The WDC is a processor counterpart to the WMP and a major partner for us.

The annual meeting is also the time when we welcome our new Board members. Having reached mandatory step-down we thanked Klaas Vander Veen and Heini Hehli for their services over the last nine years. We also thanked Jim Towle who elected to step down as a director and delegate. While we will miss their experience we welcome new Board members Albert Kamps, Miranda Verhoef and Greg Debbink.

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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New Format for Annual Conference

Source: Karlee Conway, Communications Specialist

In late November, Alberta Milk once again hosted our annual event in conjunction with our annual general meeting at the Fantasyland Hotel in Edmonton. Both events were well represented with over 240 people attending the conference. This year, the conference shifted from having small breakout sessions in the afternoon to keeping everyone together all day. This format proved to be of value for attendees by being able to dive into topics more, have longer networking breaks and more time for questions for the speakers.

We hosted four speakers that provided a range of perspectives.

The Marketing Expert.

Tony Chapman has worked with leading brands like Pepsi. He challenged the audience to step back and understand that all marketing efforts must focus on the audience. Be part of their story. What's important to people that purchase milk? Help them become the person they want to be.

The On-Farm Takeaway.

Dr. Herman Barkema is a name most dairy farmers in Alberta are well aware of. He addressed a very important and relevant topic of antimicrobial resistance. He addressed the concern that is hitting the world: superbugs and how dairy farmers need to make changes before they are pressured on us. He suggested things like stopping blanket treatment on cows and only treating cows that are sick. He continued by saying that all farmers need to work together and there might be potential to learn from organic producers about alternative treatments.

The Current Issue.

Peter Kuperis is an international trade specialist from Alberta Agriculture and Forestry. He had the difficult challenge of explaining the nuances surrounding trade as one of the negotiators for the provincial government. The complexities of trade are undeniable, but he assured the audience about the government's continued support of supply management and that it's in the best interest of all parties to make NAFTA work, despite threats from the USA administration.

The Inspiration.

Jennifer Jones has become one of Canada's leading athletes. Those that follow sports and those that don't appreciated her wit, humour and perseverance to becoming a gold medal Olympic curler. She discussed the challenges of working as a cohesive team, staying focused, and defying obstacles to achieve your goals. She also shared stories of her experience in the Sohi winter Olympics where she reiterated what a nice guy Sid Crosby was.

Thank you to everyone that made the trip to Edmonton to help us all learn, meet new people and catch up with old friends. The conference will be held in Calgary next November.

The AGM was also well represented with about a quarter of our farms in attendance. Day one brought greetings from DFC, overview of our budget and business plan, an update from CanWest DHI and provincial board updates.

During the second day, Grant Thornton gave a presentation on the proposed tax changes and added some supporting information on farm tax information, and concluded with a policy discussion. Committee elections also took place.

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Wrights Recognized for Industry Contributions

Source: Karlee Conway, Communications Specialist

Last year, Alberta Milk established the Recognition of Service Award. The award was established to recognize those individuals that have served producers or the Alberta dairy industry with a high level of passion and conviction, and in so doing helped support producers and industry to succeed. The 2017 recipients are Don and Carol Wright.

Don and Carol have played an active role in the Alberta dairy industry for almost 50 years and touched so many people from their passion to simply make the dairy industry the best it can be.

They took over his father's farm in 1971. Together they established the prefix "Wrightside Holsteins." They worked side by side for 25 years developing a successful dairy farm and was proven by the many successes Wrightside Holsteins had in the show ring. This homebred herd was well known in Western Canada for their deep pedigrees and some of their biggest achievements included winning All-Western Breeders herd six times and 12 premier breeder banners at a variety of shows across the prairies.

The duo lives the 4-H motto of learn to do by doing. They worked with their three children, Lexi, Ella and Casey throughout 4-H and they were both active leaders many local dairy groups and events such as the Mountain View 4-H Dairy Club, Alberta Holstein Association, Canadian Dairy Classic Show, and the Western Canadian Dairy Classic Show.

After selling their herd in 1993 Carol built a successful muck boot and show supplies company. Their entrepreneurial spirit continued in 2004 with the creation of Cowsmopolitan magazine. Now a very successful icon for the dairy industry, their

magazine is internationally recognized and still accomplishes the simple goals of building a community and uniting the passion among dairy farmers.

We are lucky to have this pair's undeniable passion working for a better dairy industry in Alberta. Thank you Don and Carol for all your hard work and dedication.

Western Canadian Dairy Seminar

Source: Western Canadian Dairy Seminar

The Western Canadian Dairy Seminar (WCDS) is being hosted at the Sheraton Hotel, Red Deer, Alberta from March 6 – 9, 2018. The theme this year is "Achieving Dairy Excellence."

Your 2018 Speakers include:

- Harvey Anderson (University of Toronto) will be discussing what the re-vamp of the Canadian Food Guide means for dairy.
- Tine van Werven (Utrecht University) will be exploring how to manage cows with less antibiotics and sharing new developments in mastitis research.
- Brian Van Doormaal (Canadian Dairy Network) will be discussing farm management decisions in the era genomics.
- Bob Milligan (Dairy Strategies LLC) will be sharing his knowledge of hiring and retaining an excellent workforce.

The 2018 program and the event itself have something for everyone. Whether you are a producer, nutritionist, veterinarian or services provider you will find topics of interest at the 2018 WCDS. Register today!

You can view the full program and register online at www.wcds.ca.



deadlines

quota transfers

Jan. 17, at 4:30 p.m.

credit transfers

Jan. 24, at 4:30 p.m.

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Advancing Women Conference

Source: *Advancing Women in Agriculture*

Advancing Women in Agriculture, is a conference that provides leadership skills for women in agriculture and food. The Advancing Women Conference (AWC) is the premier symposium where women in agriculture join a community of their peers to listen, learn, network and grow. The western conference is scheduled for March 26 and 27, 2018 in Calgary at the Hyatt Regency.

AWC has a proven track record of bringing women in agriculture and food together from across Canada and parts of the U.S. and selecting expert speakers from the ag and business world to present their stories, experiences, messages and information pertinent to women's health, financial management, coaching, communication, networking, career and leadership skills. To date over 3000 women have attended AWC representing over 350 organizations.

Here is your opportunity to listen to women from agriculture and related businesses as they reveal the secrets to their success and share what they've learned along the way; learn new skills for personal growth in business, family and community; network to make connections to women in the industry for friendship, synergy and support; and grow into the person you have the potential to be!

For more information please visit: advancingwomenconference.ca.

New Entrants Assistance Program Open

Source: *Karlee Conway, Communications Specialist*

Alberta Milk's New Entrants Assistance Program (NEAP) will begin accepting applications January 1, 2018.

The Program helps alleviate some of the start-up costs associated with starting a dairy farm by loaning quota to those wanting to become dairy farmers in Alberta. The program started in 2011 and has welcomed 17 new dairy farms into the province.

Interested in applying?

Please go to albertamilk.com for complete details on the program and to download the application forms. To qualify for the program, applicants must submit a financial business plan, an implementation plan, a risk mitigation plan, attend an interview, and have a conditional letter of approval for financing from a financial institution agreeing to finance their operation.

We will accept applications until March 31, 2018 at 4:30 PM. Please contact Jonathan Ntoni at 780-577-3313 or jntoni@albertamilk.com with questions.

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National proAction® Committee Meeting

Source: Morgan Hobin, proAction® Coordinator

Dairy Farmers of Canada (DFC) hosted the annual face-to-face meeting of its proAction® Committee on November 5 and 6, 2017 in Ottawa. Alberta Milk was represented by Klaas Vander Veen (DFC Director); Martin Van Diemen (Board Director); Morgan Hobin, proAction coordinator, and Mike Slomp, producer services manager. The meeting included about 35 producers and staff from across Canada. A brief snapshot of the meeting is described below.

The purpose of the meeting was to share updates on each province's progress with the implementation strategy of proAction modules, to learn about innovative producer communication and training and to hear about the upcoming proAction modules.

Communications

The adoption of proAction is a good news story and there are efforts to share this with consumers. DFC will work with provincial staff to develop communication messages for consumers beginning early 2018. These messages will be based on the data that is collected through the proAction validation process and that are of public interest. The first report will be produced after one full year of validation of the new modules, which will after September 2018.

Research

Émie Desilets, DFC staff, provided an update on the commitment of the federal government to support dairy research through the Agri-Science Cluster Program funded by the Dairy Research Cluster 3. Research across the country contributes to the overall rate of improvement of the Canadian dairy industry.

Food Safety

Dr. Manisha Mehrotra, from Health Canada, discussed the growing societal expectations about the responsible use of antimicrobials in livestock production. Upcoming changes in federal animal drug use regulations will change the way the dairy industry can access antimicrobials in the future. This will be an important issue going forward.

The proAction Technical Committee responsible for the Food Safety Module also provided an update on its actions in 2017 and what is expected in 2018.

Animal Care

The data from the animal assessments from all dairy herds across Canada will be examined in October 2018 and that will determine the range for future years' animal assessments. Specific zones and numbers will be preferred compared to the current use of percentages. In addition, a national, public review of the Dairy Animal Code of Practice (launched in 2009) is beginning and will be updated over the next two years.

Traceability

The proposed CFIA regulatory amendment (federal) to traceability regulations were presented. A formal review of the proposed regulations is planned for winter/spring of 2018, with 75 days to comment. DFC staff and all of the provincial producer representatives and coordinators are expected to participate.

Biosecurity

All of the producer training resources for the biosecurity module have been developed and are now available to the provinces. Alberta Milk will begin to roll out this module with producer training in early summer, 2018.

Environment

The Environmental Working Group provided an update on the development progress of the Environment module which will be based on dairy producers completing an EFP. There is considerably more study and discussion required within the working group before the presentation of the next steps.

Sign up for Updates to your Inbox!

What to hear information first? Sign up for email updates from Alberta Milk. You can sign up at albertamilk.com or on the Member's only page. Updates range from quota information to current issues and events that affect you. You can also email Karlee at kconway@albertamilk.com to sign up.



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Dairy Production Statistics

Average Milk Prices

| Month | TPQ \$/hL |
|----------|-----------|
| Nov 2017 | 79.91 |
| Oct | 79.26 |
| Sep | 77.11 |
| Aug | 75.05 |
| July | 76.36 |
| June | 78.49 |
| May | 79.94 |
| Apr | 81.02 |
| Mar | 81.38 |
| Feb | 81.28 |
| Jan | 80.31 |
| Dec | 79.75 |

| Producer Pool Additions/Deductions November 2017 | | |
|--|----------------|-------------------|
| | Additions (\$) | Deductions (\$) |
| Audit Adjustment | 0.00 | 0.00 |
| Bulk Tank Callibration | 0.00 | 3,580.00 |
| Discarded | 0.00 | 10,846.83 |
| PLR | 0.00 | 159,930.92 |
| Interest | 12,017.97 | 224.06 |
| Metering | 63,362.10 | 0.00 |
| Organic | 26,651.90 | 0.00 |
| Trucking | 0.00 | 825.00 |
| Violations | 16,188.60 | 0.00 |
| Average Deductions per Kg Total Solids | | (\$0.0034) |

2017-18 Quota Exchange and Credit Deadlines

| Quota Transfer Deadline Date | Credit Transfer Deadline Date | Effective Date |
|------------------------------|-------------------------------|----------------|
| Jan. 17, 2018 | Jan. 24, 2018 | Feb. 1, 2018 |
| Feb. 14, 2018 | Feb. 21, 2018 | Mar. 1, 2018 |
| Mar. 16, 2018 | Mar. 23, 2018 | Apr. 1, 2018 |
| Apr. 16, 2018 | Apr. 23, 2018 | May 1, 2018 |
| May 17, 2018 | May 24, 2018 | June 1, 2018 |
| June 15, 2018 | June 22, 2018 | July 1, 2018 |
| July 17, 2018 | July 24, 2018 | Aug. 1, 2018 |
| Aug. 17, 2018 | Aug. 24, 2018 | Sep. 1, 2018 |
| Sep. 17, 2018 | Sep 24, 2018 | Oct. 1, 2018 |
| Oct. 17, 2018 | Oct. 24, 2018 | Nov. 1, 2018 |
| Nov. 16, 2018 | Nov. 23, 2018 | Dec. 1, 2018 |

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

| Class 5 Prices (\$/kg) January 2018 | | | |
|-------------------------------------|----------------------------|---------|--------------|
| Milk Class | Butterfat | Protein | Other Solids |
| Class 5a | 7.1913 | 6.2281 | 0.4775 |
| Class 5b | 7.1913 | 1.6372 | 1.6372 |
| Class 5c | 7.0698 | 1.3367 | 1.3367 |
| Class 5d | contract by contract price | | |
| Class 4m | contract by contract price | | |

Provincial Average Components November 2017

| | |
|--------------|--------------|
| Butterfat | 4.2087 kg/hl |
| Protein | 3.4023 kg/hl |
| Other Solids | 5.7336 kg/hl |

Provincial Milk Quality Averages

| Month | Bacteria Average (IBC) | Somatic Cell Count (SCC) |
|----------|------------------------|--------------------------|
| Nov 2017 | 23,255 | 187,548 |

Dairy Production Statistics



| Quota Exchange Daily Production Quota | | |
|--|-------------------|-------------------|
| | Total Transferred | Clearing Price/kg |
| Jan 2018 | 127.80 | \$35,900 |
| Dec | 132.20 | \$35,925 |
| Nov | 104.50 | \$36,990 |
| Oct | 105.91 | \$38,000 |
| Sep | 166.98 | \$38,625 |
| Aug | 103.67 | \$38,005 |
| July | 44.80 | \$37,505 |
| June | 105.90 | \$37,500 |
| May | 30.50 | \$39,075 |
| Apr | 71.00 | \$39,750 |
| Mar | 77.30 | \$40,000 |
| Feb | 43.95 | \$40,130 |

| Underproduction Credit Transfers | | |
|----------------------------------|-------------------|---------------------|
| Month | Kg | Price\$/eligible kg |
| Dec 2017 | 115,276.91 | \$2.36 |
| Nov | 92,875.08 | \$2.14 |
| Oct | 83,041.16 | \$2.91 |
| Sep | 97,060.07 | \$5.05 |
| Aug | 77,280.96 | \$5.12 |
| July | 83,903.70 | \$5.17 |
| June | 74,342.45 | \$5.22 |
| May | 39,075.00 | \$5.21 |
| April | 71,067.33 | \$6.69 |
| Mar | 54,202.40 | \$7.13 |
| Feb | 85,534.99 | \$7.93 |
| Jan | 90,187.89 | \$8.00 |

| Quota and Milk Production Summary (BF kg) | | | | | |
|---|----------|-------------|-----------|-----------|-----------|
| Month | October | November | December | January | February |
| Status | Official | Pre-Pooling | Projected | Projected | Projected |
| Alberta | | | | | |
| Butterfat Production (kg/day) | 87,839 | 89,458 | 91,295 | 92,994 | 93,734 |
| Provincial Quota (kg/day) | 90,958 | 91,461 | 94,090 | 89,930 | 90,696 |
| Producer Quota (kg/day) | 86,595 | 88,327 | 88,327 | 88,327 | 88,327 |
| Producer Quota + Incentive Credits (kg/day) | 92,182 | 94,216 | 91,177 | 91,177 | 88,327 |
| Cumulative Position (%) | -5.54% | -5.70% | -5.94% | -5.60% | -5.30% |
| Producer Position (Days) | -10.03 | -10.37 | -9.85 | -8.74 | -7.05 |
| Provincial Position (Days) | -19.33 | -19.88 | -20.24 | -20.12 | -19.02 |
| Penalty (kg) | 0 | 0 | 0 | 0 | 0 |
| Western Milk Pool | | | | | |
| Butterfat Production (kg/day) | 251,556 | 256,922 | 259,047 | 261,654 | 262,372 |
| Pool Quota (kg/day) | 258,441 | 259,872 | 267,341 | 255,521 | 257,698 |
| Cumulative Position (%)* | -5.63% | -5.69% | -5.95% | -5.69% | -5.52% |
| 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.



services cont'd

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Alberta Holstein Association www.albertaholstein.ca for industry news, upcoming events, movies, show results and more!

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Find out about the Jersey Breed on JerseyWest's website at jerseycanada.com/jerseywest.

Western Canadian Classic -Team Alberta. This youth show rotates amongst the 4 western provinces. **Phone Lexi Wright at 403-862-5600 or Sue Crest at 780-675-4643.**

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Alberta Production and Quota Update - as at October 2017

Source: Jonathan Ntoni, Policy Analyst

Production

The daily average volume for October 2017 was 2,104,025 litres, representing a decrease of 11,897 litres per day (-0.56%) when compared with September 2017. This decline is as a result of seasonality and is expected to be the least daily average production in 2017-18. Daily average production is expected to steadily increase beginning in November. The provincial average butterfat density for October 2017 was 4.1748 kg/hL, compared to 4.0617 kg/hL in September 2017. Average butterfat densities is expected to peak around 4.2 kg/hL in November.

Daily Total Production Quota

Daily Total Production Quota (DTPQ) in the Western Milk Pool (WMP) increased by +0.46 per cent using data based on the 12-months period ending October 1, 2017. Daily quota issuance at the producer level increased to 97.56 per cent in October 2017, relative to 96.11 per cent in September 2017. There are two incentive days in place for November 2017 and one incentive day each for December 2017 and January 2018. Production on the two incentive days in October was 73,292 kg (42.83%), and in September it was 75,291 kg (44.87%).

Alberta Provincial Quota Utilization

At the end of October 2017, Alberta was at a provincial cumulative quota position (CQP) of -5.54 per cent, which is the second highest of all the Western Milk Pool (WMP) provinces. British Columbia was at the highest cumulative position of -1.56 per cent. Only BC filled their monthly quota allotment for October in the WMP.

Western Milk Pool & P5 Pool

At the end of October 2017, the WMP was in a cumulative position of -5.63 per cent and the P5 was in a cumulative quota position of +3.15 per cent.

New Moo Apparel

Source: Kelsie Gilks, School and Agriculture Program Coordinator

New clothing has arrived! We have a dark cream coloured zippered fleece hoodie available for women, with a soft fleece interior and deep zippered pockets to keep your belongings safe. With a fully adjustable hood, this zippered hoodie is ideal for layering on a cold winter days.



Available in sizes XS- XXL. \$65.00

For men, we have brought in a cotton polyester blended black and grey plaid snap button shirt. This shirt looks great untucked for a more casual look.



Available in sizes M-XXXL. \$55.00

To order your new clothing, please visit store.albertamilk.com. For questions, please contact Kelsie at 780-577-3327 or kgilks@albertamilk.com.