



August 2020

# milking TIMES

Published monthly for dairy farmers in Alberta and our industry partners

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## Chair's Message

Source: Tom Kootstra, Chair

Our neighbours to the south are in an election year and we can see the campaigning start to gear up for November already. Having went through both a federal and provincial election last year, we are all very aware of our responsibility to vote and help set the direction of the future. As I left from an Alberta Milk producer quota information meeting in July, I couldn't help but feel that same obligation that we all have to participate in helping set the direction of Alberta's dairy industry.

If COVID-19 has highlighted anything, it's the need to stay united as an industry and continue to adapt and evolve. Our quota management policies have evolved over the last few years, but the board and delegates are hearing that there are areas for improvement, such as the price of quota is too high or the quota exchange is underutilized.

That's why we hosted quota management producer information meetings to better understand some of the things we're hearing and get producer input about potential options. We were pleased to see 269 farmers joining the discussion hosted by members of the Quota Management Issues Team (QMIT). I appreciate those that joined us throughout the province and those members of the QMIT that facilitated the discussion. There were thoughtful questions, strong producer dialog, and good courtesy to differences in opinion.

There are more opportunities to have your voice heard if you couldn't attend our information sessions. The QMIT has developed a workbook survey that compiles all the quota management options presented at the

meetings for you to complete. A hard copy of the workbook survey was mailed to you in mid-July and there is also an online version that can be found on the Members' Only page and in your inbox. We are accepting one submission per farm and the deadline is August 31.

Now is the time to speak up. Talk with your fellow dairy farmers, connect with your delegate, have a meeting at the kitchen table, and submit your thoughts in the workbook survey. We will not be making any decisions without providing farmers from every corner of the province ample opportunities to provide feedback.

Once we have received all the completed surveys, we will be reviewing and analyzing the information you provided in order to develop further refined options. There may be additional consultation once we have a better idea about the direction we are hearing from you.

The board takes this very seriously and are dedicated to address and improve the issues that we have been hearing. Please don't overlook these upcoming opportunities to have your say; this could mark the next chapter in Alberta Milk quota history, so be a part of shaping what the future will look like.

## our mission

Alberta Milk partners with industry stakeholders to support an effective supply management system in a growing, sustainable and market-focused industry.





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on



## Board Report

Source: Tom Kootstra, Chair

The board held their first face-to-face meeting since February 18, 2020 on June 24, 2020.

### Strategic Plan and Budget

Over the past three months, the board has worked on renewing its Strategic Plan. As part of this work, the board developed strategies to manage key risks facing the Canadian dairy industry, discussed the evolving committee structures and roles, and identified strategies to better engage producers and delegates. The board approved the 2020-23 Alberta Milk Strategic Plan and 2020-21 budget and will be engaging delegates in the coming weeks to discuss the new Strategic Plan.

### Marketing and Nutrition Education Reserve

As noted previously, at the April 29, 2020 board meeting, the board agreed to expand the definition of eligible market development activities to include processor expansion initiatives. In response, the board requested options for the reserve level. Options for the expanded Market Development Fund target reserve level were developed and presented to the board. The board increased the Marketing and Nutrition Education Reserve from \$5.5M to \$7.5M.

### Interim Governance Committee

An interim Governance Committee has been established. The goal of the committee is to review and discuss best practices and trends in governance with a view to incorporate them into an updated governance structure for Alberta Milk. Tom Kootstra, Gerrit Haarman (Committee Chair) and Miranda Verhoef were appointed as members.

The next meeting is scheduled for August 27, 2020.

## DFC Fights for Compensation

Source: Dairy Farmers of Canada

Following the Annual General Meeting of the Dairy Farmers of Canada (DFC), which brought together some 200 dairy farmers from across the country in a virtual format, dairy farmers expressed concern that they have waited over a year for an announcement on the balance of compensation owed for losses related to recent international trade agreements.

This issue was omnipresent during the meeting, with many producers wondering why the government has been so slow to honour its commitment towards “full and fair” compensation for the market share conceded to foreign dairy production, a commitment which dates back several years.

Canada’s trade agreement with the European Union (CETA) came into force in 2017, while the trade agreement with the Trans-Pacific countries (CPTPP) came into force in 2018. Despite the government’s promises to compensate dairy farmers for these two agreements, Canadian producers are still waiting on a firm timeline to be announced for the balance owed.

“Right before the 2019 election, the government announced a first installment on the compensation for CETA and the CPTPP, which was a fraction of the overall total farmers were promised,” said Pierre Lampron, President of DFC. “What happened to the commitment towards full and fair compensation for the remaining years? What about the compensation for CUSMA?” he wondered.

This is why, following a motion that was adopted at its AGM, Dairy Farmers of Canada is calling on the government to announce the payment schedule and related amounts for the balance of compensation owed for CETA and the CPTPP, and announce a clear timeline and level of compensation for its promise on CUSMA. To be fair and equitable towards all dairy producers, this compensation must be granted in the form of direct payments.

# proAction® - Changes to Cattle Assessment Requirements

Source: Morgan Hobin, proAction Coordinator (adapted from the Milk Producer - May edition)

Dairy Farmers of Canada (DFC), through the Animal Care Technical Committee and in consultation with its provincial members including Alberta Milk, is developing the continuous improvement and corrective action requirements for the animal care module's cattle assessment question. The intention has been to update these requirements once data from the first round was collected and analyzed. The objective is to encourage continuous improvement with an overarching expectation that all herds eventually achieve results in the green zone.

Details are still in development, but farmers will be provided:

- with clear requirements;
- the timelines associated with demonstrating improvement for any results in the red zone;
- as well as the consequences if red zone results persist.

Farms currently with red zone results should take action to identify the root cause and resolve the issue with assistance from an appropriate dairy professional, such as a veterinarian, nutritionist, consultant etc. More details will be provided when they become available.

## DairyTrace

Source: Morgan Hobin, proAction Coordinator (adapted from the Milk Producer - May edition and June 19th Lactanet Media Release)

Traceability events for all cattle are currently being reported through the Canadian Cattle Identification Agency's (CCIA) Canadian Livestock Tracking System (CLTS).



We acknowledge the support of the Government of Canada and the Government of Alberta through the partnership.

The CCIA tool only allows for electronic reporting, however not every farmer in Canada can access the internet. As a result, before the implementation of the traceability module in 2017, DFC decided to temporarily adjust the validation of reporting requirements until alternative means were available. Therefore, producers who are reporting correctly receive a compliant score for these requirements, while producers who are not reporting according assigned deadlines or not reporting at all receive a “not applicable” score and do not receive a non-conformance.

However, a new traceability system for dairy is coming – *DairyTrace!* The new platform will provide alternative means of reporting for producers, such as by fax or phone. *DairyTrace* will be the single, common framework for dairy farmers to track animal identity and movements.

“Providing protection and peace of mind to consumers is vital, and when it is fully implemented, *DairyTrace* will provide a high-quality, national dairy cattle traceability system that takes our industry's efforts to the next level,” says Gert Schrijver, Alberta Milk Board Member and Chair of Lactanet's *DairyTrace* Advisory Committee. “The launch will be a pivotal milestone for dairy producers, as it will provide the data management infrastructure needed to provide – for the first time – a true, pan-Canadian picture of the movements of dairy cattle.”

Under a common, national framework, *DairyTrace* will promote information sharing and may add value to research and genetics initiatives, all while aligning with proAction®. *DairyTrace* is expected to launch October 2020, with reporting requirements becoming mandatory September 2021. More details will be shared as they become available.



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## DRECA August Conversation

Source: Kira McMillan, Interim Research and Extension Coordinator

The Dairy Research and Extension Consortium of Alberta (DRECA) is the platform for partnership in dairy research, extension and education activities and now has its own website (<https://albertamilk.com/for-industry/dreca/>). On this website, you can find all past Knowledge Summaries, webinars, video interviews with experts, and more. The DRECA website also has an “Ask an Expert” page, where you can submit your production questions to be answered by industry experts.

For August, DRECA is continuing the conversation on management and feeding of heifer calves. A big decision that producers make on farm is how they are feeding calves, with either manual milk feeding (buckets or bottles) or automated milk feeding systems. The way calves are fed and the amount they are fed can impact behaviour, welfare, growth and future milk production. Understanding the differences in management between farms using manual or automated milk feeding and the effects on calf performance can help producers make a choice between these systems.

The first research summary comes from the National Dairy Study, which surveyed Canadian producers who were using either manual or automated milk feeding to determine the differences in management and producer perceptions. Additionally, with the recent completion of Dr. Michael Steele’s five-year Natural Sciences and Engineering Research Council industrial research chair position, new research results are available for calf nutrition. Dr. Steele’s research program focuses on developing feeding and management practices to promote proper gut development and improve health and productivity of calves. In a 3-part article series, Dr. Steele discusses strategies for calf feeding in the first days, weeks and months of life.

In addition to the written knowledge summaries, the conversation includes two video interviews. In the first interview,

DRECA spoke with Dr. Joao Costa, a former PhD student at the University of British Columbia and current assistant professor at the University of Kentucky. Dr. Costa discusses automated milk feeding systems for optimizing calf performance. The second video interview is the first video in DRECA’s series of Student Research Updates. Allison Welk is a graduate student at the University of British Columbia and is presenting her project on individualized weaning methods based on solid feed intake.

You can view past research extension conversations, on the DRECA website.

## UBC Dairy Calf Weaning Project- How do YOU define calf weaning success?

Source: Submitted by UBC

### Recruitment

Researchers from University of British Columbia are seeking participants for a study to improve outcomes for calves and growing heifers with a special focus on weaning. They want to understand how dairy producers characterize weaning success and explore the attitudes, perceptions, and beliefs regarding calf weaning.

Producers will be interviewed (for approximately 60 minutes) via Zoom or phone to share views on practices that help ensure calves succeed during and after weaning.

### What you will gain from participating

You may benefit from an increased awareness of the challenges and successes related to calf weaning and raising. The final research publication has potential to become an extension resource for producers and guide future research.



Animal Welfare Program  
The University of British  
Columbia

If you would like to participate or find out more information, please contact Elizabeth Russell at [Elizr18@mail.ubc.ca](mailto:Elizr18@mail.ubc.ca).

Principal Investigator and Supervisor:  
Dr. Dan Weary ([dan.weary@ubc.ca](mailto:dan.weary@ubc.ca))



## Virtual Milk and Cookie Shack- A Success

Source: Kelsie Gilks, Marketing and Communications Specialist

The Virtual Milk and Cookie Shack that we ran on Facebook at the beginning of July, in partnership with Dare Foods Ltd., was a huge success. Premier Jason Kenny as well as MLA's throughout the province supported the initiative to keep the Calgary Stampede spirit alive and continue supporting the Calgary Food Bank, as we have done for over 20 years.

Our post reached over 104,000 people and almost 4,500 engaged with it. This reach, and these engagements, led to Alberta Milk and Dare Food Ltd. donating 10,000 servings of milk and cookies to the Calgary Food Bank.

## Local Farmer is Featured in National Campaign

Source: Kelsie Gilks, Marketing and Communications Specialist

In the latest campaign from Dairy Farmers of Canada, *Hey Dairy Farmer*, one of our Alberta dairy farmers, Brittany Derksen, was chosen to represent the Canadian dairy industry. Brittany farms in central Alberta with her parents. You may have also seen her in a few promotional videos Alberta Milk has developed and we're so proud to see her representing the dairy

industry on a national level. Watch for more to come from Brittany, and DFC, throughout the summer as they continue to build the *Hey Dairy Farmer* campaign.



You can find the videos on the Dairy Farmers of Canada YouTube page.

## Merchandise Fire Sale

Source: Kelsie Gilks, Marketing and Communications Specialist

Alberta Milk will be discontinuing the sale of merchandise starting this fall. In an effort to clear out existing stock, we would like to provide you with the opportunity to purchase items. All prices and available sizes are indicated on our website, <https://store.albertamilk.com>. Your order will be filled within five-10 business days of it being placed.

Please note that quantities and sizes are limited and only available while supplies last. All items will be final sale with no exchanges or returns.

Dairy Farmers of Canada will be introducing an online store later in the summer, please watch your E-blasts and Milking Times for more information on that when it is available.

If you have any questions, please contact Jaime ([jelias@albertamilk.com](mailto:jelias@albertamilk.com)) or Kelsie ([kgilks@albertamilk.com](mailto:kgilks@albertamilk.com)).

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# Dairy Production Statistics

## services

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### Producer Pool Additions/Deductions June 2020

	Additions (\$)	Deductions (\$)
Audit Adjustment	0.00	0.00
Bulk Tank Callibration	0.00	1,575.00
Discarded	0.00	35,856.42
WMP	108,461.24	452,127.05
Interest	10,223.81	103.12
Metering	58,286.71	0.00
Trucking	0.00	0.00
Violations	29,735.22	0.00
<b>Average Deductions per Kg Total Solids</b>		<b>(\$0.0317)</b>

### Average Milk Prices

Month	TPQ \$/hL
June 2020	82.07
May	82.46
Apr	83.57
Mar	84.62
Feb	85.26
Jan	85.70
Dec	84.92
Nov	85.39
Oct	84.94
Sep	81.99
Aug	80.38
July	79.50

### Class 5 Prices (\$kg) August 2020

Milk Class	Butterfat	Protein	Other Solids
Class 5a	5.5536	13.547	0.5066
Class 5b	5.5536	2.1968	2.1968
Class 5c	5.3361	2.1968	2.1968
Class 5d	contract by contract price		
Class 4m	contract by contract price		

*Class 5 prices calculated by the Canadian Dairy Commission*

### Provincial Average Components June 2020

Butterfat	4.0881 kg/hl
Protein	3.1639 kg/hl
Other Solids	5.9204 kg/hl

### Provincial Milk Quality Averages June 2020

Bacteria Average (IBC)	Somatic Cell Count (SCC)
22,015	189,870

### 2020-21 Quota Exchange and Credit Transfer Deadlines

Transfer Date	Quota Exchange	Credit Transfer
Aug 1	Jul 17	Aug 24
Sep 1	Aug 17	Sep 23
Oct 1	Sep 16	Oct 23
Nov 1	Oct 16	Nov 23
Dec 1	Nov 16	Dec 22

# Dairy Production Statistics



Quota Exchange Daily Production Quota		
Month	Total Transferred	Clearing Price /kg
<b>Aug 2020</b>	<b>1.36</b>	<b>\$49,255</b>
Jul	14.21	\$46,650
Jun	2.00	\$44,100
May	71.25	\$43,450
Apr	102.40	\$44,000
Mar	76.50	\$44,930
Feb	20.29	\$43,900
Jan	14.00	\$42,830
Dec	60.00	\$41,525
Nov	25.00	\$41,225
Oct	26.75	\$41,052
Sep	50.00	\$41,000

Underproduction Credit Transfers		
Month	Kg	Price/eligible kg
<b>Jul 2020</b>	<b>68,300.70</b>	<b>\$8.07</b>
Jun	45,891.26	\$7.35
May	50,730.18	\$6.02
Apr	62,116.92	\$6.07
Mar	126,533.10	\$10.20
Feb	103,551.99	\$8.70
Jan	125,515.97	\$5.98
Dec	114,238.91	\$4.89
Nov	102,492.61	\$4.89
Oct	129,899.66	\$4.49
Sep	108,199.11	\$4.06
Aug	145,660.86	\$4.83

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## Quota and Milk Production Summary (BF kg)

	May	Jun	Jul	Aug	Sep
Status	Official	Pre-Pooling	Projected	Projected	Projected
<b>Alberta</b>					
Butterfat Production (kg/day)	91,115	91,291	90,502	90,405	91,455
Provincial Quota (kg/day)	87,665	85,538	88,824	96,855	98,896
Producer Quota (kg/day)	90,758	90,771	90,771	90,771	90,771
Producer Quota + Incentive Credits (kg/day)	90,758	90,771	90,771	96,627	108,925
Cumulative Position (%)					
Producer Position (Days)	-4.59	-4.22	-4.38	-5.60	-6.43
Provincial Position (Days)	-8.08	-6.26	-5.44	-7.06	-9.17
Penalty (kg)	0	0	0	0	0
<b>Western Milk Pool</b>					
Butterfat Production (kg/day)	261,351	259,201	255,950	255,279	259,404
Pool Quota (kg/day)	249,084	243,042	252,379	275,197	280,994
Cumulative Position (%)*	-0.07%	-0.42%	0.54%	-0.09%	-0.76%
Penalty (kg)	0	0	0	0	0

\*The P10 pool's limits on production are +1.25% and -2.00% of the P10 rolling 12-month quota.

## deadlines

**quota transfers**  
 August 17, 2020 at  
 4:30 p.m.

**credit transfers**  
 Augst 24, 2020 at  
 4:30 p.m.





## services

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Alberta Holstein Association. [www.albertaholstein.ca](http://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](http://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



## McDonald's Canada to start highlighting 100% Canadian Dairy

Source: Dairy Farmers of Canada

Dairy Farmers of Canada (DFC) is pleased to announce that McDonald's Restaurants of Canada Limited will feature the famous Blue Cow logo in its popular \$1 cones, \$2 sundaes promotion this summer. In so doing, McDonald's Canada joins a growing family of companies and products that are leveraging the Blue Cow logo to help consumers identify products made with 100% real Canadian milk.

"The inclusion of the Blue Cow logo in our summer soft serve campaign advertisement is important, as we want Canadians to know that we're sourcing and supporting Canadian dairy that's part of the classic McDonald's soft serve they know and love," said Jean-Guillaume Bertola, Director, Brand Strategy, McDonald's Canada. "This relationship with Dairy Farmers of Canada is one of the many ways we are showcasing our commitment to our Canadian-based suppliers and farmers, and providing quality ingredients to our guests coast-to-coast."

## Alberta Production and Quota Update

Source: Jonathan Ntoni, Policy Analyst

**Production Update:** Daily average production in June was 2.23 million litres, an increase of 31,853 litres (1.45 per cent) over May's 2.20 million litres. The provincial average butterfat density peaked at 4.3206 kg/hl in November and is on a seasonal decline. The provincial average butterfat density in June was 4.0894 kg/hl, a 1.24 per cent drop from May.

Comparing on an annual basis, there was +0.56 per cent growth in volume in the 12-month period ending June 2020 over the 12-month period ending June 2019; and a +1.99 per cent growth in butterfat production for the same period. See the chart below for the most recent 12-month trend.

**Quota Update:** The WMP's rolling 12-month quota decreased by 0.24 per cent in May over April. Alberta's daily producer quota issuance rate in May 2020 was 90,758 kg/day (i.e. 95.76 per cent relative to past 12-month CDC quota allocation).

**Pools' Quota Utilization:** Cumulative Quota Positions as at the end of May 2020 for the WMP, P5 and P10 were -0.07, -0.05 and -0.19 per cent respectively.

The WMP over-produced its monthly CDC quota allotment by 307,033 kilograms of butterfat in May 2020.

