



October 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

We anticipated that the reopening of schools last month would have a positive impact on our markets, as they have in the past. Fortunately, demand appears to be increasing, both with the holiday season around the corner and there being a lower than normal cheese stock. These changes invited discussion between the other WMP provinces, and the board approved changes be made to production controls. **Effective October 1, 2020, all credit day restrictions will be removed, there will be a three per cent quota increase, three incentive days have been issued for October and two incentive days have been issued for November.** Please see the Members' Only page for more information.

It's important to remember that Alberta doesn't live in a silo and we are impacted by the changes happening in other areas of the country. The board continues to meet frequently to assess the demands of the market. We continue to consult with the WMP, processors, and the CDC to measure and forecast market impacts provincially, regionally and nationally. Everyone needs to remember that we are still dealing with the uncertainty that a pandemic brings. As a result, producers need to manage their operations with the understanding that if there is another rapid drop in milk demand, production controls may be put in place again, and may include a quota cut, credit day restrictions, or both.

We really appreciated the input that producers provided on Alberta Milk's quota policies as part of the Quota Management Workbook. I'm very pleased to report that 77 per cent of our farms responded to the survey! This response is very encouraging and will provide helpful insight into the opinions of farms across the province. The QMIT and the board will analyze the responses and we look forward to sharing more information about what you had to say about the potential shift in quota policies.

Finally, I'm pleased to announce that the Lactanet lab will be moving into the Alberta Milk office. As our work with DFC and provincial marketing initiatives have evolved, there was less of a need for warehouse space and it was a priority to better utilize office space. We were thrilled to hear interest from Lactanet about moving into our space. Having the lab in the same building will enhance collaboration and add greater value to the dairy industry. This new collaboration also creates the potential for increased flexibility of lab services for you. The lab will continue to be a completely independent, fully certified facility. After renovations are completed to adapt the warehouse to their needs, we anticipate that the Lactanet team will be moved in by January 2021.

our mission

Collaborating to build a thriving industry that produces high quality milk and dairy products within Canada's supply managed system.





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Board Report

Source: Tom Kootstra, Chair

The board met in person on August 27, 2020.

New Entrant Assistance Program

The New Entrant Assistance Program (NEAP) was amended to make it more sustainable for NEAP participants. The board supported allowing the quota loan to be used as a security, effective August 28, 2020. This change was requested by current NEAP producers and also aligns with SaskMilk's policy.

Governance Framework

The board appreciated the feedback it received from the delegates at the last Delegate workshop. The board will incorporate the feedback it has received as it continues to work on strengthening Alberta Milk's governance framework.

Alberta Milk Awards

The Dairy Industry Achievement and Recognition of Service awards will not be handed out this year due to the cancellation of the banquet at the AGM as a result of the COVID-19 pandemic. The winners for the Alberta Milk Scholarship will be recognized in *Milking Times*.

Fall Producer Meetings and Annual General Meeting

Source: Shelley Rietveld, Corporate Services Coordinator

Due to restrictions on large-scale events, the board has decided that Fall Producer Meetings will be held over three days - October 27 to 29 - in all regions. A total of six sessions will be offered in each region and producers will have the option to choose which session they would like to attend. Please note that Alberta Health Services protocols will be in place for all sessions.

Due to Alberta Health Guidelines and hotel space availability, we must limit the number of producers who can attend each session to 40 people. As a result, **pre-registration will be required and only two producers will be allowed to attend from each farm**. While we know and appreciate the value of having industry stakeholders attend, we have topics that need to be presented and discussed with producers only. Therefore, these are closed meetings for **licensed dairy producers only**. Please note that lunch is not included.

Additional sessions may be made available if required. Session locations and times are available on albertamilk.com/news. Please visit the Members' Only website to register. Registration deadline is October 20, 2020.

The 2020 annual general meeting will proceed on November 18 as a hybrid meeting. Delegates will be invited to participate in person, while producers and industry will be invited to join virtually. Pre-registration will also be required and will open mid-October. Please monitor Members' Only for updates.

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Clarification: New Milk Quality Award and Bonus Eligibility

Source: Kelly Mauthe, Member Services Specialist

As reported in the September issue of *Milking Times*, Alberta Milk's Animal Health and Environment Advisory Committee brought forward an option to the board that in order for a producer to be eligible for the annual milk quality awards and monthly milk quality bonus, the producer must not have had any on-farm bulk tank rejections nor have been responsible for a load rejection at a processing plant. The board supported the addition and suggested that recognition on the proAction® program also be added. These changes were put into effect August 1, 2020.

Clarification: the *Milking Times* issue did not include the information regarding eligibility for producer bonus'. Be assured that this is also included. Please contact Kelly Mauthe for any questions about milk quality at 780-577-3314.

Annual Report Goes Online

Source: Karlee Conway, Marketing and Communications Manager

In response to feedback we have received, this year we will not be automatically mailing printed versions of our 2019-20 annual report to all farmers. Instead, the most current edition will be available on our website, albertamilk.com, starting in November. There you will have the opportunity to read it on your computer, cell phone, or download it and print at home. You can also access previous editions. Hard copies will be available by request. Please visit Members' Only page in early November for more information on how to request your copy.

Fairlife Goes Canadian, Eh?

Source: Karlee Conway, Marketing and Communications Manager

On September 4, the \$85 million Fairlife milk processing plant in Peterborough, Ontario processed its first bottle using Canadian milk. A Coca-Cola brand, Fairlife is a high protein, low sugar ultrafiltered milk. It was issued a temporary import permit to use American milk while the plant was being built. Although slightly behind schedule due to COVID-19, the plant will slowly be commissioning the entire suite of varieties of milk early this fall. Fairlife will also be using the Canadian Quality Milk logo on all their products. It will be predominantly placed on the front of the package as well as a maple leaf.

The high protein, low sugar milk has already proven impressive incremental growth in the dairy aisle. Joyya is an already 100% Canadian produced comparable product. This innovation has consumers choosing milk opposed to other competing beverages.

Go to fairlifecanada.ca for updates on the current plant progress or follow them on social media.

Industry Awards Postponed

Source: Karlee Conway, Marketing and Communications Manager

The Dairy Industry Achievement Award and the Recognition of Service award will not be awarded this year. They have previously been recognized at the AGM banquet, but due to COVID-19 restrictions, the banquet will not be held this year and it was decided that we will not proceed with these awards for 2020.



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Second, third and fourth cut of alfalfa hay. Analysis available. Phone 403-330-7090

240 large square bales, second cut hay, RFV 268, greenest hay of the year, third year stand, asking \$200. Hillspring, AB, delivery optional. Phone Gary 403-394-8047

Registered Holstein bull, 2 yrs. old, classified VG-87, very quiet, sired by Walnutlawn Solomon contact Katelyn 780-686-4614



Marketing Update

Source: Marketing and Communications Team

Drinks Served Up at the Milk Bar!

The Blue Cow Milk Bar gives these novelty taste-seekers something fresh, delicious and made with uniquely Canadian ingredients. The Bar samples a menu of milkshakes that demand real local ingredients, starting with quality milk and cream. Guests of the Bar leave with drink recipes, while on-site signage reinforces our commitments to quality, animal care and sustainability. Watch our social media channels for information dates and locations.

Virtual BBQ Hosted by AMA

Over the summer, Alberta Milk participated in an online Facebook group that the Alberta Motor Association (AMA) hosted. This group was created as a way for members to connect with local businesses to find and purchase Alberta-made products. Alberta Milk participated by sharing messages about local dairy and promoted the Canadian Quality Milk logo. We also participated in an 'ask me anything' event which resulted in nearly 100 questions (with answers) from curious Albertans. We also partnered with Alley Kat Brewing Company to create a beer and cheese pairing infographic and video which featured Alberta made cheeses.

Connecting Through Videos

As part of our video series introducing farmers to consumers, we launched a new video featuring Graham Jespersen which reached about 300,000 consumers on social media. Graham introduces us to what technology he uses on his farm and how it aids in cow care as well as work life balance. Watch and the video on our YouTube channel and keep your eyes open for the last two videos in the series.

Where is the Best Ice Cream in Alberta?

We crowd sourced Albertans as to where their favourite place to enjoy ice cream was and we received hundreds of responses. From that long list, we created a page with an interactive map on our website of local ice cream retailers. With over 3,000 page views in the first week, we know Albertans are embracing local dairy retailers. Visit albertamilk.com to find a new shop in your area.

Breakfast Centre Showcase

Just in time for back to school, dairy breakfast centres are launching at Co-op stores throughout Alberta, starting in Calgary. These centres will be launched for six months and will showcase dairy as an ideal breakfast food. There is continual reinforcement of the Canadian Milk Quality logo and the locality of your dairy. The first store launched at the end of September and the other five locations will be launching later in the fall.

Coming Soon...

Alberta Milk has been a long-time sponsor of Alberta high school sports through the Alberta Schools Athletic Association. With public health restrictions in place in schools regarding inter-school sports, we felt we could still help keep students active and milk top of mind by hosting an online competition for high school athletes. The winning schools of the virtual competition will receive a prize for their athletics programs.

Lastly, we know influencers have taken over social media. Alberta Milk has searched long and hard to find someone with that we think could really change up the influencer scene in a moovellous way. She is funny, relatable, and from the prairies. She can't wait to meet you but you will have to wait until later this fall.

VJV Livestock Marketing Group proudly boasts one of the best slaughter cow markets in western Canada with 6-8 order buyers representing all slaughter facilities

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VJV sells on average over 500 cows weekly, with some weeks over 1000 slaughter cows, of which several hundred are Holstein cows.

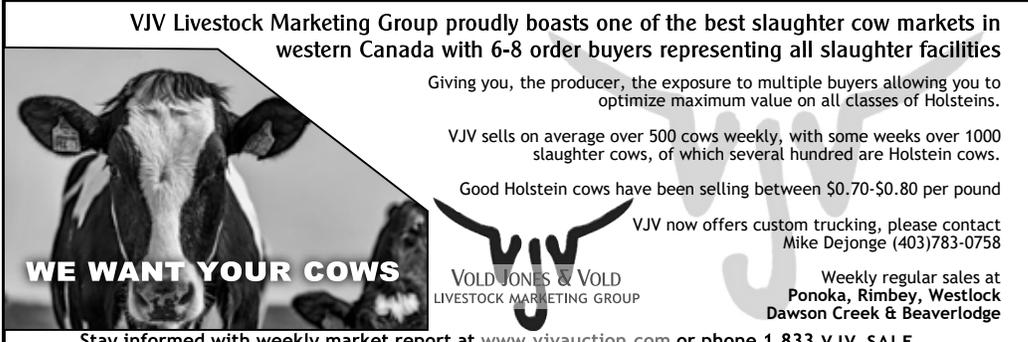
Good Holstein cows have been selling between \$0.70-\$0.80 per pound

VJV now offers custom trucking, please contact Mike Dejonge (403)783-0758

Weekly regular sales at Ponoka, Rimbey, Westlock Dawson Creek & Beaverlodge

WE WANT YOUR COWS

Stay informed with weekly market report at www.vjvauction.com or phone 1.833.VJV.SALE



proAction® - Environment Module Requirements Finalized

Source: Morgan Hobin, proAction® Coordinator

As world leaders in the production of high quality and safe milk, you and your colleagues across Canada should take great pride in proAction®. You demonstrated that pride and commitment by implementing the on-farm requirements of the first five modules of proAction®. This is a significant accomplishment so far!

The final step in proAction® will be taken by implementing the Environment module, effective September 2021. Excellent care of the environment is vital because the health of the land is essential to the continued success of your farm- careful management provides many benefits. You should be proud of the ownership and the commitment to care for the environment to ensure that future generations will be able to farm.

The Environment module has been extensively discussed and revised over the last few years by Dairy Farmers of Canada's (DFC) Environment Module Working Group, which includes farmer representative Heini Hehli and Alberta Milk staff Mike Slomp.

Between January and March 2020, Alberta Milk participated in the proAction® Environment module pilot project. The purpose of the project was to test the draft requirements and gather feedback from farmers, validators and provincial coordinators. The feedback collected was reviewed by the Working Group and the final requirements were presented to the DFC Board, who approved the module August 6, 2020.



Canada

Alberta

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

Environmental module requirements are listed below:

1. Do you have a valid provincial environmental farm plan (EEP) to identify and address environmental risks on your farm?
2. Is your milking centre wastewater managed with proper storage or a regulatory approved treatment system?
3. Is your manure storage adequate to avoid contamination of surface and ground water and to avoid spreading manure on frozen, snow-covered or saturated ground?
4. Do you manage nutrients on your farm to make optimal use of manure and/or fertilizer on land?
5. Have you completed the farm environmental questionnaire?

You can complete an EFP online at albertaefp.com at no cost. In Alberta, an EFP has a 10-year validity period. Please forward questions about completing an EFP or the status of your EFP to Alberta EFP at 587-200-2552.

Module requirements (#2, #3 and #4) are intended to align with provincial regulations and guidelines, which means they will differ amongst provinces. In Alberta, the environment is regulated under the *Agricultural Operations Practices Act*. Alberta Milk and Alberta Agriculture and Forestry staff are working together to develop supplemental resources that assist farmers with these requirements.

Alberta Milk is planning to provide module training and resources for farmers beginning Spring 2021.

For proAction® questions, please contact Morgan Hobin at 780-577-3318 or mhobin@albertamilk.com.



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Genomic tested milking 1st and 2nd lactating cows, Genomic tested springing heifers calving Jun-Aug. Grade tested springing heifers calving June-Aug. Genomic tested Bulls. Dutchman Dairy Ltd. Phone 403-507-9030

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Registered Holstein bull for sale. Born October 2018. Registration #13163430. Phone/text 780-951-0783



Dairy Production Statistics

services

Business Plans, Succession Plans & New Entrant Assistance Plans. Financing & re-financing proposals & lender negotiations. Art Lange PAg, CAFA, 16 years experience. Phone 780-467-6040, email art@ajlconsulting.ca, web www.ajlconsulting.ca

Countryside Dairy Sales Dairy cattle & quota sales. Bred & springing heifers available. Phone Andrew 403-348-9358 or Harry 403-783-1274

Amber Enviro services provides soil and groundwater monitoring of liquid manure storage lagoons to fulfill NRCB requirements for leakage detection. Phone 403-999-2623 or email alfredo@amberenviro.com; www.amberenviro.com

Western Canadian Classic Team Alberta. This youth show rotates amongst the 4 western provinces with competitions and fun activities for youth age 12-21. For more information phone Lexi Wright at 403-862-5600 or Sue Crest at 780-675-4643.

Producer Pool Additions/Deductions August 2020

	Additions (\$)	Deductions (\$)
Audit Adjustment	0.00	0.00
Bulk Tank Calibration	0.00	4,425.00
Discarded	0.00	17,100.79
WMP	0.00	717,673.63
Interest	4,693.71	0.00
Metering	59,956.67	0.00
Trucking	0.00	0.00
Violations	49,116.10	0.00
Average Deductions per Kg Total Solids		(\$0.0693)

Pool additions and deductions for August includes the annual cost of product contamination insurance.

2020-21 Quota Exchange and Credit Transfer Deadlines

Transfer Date	Quota Exchange	Credit Transfer
Oct 1	Sep 16	Oct 23
Nov 1	Oct 16	Nov 23
Dec 1	Nov 16	Dec 22

Provincial Milk Quality Averages August 2020

Bacteria Average (IBC)	Somatic Cell Count (SCC)
23,172	203,058

Average Milk Prices

Month	TPQ \$/hL
Aug 2020	78.65
Jul	79.31
Jun	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

Provincial Average Components August 2020

Butterfat	4.0792 kg/hl
Protein	3.1551 kg/hl
Other Solids	5.8964 kg/hl

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Dairy Production Statistics



Quota Exchange Daily Production Quota		
Month	Total Transferred	Clearing Price /kg
Oct 2020	75.64	\$46,000
Sep	45.60	\$48,500
Aug	1.36	\$49,255
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

Underproduction Credit Transfers		
Month	Kg	Price/eligible kg
Sep 2020	81,017.51	\$7.59
Aug	53,938.63	\$8.08
Jul	68,300.70	\$8.07
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

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

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Quota and Milk Production Summary (BF kg)					
	Jul	Aug	Sep	Oct	Nov
Status	Official	Pre-Pooling	Projected	Projected	Projected
Alberta					
Butterfat Production (kg/day)	91,529	91,566	93,149	94,374	95,096
Provincial Quota (kg/day)	96,718	96,855	98,896	102,679	100,743
Producer Quota (kg/day)	90,801	90,801	90,801	90,801	90,801
Producer Quota + Incentive Credits (kg/day)	90,801	96,659	108,961	108,375	108,961
Cumulative Position (%)					
Producer Position (Days)	-4.03	-4.86	-5.14	-5.02	-4.66
Provincial Position (Days)	-10.33	-12.00	-13.50	-15.51	-17.49
Penalty (kg)	0	0	0	0	0
Western Milk Pool					
Butterfat Production (kg/day)	260,735	256,440	264,389	269,172	272,159
Pool Quota (kg/day)	274,807	275,197	280,994	291,745	286,245
Cumulative Position (%)*	-0.73%	-1.32%	-1.83%	-2.55%	-2.98%
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
October 16, 2020
at 4:30 p.m.

credit transfers
October 23, 2020
at 4:30 p.m.



Alberta Production and Quota Update

Source: Jonathan Ntoni, Policy Analyst

DRECA October Conversation

Source: Kira McMillan, Interim Research and Extension Coordinator

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Brett Houweling 403-382-7827
Wim Anker 403-892-0728
Brent Dawson 403-382-0716
Dispatch 403-382-0716
Office 403-732-5644
Fax 403-732-4387

Production Update:

The daily average production in August was 2.24 million litres, an increase of 683 litres (0.03 per cent) over July. The provincial average butterfat density peaked at 4.3206 kg/hl in November 2019 and started on a seasonal decline until it hit a trough at 4.0797 in July. The average butterfat density has started on its seasonal upward trend and recorded 4.0801 in August 2020, a 0.01 per cent rise from July.

Comparing on an annual basis, there was +0.07 per cent growth in volume in the 12-month period ending August 2020 over the 12-month period ending August 2019; and a +1.34 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 increased by 0.46 per cent in July over June. Alberta's daily producer quota issuance rate in July 2020 was 90,801 kg/day (i.e. 94.83 per cent relative to past 12-month CDC quota allocation).

Pools' Quota Utilization:

Cumulative Quota Positions (CQP) as at the end of July 2020 for the WMP, P5 and P10 were -0.73, -0.77 and -0.91 per cent respectively. This means that the respective pools on a cumulative basis are all under-producing their respective percentages as stated above.

The WMP under-produced its monthly CDC quota allotment by 436,631 kilograms of butterfat in July 2020. This is unusually low, and it is due to the production restrictions currently in place because of the COVID-19 pandemic. The pools quota fill rate in July 2019 was over-production by 1.06 per cent.

The Dairy Research and Extension Consortium of Alberta (DRECA) is a partnership among Alberta Milk, the universities of Alberta and Calgary, Alberta Agriculture and Forestry, Lakeland College and the Alberta Veterinary Medical Association to advance research and extension in the Alberta dairy industry.

The October DRECA conversation is about low blood calcium, or hypocalcemia, in transition dairy cows. The transition period is a stressful time for cows and ensuring a smooth transition into lactation is essential for optimal health, milk production, and reproduction. The onset of lactation increases the requirement for calcium in dairy cows and cows can experience clinical hypocalcemia (milk fever) or subclinical hypocalcemia. Our first research summary explores the impact that subclinical hypocalcemia can have on health, production and reproduction in early lactation. Our second research summary compares different commercially available calcium boluses for the rate they dissolve in the rumen and the effect on rumen pH.

As well, Dr. Jeroen de Buck will be interviewed regarding the development of a new cow-side blood monitor that can measure and diagnose hypocalcemia. He discusses the impact of sub-clinical hypocalcemia on farm, the importance of diagnostics, and his research leading to the development of the new cow-side blood monitor.

You can view this conversation and past extension conversations, research summaries, videos and webinars at albertamilk.com/for-industry/dreca/.

