



February 2021

milking **TIMES**

Published monthly for dairy farmers in Alberta and our industry partners

table of contents

Board Report	2
Spring Producer Meetings	2
Incentive Days Update	2
Dairy Direct Payment Program	2
Lack of Large Grocery Retailers' Accountability Limits Dairy Market Growth	3
Revisions to the proAction Compliance Policy	4
New Entrant Assistance Program	5
DRECA Workshop	5
Food Explorers: Sparking Curiosity with Nutrition Education	5
Statistics	6-7
Production and Quota Update	8

Chair's Message

Source: Stuart Boeve, Chair

If COVID-19 has taught us anything, it's the value of adapting to new environments. From remembering to grab the mask before you slam the truck door to changing the way you manage your quota in these fluctuating times - we've all had to change.

Similarly, we are also reflecting on the way Alberta Milk is governed as we work to continue to adapt to these changing times. Our governance needs to be fluid so our organisation is well positioned to respond to a changing environment.

The challenges we face today are not the same as they were years ago. This past year has highlighted the need to think as an entire industry, rather than only at an individual farm level. Our industry is broader than only producers; it includes inspectors, haulers, processors, retailers, consumers and producers right across Canada.

Why should you care if processors would like to implement a retailer code of conduct? Because our milk ends up on those grocery store shelves. If there is an issue between processors and retailers, that affects us.

Why should you care if foreign dairy is entering Canada heavily in other provinces, but potentially not as much in Alberta? Because we work as a Western (WMP) and national (P10) region and what happens to them, affects us. Gone are the days of only provincial issues. We need to work as a whole because we can better mitigate risk when we work together.

This concept of mitigating change was the key concept behind our recent delegate workshop. We were all challenged to think about Alberta Milk's governance in a different way. Through breakout groups, we discussed some tough questions: How can we better meet the needs of our industry? Who is best apt to make decisions? Where do we want to see the industry move? What value do certain components of our current governance model add? I was encouraged to see such strong participation among our delegates who were actively thinking about the big picture. It's so easy to live "in" your business and I think we all need to spend more time "on" our business; the governance and building the strategic direction where we want to go.

I challenge you to change the way you think about dairy farming in Alberta. I challenge you to think about us as part of a bigger dairy industry in which needs to collaborate to succeed. I challenge you to spend time in your day to better understand the issues affecting processors and retailers. Remember that what is good for the industry may not always be the best for your farm, but if any facet of our industry suffers then your farm will likely also suffer.

Our industry is changing and I know that by working together and understanding the bigger picture, we will be successful.

our mission

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





board of directors

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Board Report

Source: Alberta Milk Board of Directors

Organic Milk

Due to continued high demand for organic milk, the board issued 18 incentive days per month, effective January 1, 2021 through June 1, 2021. The board supports the recruitment of new organic producers.

proAction® Compliance Policy

The proAction Compliance Policy has been amended and is effective January 1, 2021. Please see page 4 for further details.

Dairy Animal Care Policy

Alberta Milk will be reviewing and updating the Dairy Animal Care Policy to ensure alignment with current required processes.

DFC Strategic Plan and Budget

DFC has approved their 2021 Strategic Plan and Budget. DFC's strategic priorities, core activities, and objectives align well with the priorities of Alberta Milk and the Western Milk Pool.

Spring Producer Meetings

Source: Kelsie Gilks, Marketing and Communications Specialist

Alberta Milk continues to monitor AHS health orders for in-person gatherings. At this time, we are planning to hold spring producer meetings March 22-26, similar to our fall producer meetings, however this may change. Please continue to monitor Members' Only for further details. Producers are encouraged to participate in one of the meetings to receive important updates. At this time we are planning to have spring producer meeting sessions as follows:

South Region:

March 23, 24 and 25; Lethbridge Coast Hotel

Central Region:

March 23 & 24; Lacombe Memorial Centre
March 25; Pomeroy Hotel in Olds

North Region:

March 23; Westlock Inn
March 24; Royal Hotel in Leduc

Incentive Days Update

Source: Alberta Milk Board of Directors

The Alberta Milk Board continues to monitor the milk supply in Alberta and Western Canada. At this time, it is projected that we have an increasing milk supply for the spring period and as a result, the board will **not** be issuing incentive days for February 2021. All provinces in the Western Milk Pool (WMP) are aligned in not issuing incentive days for February 2021.

We continue to operate in a unique time with the COVID-19 pandemic which has resulted in reduced economic activities in many provinces, including Ontario, Quebec and most Western provinces. The WMP may have to take further action to reduce production in the coming months if weekly volumes begin to exceed processor demand to any significant degree.

The Alberta Milk Board, along with the WMP members, will continue to monitor production and demand and will provide updates if further adjustments are needed.

If you have any questions, please contact Cristin Vollrath, quota coordinator, 780-577-3312.

Dairy Direct Payment Program

Source: Kelsie Gilks, Marketing and Communications Specialist

All letters for the Dairy Direct Payment Program have been mailed to eligible producers, as of Friday January 15, 2021. The registration portal is now live.

You will be able to register to receive your funds as soon as you receive your letter. Registrations will be accepted until March 31, 2021 (the end of the government fiscal year). Please note the time period for registration is quite short.

If you have questions about this program, please contact the Canadian Dairy Commission at info.direct.p@cdc-ccl.gc.ca or 1-877-246-4682.



Lack of Large Grocery Retailers' Accountability Limits Dairy Market Growth

Source: Mathieu Frigon, Dairy Processors Association of Canada

This summer Walmart made headlines with the announcement of their new "Vendor Investment Program" in which suppliers were expected to pay up to 6.5 per cent in new fees that would bring "mutual benefit and growth opportunities". As is often the case, Loblaws and other retailers quickly followed suit. These announcements were the final straw for suppliers that were already struggling with the impacts of the pandemic on their businesses, and have led to the call for the introduction of a Grocery Code of Conduct.

For many, including dairy processors, the power of large grocery retailers to make unilateral decisions about the terms of contracts, fees and penalties is a long standing problem. They do not create great new market opportunities as Walmart suggested in its announcement; in reality, these fees are an offloading of investment risk and act as huge disincentive to investments in food processing in Canada. For food processors, fees and costs paid to simply get products onto grocery shelves now account for close to 30 per cent of their business costs.

This is money that is not being reinvested in operations and innovations for dairy processors. At a time when these investments are most needed to stay competitive in the face

of changing consumer expectations and new imported products coming in under CETA, CPTPP and CUSMA, these fees hurt dairy processors.

Large retailers are able to act this way because of the market share they hold; just five retailers control over 80 per cent of the grocery market. This type of market concentration isn't a problem unique to Canada. Countries like the United Kingdom, Ireland, Norway and Australia all face similar challenges. However, these countries have all established codes of conduct to bring greater accountability and transparency to the relationships between large grocery retailers and their suppliers. Dairy processors, along with many other food suppliers, would like to see Canada adopt similar measures through the creation of a Grocery Code of Conduct to address imbalances in the retailer-supplier relationship, improve the adherence to terms of contracts, and eliminate arbitrary retail fees and penalties.

The experiences of other countries has shown that the introduction of codes has led to more balanced, competitive environments, which support investment and a stronger domestic food supply. Ministers of Agriculture in Canada have begun to understand the issues at play and have commissioned a working group to look at the grocery retailers-suppliers relationship. Dairy processors are hopeful that this working group will lead to the creation of a Grocery Code of Conduct. The transparency and accountability that a code can bring to the food supply chain will only strengthen Canada's dairy sector.



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Revisions to the proAction® Compliance Policy

Source: Morgan Hobin & Mike Slomp

The Alberta Milk proAction® Compliance Policy is essential to enforce the legitimacy of the proAction program. The board adopted the following revisions to the compliance policy to ensure a more streamlined process for producers and staff, effective January 1, 2021.

1. Three time periods for Corrective Action Requests (CARs)

- Producers completing a full validation may need to follow up on CARs and have a maximum time period to respond (i.e.: 30, 60 or 90 days).

Revision: Incorporate these three CAR time periods.

2. Twelve (12) month penalty timeline (previously 16 months):

- Previously, when a producer was out of compliance, the extended timeline overlapped with the next year's scheduled proAction activity.

Revision: The timeline is shortened to a maximum of twelve (12) months (in a 90-day CAR scenario).

3. Clarification of Step 5 in penalty timeline

- Step 5 should not include the provision for cancellation of the producer license.

Revision: The wording of Step 5 is clarified to indicate that only the penalty of "two per cent (%) gross monthly pay" applies.

4. Addition of penalties for Self-Declarations (self-decs)

- The previous compliance policy did not include self-decs.

Revision: Include self-declarations in the compliance policy.

5. Use of penalty dollars

- The previous compliance policy did not specify the use of penalty dollars.

Revision: Specify that proAction penalty dollars be allocated to the annual proAction budget.

Self-Declaration Compliance Policy

- Day 0:** Self-Declaration due, 30-day extension granted.
- Day 30:** 30-day extension deadline, Withdrawal Letter 2 and ineligible for milk quality bonus.
- Day 60:** Withdrawal Letter 2 stating proAction registration will be withdrawn in 14 days and ineligible for milk quality bonus.
- Day 75:** Withdrawal Letter 3 stating proAction registration has been withdrawn. Producer must reapply for proAction and a penalty of two per cent gross monthly pay is applied until registration obtained (minimum 3 months) or until day 185.
- Day 185:** Assuming no proAction registration obtained, four per cent penalty of gross monthly pay.
- Day 215:** Eight per cent penalty of gross monthly pay.
- Day 245:** 15 per cent penalty of gross monthly pay
- Day 275:** Assuming no proaction registration obtained, the penalty will remain at 15 per cent and cancellation of milk pick-up may apply.

Nine months

Full Validation Compliance Policy

- Validation completed:** Deadline for Corrective Action Requests (CARs) based on CAR:
 - 30-day for most CARs
 - 60-day for treatment, disease, traceability records
 - 90-day for temperature and sanitation records
- Day 0:** CARs due, 30-day extension granted.
- Day 30:** 30-day extension CAR deadline, Withdrawal Letter 1 sent stating 30 days until Withdrawal Letter 2 and ineligible for milk quality bonus.
- Day 60:** Withdrawal Letter 2 stating proAction registration will be withdrawn in 14 days and ineligible for milk quality bonus
- Day 75:** Withdrawal Letter 5 stating proAction registration has been withdrawn. Producer must reapply for proAction and a penalty of two per cent gross monthly pay is applied until registration obtained (minimum 3 months) or until day 185.
- Day 185:** Assuming no proAction registration obtained, 4% penalty of gross monthly pay.
- Day 215:** Eight per cent penalty of gross monthly pay.
- Day 245:** 15 per cent penalty of gross monthly pay.
- Day 275:** Assuming no proAction registration obtained, the penalty will remain at 15 per cent and cancellation of producer license and milk pick-up may apply.

12 Months (maximum)

30-day CAR = 10 mo; 60-day CAR = 11 mo;
90-day CAR = 12 mo

2021 New Entrant Assistance Program

Source: Jonathan Ntoni, Policy Analyst

Alberta Milk is now accepting applications for the 2021 New Entrant Assistance Program (NEAP). These programs helps qualified new farmers enter the dairy industry in Alberta by offering a quota loan at no cost. Applications will be accepted from January 1 to March 31, 2021.

Alberta Milk is also accepting applications for the Organic Entrant Assistance Program. The program guidelines and application can be found at albertamilk.com or by calling 1-877-361-1231.

Missed the DRECA Workshop?

Source: Jodi Flaig, Industry Development Coordinator

If you missed the DRECA workshop on February 3, 'Nutrition: From Calf to Cow' and are interested in learning more, the event was recorded and is available on the DRECA website albertamilk.com/for-industry/dreca.

Topics included new concepts in calf nutritional management, managing transition cow nutrition in AMS, and understanding supplemental fatty acids.

Any additional questions about these topics can be submitted to the 'Ask an Expert' page on the DRECA website.

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Food Explorers: Sparking Curiosity with Nutrition Education

Source: Dairy Farmers of Canada's Alberta Nutrition Team

The release of the updated *Canada's Food Guide* has left many teachers in search of credible, age-appropriate nutrition education programming that is exciting and engaging for students. Dairy Farmers of Canada's Alberta Nutrition Team wanted to help.

The *Food Explorers* program is designed for Kindergarten and Grade 1 students to provide experiences with the mysteries of tastes, textures, colours, and stories of food. Originally developed by the BC Dairy Association, *Food Explorers* is currently used in both British Columbia and Manitoba. The DFC Alberta Nutrition Team has modified the program to make it applicable for Alberta teachers. By adapting an already well-loved program, we have accelerated our ability to support teachers much sooner, and much more affordably than if we were to build it from scratch.

Released December 1st, 2020, *Food Explorers* provides nutrition education through engaging activities, discussion questions, and classroom cooking. Once teachers have attended a virtual workshop, they can order their free program kit that includes:

- a teacher guide with two unique program plans;
- student materials including stickers and student journals;
- take home materials including a program introduction for caregivers and recipe cards;
- adapted lesson plans for facilitating the program in an online learning environment.

Through *Food Explorers*, DFC is helping to give young people the knowledge and confidence needed to adopt variety in their eating habits at an early age and enhancing understanding of the integral role dairy plays as part of a healthy lifestyle.

If you would like to preview these resources or share them with teachers in your community, visit TeachNutrition.ca or contact albertanutrition@dfc-plc.ca.



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Producer Pool Additions/Deductions December 2020

	Additions (\$)	Deductions (\$)
Audit Adjustment	0.00	0.00
Bulk Tank Calibration	0.00	1,290.00
Discarded	0.00	10,605.16
WMP	0.00	255,099.77
Interest	4,263.00	0.00
Metering	62,081.11	0.00
Trucking	0.00	1,925.00
Violations	17,420.48	0.00
Average Deductions per Kg Total Solids		(\$0.0194)

2021 Quota Exchange and Credit Transfer Deadlines

Transfer Date	Quota Exchange	Credit Transfer
Feb 1	Jan 15	Feb 23
Mar 1	Feb 16	Mar 24
Apr 1	Mar 17	Apr 23
May 1	Apr 16	May 25
Jun 1	May 18	Jun 23
Jul 1	Jun 16	Jul 23
Aug 1	Jul 16	Aug 24
Sep 1	Aug 17	Sep 23
Oct 1	Sep 16	Oct 22
Nov 1	Oct 15	Nov 23
Dec 1	Nov 16	Dec 22

Provincial Milk Quality Averages December 2020

Bacteria Average (IBC)	Somatic Cell Count (SCC)
23,918	175,588

Average Milk Prices

Month	TPQ \$/hL
Dec 20	82.93
Nov	84.36
Oct	86.86
Sep	82.34
Aug	78.65
Jul	79.31
Jun	82.07
May	82.46
Apr	83.57
Mar	84.62
Feb	85.26
Jan	85.70

Provincial Average Components December 2020

Butterfat	4.3146 kg/hl
Protein	3.2649 kg/hl
Other Solids	5.8803 kg/hl

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Dairy Production Statistics

Quota Exchange Daily Production Quota		
Month	Total Transferred	Clearing Price /kg
Feb 2021	49.12	\$45,485
Jan	102.56	\$44,350
Dec	93.00	\$44,075
Nov	96.25	\$44,230
Oct	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

Underproduction Credit Transfers		
Month	Kg	Price/ eligible kg
Dec 2020	84,646.99	\$5.76
Nov	96,811.90	\$5.48
Oct	75,261.90	\$5.31
Sep	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

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

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Selections of Skycrest & Guest Consigners Online Sale April 22 & 23. Watch for further info or contact Chad Crest 780-689-9576

Quota and Milk Production Summary (BF kg)					
	Nov	Dec	Jan	Feb	Mar
Status	Official	Pre-Pooling	Projected	Projected	Projected
Alberta					
Butterfat Production (kg/day)	95,968	98,676	97,893	98,129	98,065
Provincial Quota (kg/day)	103,117	102,043	89,185	89,938	98,561
Producer Quota (kg/day)	94,404	95,840	95,840	95,840	95,840
Producer Quota + Incentive Credits (kg/day)	103,845	105,114	95,840	95,840	95,840
Cumulative Position (%)					
Producer Position (Days)	-5.81	-5.85	-6.23	-6.51	-6.84
Provincial Position (Days)	-16.43	-17.63	-17.15	-14.45	-13.34
Penalty (kg)	-131,841	0	0	0	0
Western Milk Pool					
Butterfat Production (kg/day)	277,886	282,352	280,636	280,590	279,985
Pool Quota (kg/day)	292,990	289,938	253,404	255,542	280,045
Cumulative Position (%)*	-2.23%	-2.46%	-1.60%	-0.89%	-0.90%
Penalty (kg)	-384,618	0	0	0	0

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





Alberta Production and Quota Update

Source: Jonathan Ntoni, Policy Analyst

Production Update:

Daily average production in December was 2.29 million litres, an increase of 77,459 litres (3.51 per cent) over November. The average butterfat density in December was 4.3146, a 0.66 per cent decline from November 2020.

Comparing on an annual basis, there was -0.36 per cent growth in volume in the 12-month period ending December 2020 over the 12-month period ending December 2019; and a +0.61 per cent growth in butterfat production for the same period. See the chart below for the most recent 24-month trend.

Quota Update:

The Western Milk Pool's (WMP) rolling 12-month quota decreased by 0.06 per cent in November over October. Alberta's daily producer quota issuance in November 2020 was 94,428 kg/day, 99.63 per cent relative to past 12-month Canadian Dairy Commission (CDC) quota allocation.

There was 40.86 per cent utilization of the three conventional incentive days in place for November 2020.

Pools' Quota Utilization:

Cumulative Quota Positions (CQP) as at the end of November 2020 for the WMP, P5 and P10 were -2.23, -1.76 and -2.03 per cent respectively. This means that the respective pools on a cumulative basis are all under-producing by their respective percentages as stated above. The WMP under-filled its monthly CDC quota allotment by 465,825 kilograms of butterfat in November 2020 or -5.30 per cent relative to -7.56 per cent same period last year.

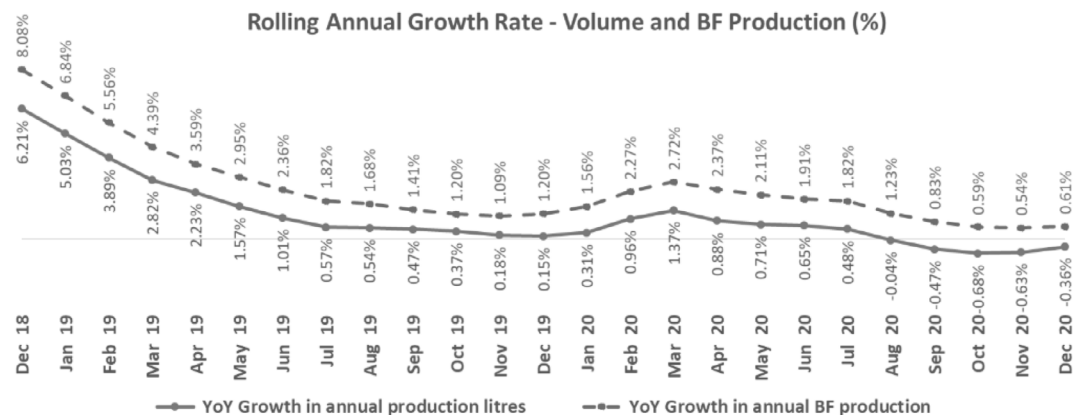
deadlines

quota transfers

February 16, 2021
at 4:30 p.m.

credit transfers

February 23, 2021
at 4:30 p.m.



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