

table of contents

Board Report	2
Dairy Direct	
Payment	
Program	2

3

Spring Producer Meetings

DIW Survey Results

Update Your Information 3

2021 Producer **Payment Dates**

Hockey, Hanna and Tres Leches Cake

Lunch Box Guide: Your answer to "whats for lunch?" 5

Milk Quality **Update** 6

Dairy Cost Study Data

proAction® **Environment Module Webinar 7**

Dairy and CBC's **Great Canadian Baking Show!**

BSE Testing: 9 A Reminder

DFC Policy Conference

Statistics 10-11

Production and Quota Update



Chair's Message

Source: Stuart Boeve, Chair

A fundamental part of our strategic plan is to defend supply management. As we continue to focus our thinking on regional and national issues, supply management is a prime example of the whole country working together to achieve a common goal. I hope to see more and more topics addressed like we do this one.

On February 9, we once again came together as a country to connect with our members of parliament and senators to address industry issues. Our entire board participated in these meetings and spoke with pride about our farms, our industry, and our need for collaboration. This year was unique because we weren't able to shake hands in their offices in Ottawa, rather we hosted virtual meetings with Alberta-based elected officials. I was impressed with their eagerness to meet and their understanding of issues affecting our industry. Specifically, we had to the opportunity to connect with the member of parliament for Edmonton West whose board put forward the resolution against supply management at the Conservative Party convention this spring.

Our conversations circled around trade and supply management. We thanked them for the compensation from CETA but also reminded them that we also lost market share in the recent CUSMA negotiations and the compensation that was promised to us. Additionally, we expressed the need to control TRQs in upcoming trade deals (including with the UK), and above all to not allow any further concessions to supply management. Period. I feel promising about

these meetings and that they start or continue the dialog with influential people in government across Canada.

Another issue that we expressed our concern on was the Grocery Code of Conduct. Grocery retailing in Canada is highly concentrated with a handful of large players. This has led to a disproportionate influence of these players over the dairy supply chain, including imposing unilateral fees on processors and dictating the rules of the game in their relationships with processors. These practices have shaped Canada's food system in a way that disadvantages farmers, processors, independent grocers, and Canadian consumers, making the country more reliant on food produced elsewhere and decreasing our food security. It's important that we continue to support everyone in the dairy supply chain.

With the rumors that we may see a spring federal election, it's important that we all stay engaged with those that have been elected to represent us. What does that mean? It means picking up the phone if we have something you need to talk about. That could be a question, an issue, or something to simply say thank you for. Building these relationships are important and integral for our industry.

I'm always proud of this event and it continues to be an illustration of our industry working together from coast to cost to achieve the common goal of a strong, sustainable dairy industry in Canada.

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

Stuart Boeve

Chair Stuboeve@icloud.com 403-317-5745

Gert Schrijver

Vice Chair gert.schrijver@xplornet.ca 403-740-2411

Greg Debbink

Second Vice Chair g_debbink@hotmail.com 780-913-9173

JP Brouwer

j.brouwer@hotmail.ca 403-963-0786

Gerrit Haarman

ghaarman74@gmail.com 403-308-9337

Heini Hehli

hhehli@cciwireless.ca 403-704-5716

Gezinus Martens

gbmartensdairy@hotmail. com 780-499-0035

Wim van de Brake

wvandebrake@gmail.com 403-597-0406

Michael Vanden Dool

mikevddool@gmail.com 403-308-7979

Conrad Van Hierden

conradvh@telus.net 403-634-2625

Miranda Verhoef

mirandaverhoef@live.nl 403-848-4519

Board Report

Source: Alberta Milk Board of Directors

The board met on February 8, 2021.

Fall 2021 Flexible Incentive Days

Based on data available for Alberta and the Western Milk Pool (WMP), it is projected that there will be an increase in processing capacity and demand in the fall. As a result, the board approved flexible incentive days for fall 2021. Producers will be allowed a total of ten incentive days between August and November, with the following monthly limits:

- August maximum of three days
- September maximum of three days
- October maximum of three days
- November maximum of three days

The total number of incentive days that a producer may utilize from August through November cannot exceed the ten day limit.

While the projected increase in demand for the fall is positive news, the board reminds all producers that we are still in the midst of a global pandemic and thus the milk demand situation could change again very rapidly. Alberta Milk and the WMP will continue to monitor the situation and will provide further updates if needed.

DFC Marketing Strategy

Members of DFC presented the 2021 marketing and nutrition strategy. There continues to be significant success with the Canadian Quality Milk logo (the blue cow logo) in Alberta as 90 percent of Albertans recalled the logo and there was also an increased positive reaction towards dairy farmers. Over 8,200 products now carry the logo and it is one of the top three most identified logos in Canada.

Spring Producer Meetings

Due to current Alberta Health Services restrictions on in-person events, it was decided that the spring producer meetings will be held online.

Dairy Direct Payment Program- Deadline March 31

Source: Kelsie Gilks, Marketing and Communications Specialist

The Dairy Direct Payment Program (DDPP) is accepting registrations until March 31, 2021. If you are eligible and have not already done so, please ensure you register for the DDPP. Letters were sent to all eligible producers on January 15, 2021. These letters include important information, including the code required to register for the program. You can register both online or by mail-in paper form. You can also choose to receive your payment through either direct deposit or cheque.

When completing the registration, please ensure you are providing accurate information, including your banking information. It is critical that the CDC receive accurate information in order to ensure the proper person is receiving payment.

If you have not received your registration package, have misplaced it, or have questions, please contact them directly at info.direct@cdc-ccl.gc.ca or 1-877-246-4682.

Spring Producer Meetings - March 23 and 25

Source: Kelsie Gilks, Marketing and Communications Specialist

Due to Alberta Health Services current restrictions on in-person events, the board has decided that Spring Producer Meetings will be held virtually over Zoom. Registration will be required and meetings will be capped at 50 people. Registration information is available on Members' Only.

Tuesday, March 23

9:00 AM- 11:00 AM 1:00 PM - 3:00 PM 7:00 PM - 9:00 PM

Thursday, March 25

9:00 AM - 11:00 AM 1:00 PM - 3:00 PM



March 2021 2

Dairy Innovation West Survey Results

Source: Alberta Milk Board of Directors

On January 27 a request was sent to all producers for their participation in a one question survey about the Dairy Innovation West (DIW) project. The deadline for participation was 4:00 PM on February 10th. We are pleased with the level of engagement from producers; 61 per cent of producers participated in the survey and we are happy to report that 95.4 per cent indicated their support to proceed with Dairy Innovation West.

The indication of support will be shared with the DIW Board of Directors, as well as the Western Milk Pool members. The DIW Board of Directors will continue to provide direction on this project. Please monitor Members' Only for any further details on this project.

Update Your Contact Information

Source: Kelsie Gilks, Marketing and Communications Specialist

We work hard to ensure that all of the communication we send out to producers is reaching the appropriate individuals. Please make sure that you have provided Alberta Milk with the appropriate contact information (email, phone number, etc.). If you need to change, or would like to confirm the information we have on file, please contact Cristin Vollrath at 780-577-331.

2021 Producer Payment Dates

Source: Alberta Milk

The following are the dates in which the payment will be received:

- March 19, 2021
- March 31, 2021
- April 20, 2021
- April 30, 2021
- · May 20, 2021
- May 31, 2021
- June 18, 2021
- June 30, 2021
- July 20, 2021
- July 30, 2021
- August 20, 2021
- August 31, 2021
- September 20, 2021
- September 30, 2021
- October 20, 2021
- October 29, 2021
- November 19, 2021
- November 30, 2021
- December 20, 2021
- December 31, 2021

milking TIMES

deadlines

quota transfers March 17, 2021 at 4:30 p.m.

credit transfers March 24, 2021 at 4:30 p.m.

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

Giving you, the producer, the exposure to multiple buyers allowing you to optimize maximum value on all classes of Holsteins.

VIV sells on average over 500 cows weekly, with some weeks over 1000.

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 \$0.65-\$0.78 per pound

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

VOLD VOLD Weekly regular sales at Ponoka, Rimbey, Westlock
VESTOCK MARKETING GROUP

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

find us













for sale

Genomic tested milking 1st and 2nd lactacting 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

Used Milking equipment for sale: 30 ft air crowd gate, De Leval, 24 Boumatic Milking machines model 2101m, pulsators, complete with filter system, wash cpu. Double 10 palpation rail, 5 years old. All items priced to sell, accepting offers. Phone/text Chad 403-593-8565

240 large square bales, second cut hay, RFV 168, greenest hay of the year, third year stand, asking \$190. Hillspring, AB, delivery optional. Phone Gary 403-394-8047

Hockey, Hanna, and Tres Leches Cake

Source: Marketing and Communications Team

Hanna Holstein

Have you met Hanna Holstein yet? Hanna is the newest edition to the Alberta Milk social media team. She is a social media influencer that will share content tailored to our millennial and Gen Z audience. Hanna shares information about the dairy in a fun, engaging, and non-invasive way. She is funny, relatable, and from the prairies. If you'd like to follow Hanna, you can find her @HannaSaysMoo on Facebook, Instagram, and Twitter.





:







Telus World of Science

Alberta Milk is partnering with the Edmonton Telus World of Science as the presenting sponsor for Expedition: Dinosaur. The exhibit will open once COVID-19 restrictions ease and will run until the end of October 2021. We are also able to virtually connect with their membership to keep dairy top of mind. Tickets are available for pre-purchase on the Telus World of Science website.

Cook with Meg

On Family Day, online influencer Cook with Meg offered an Alberta Milk sponsored online cooking class for 45 families where they learned how to cook tres leches cake (three milk cake.) The class sold out in less than two days and was a huge success. We will also be partnering with Cook with Meg this summer to host her summer camps for kids and teens between the ages of seven-18.

Weiss Family Video

In February we launched our final video in our video series profiling local farmers. The most recent releases features the Weiss family in southern Alberta discussing their pride in taking care of their herd. You can view the latest release, as well as all the others, on Alberta Milk's YouTube page.

World's Longest Hockey Game

Alberta Milk was proud to sponsor the Worlds Longest Hockey Game. The event ran outdoors near Edmonton from February 4-14th to raise money to help fund cancer research. It was bone chilling again this year, but the players and volunteers continue to prove they have fire in their hearts, despite the temperature outside, with a goal of raising \$1.5 million, just this year. We were able to have signage at the event, as well as provide dairy swag to donators to illustrate how dairy helps recharge Albertans and gives back to those in need.

Canada Ag Day

Let's raise a fork to all of you hard working producers! On February 23, we celebrated Canada Ag Day with Alberta on the Plate. Canada Ag Day is a day to recognize and thank the hard working Canadian farmers who work tirelessly to ensure Canadians have high quality food available to them. To help celebrate, we worked with Alberta on the Plate to highlight local food and those that work hard to produce it.



Lunch Box Guide: Your answer to "what's for lunch?"

Source: Dairy Farmers of Canada's Alberta Nutrition Team

A new resource for school and home

What's for lunch? A question that haunts the imagination of families everywhere. With the revision of *Canada's Food Guide* in 2019, teachers and parents wanted to learn how to apply the Food Guide to real life meals, like lunch. The Dairy Farmers of Canada's Alberta Nutrition team got to work. Conducting research with teachers, parents, and health professionals, they created and tested a resource that is relevant and easy-to-use.

The Lunch Box Guide is designed to work wherever learning happens, whether in the classroom or at home. This resource translates complex research into a simple template to guide food decisions. Special attention has been placed on how to select foods in a way that supports children's unique nutrient needs.

The *Lunch Box Guide* is designed to inspire children and their families to make tasty, nutritious lunches based on the foods they have at home. With more Albertans in remote classrooms and offices, resources like this are increasingly valued and needed.



Protein and so much more

Dairy products are found in *Canada's Food Guide*, alongside other protein foods such as beans, meat, poultry, fish, and eggs. Beyond protein, dairy products provide many essential nutrients for health such as calcium and vitamin D. The *Lunch Box Guide* is meant to improve understanding of the unique and important role dairy has in a healthy pattern of eating.

How you can help

Invite teachers and families in your community to use this resource by visiting TeachNutrition.ca and searching for 'lunch box guide'. There, they can download a PDF or order a classroom set for free.

Please connect with our team if you have any questions at albertanutrition@dfc-plc.ca.



- *Safety Surfacing {Milling}
 - *Alley Grooving
 - * Epoxy Coating Services

MS Schippers
Equalization Coating

Look us up to see how our proven products and services will reduce cull rates, while increasing herd health, comfort, and most importantly production.

BASED IN CENTRAL ALBERTA COVERING MOST OF WESTERN CANADA.

Contact 403-597-4666 www.trakcrete.com



for sale

Holstein heifer, open, springing and fresh, also Jersey springing. Phone 403-330-9558

Dairy quality alfalfa, alfalfa grass mix,and low potassium grass hay. All hay tested and delivery available. Phone 403-795-8593

Available for your herd from our homebred cows. Breeding Age Registered Holstein Bulls with genomic tests available. Also, Holstein Heifers that are ready to give you milk production. We breed for high fat and conformation. We are on a whole herd health and full vaccination program, including johnes and leucosis testing. Text or Call Tim at 780-387-8128 or Arjan at 780-387-8129 or email dairy@xplornet.

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





for sale

Top quality, registered Holstein bulls from very high-producing dams and the most popular sires. Phone 403-227-2142

Breeding age Holstein bulls. VG + EX dams, some over 300 BCA. Semen tested and guaranteed. Phone Heini at 403-704-5716 or Markus at 403-783-0442

Holstein heifers, fresh or springing. Phone 403-330-9558

Breeding age Jersey bulls. Dams many generations. VG, EX + high LPI. Make Holstein heifers easy to freshen. Rochester, AB. Phone 780-698-2267

Fresh 1st and 2nd lactation Holsteins, Short bred milking 2 year olds. Contact Lee 403-704-6692

16 stalls WestFalia Surge Milk Parlor with milk meters, take-offs. Rapid exit Individual Index stalls. \$28000. Hoof trim stall for sale \$2200. 60 Deboer free stalls dividers \$4500 Contact 780-608-7311

Milk Quality Update

Source: Kelly Mauthe, Member Services Specialist

CMT Lab Update

- 1. In January 2021, Lactanet purchased and installed a new Bactoscan instrument for the Central Milk Testing (CMT) lab. The new instrument replaces the 2007 instrument and should require less maintenance, thereby providing better, and more consistent service for producers.
- The CMT lab is scheduled to move to their new location at the Alberta Milk building in early summer 2021. Producers can look forward to more updates as the actual date of the move draws closer.

Alberta Somatic Cell Count Average in 2020 Lowest on Record

The Alberta average Somatic Cell Count (SCC) for the calendar year 2020 was 189,000, this is the lowest SCC on record since 1998.

For more detailed information about Alberta's milk quality and component averages, please see the chart below.

Dairy Cost Study Data

Source: Alberta Agriculture and Forestry

The Dairy Cost Study is an annual program that provides Alberta dairy farmers with the opportunity to receive a detailed cost of production report for their specific farm. Alberta Agriculture has published a series of short briefs that provide additional insight into local dairy production.

- Overview
- · Feed Cost
- · Dairy Farm Income

These briefs are available on the Government of Alberta Publications page, open.alberta.ca/publications, if you search for 'dairy brief'. Alberta Agriculture and Forestry, with support from Alberta Milk, conduct the study. If you sign up to participate in the study, you will:

- Receive a valuable business analysis on your cost of milk production, which will help manage your business;
- Have access to continuous support to complete the study;
- Support the Alberta dairy industry by participating; and
- Be eligible to receive a \$500 gratuity at the end of the year.

If you have questions, or would like to sign up to participate, please contact Pauline Van Biert at pauline.vanbiert@gov.ab.ca or 780-415-2153.

Alberta Provincial Yearly Milk Quality and Component Averages						
Component	Butterfat	Protein	Lactose and other solids	Milk Urea Nitrogen	Somatic Cell Counts	Bacteria Counts
Abreviation	BF	PT	LOS	MUN	SCC	IBC
Date Units	kg/hL	kg/hL	kg/hL	mg/dL	cells/mL	cells/mL
2020	4.2191	3.2281	5.9036	11.82	189,022	22,564
2019	4.1727	3.2035	5.8914	12.11	202,027	21,450
2018	4.1290	3.2798	5.7887	11.47	199,236	24,634
2017	4.0569	3.3160	5.7385	12.16	198,177	21,728
2016	4.0207	3.3205	5.7395	12.47	194,707	20,399



March 2021 6

proAction® Environment Module: What You Need to Know!

Source: Kira Macmillan and Morgan Hobin, proAction® Coordinator

The final proAction® module, Environment, will become part of the validation process effective September 1, 2021. The Environment Module is designed to benefit your farm by identifying and mitigating environmental risks to make more efficient use of your resources and to enhance soil health, biodiversity, land, and water quality. In addition to benefitting your farm, the Environment Module also aims to demonstrate the value placed by the dairy industry on environmental health and maintaining consumer confidence.

Environment Module Requirements

The five requirements are:

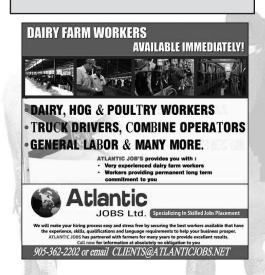
Question	Question	Scoring
#	Description	
EN 1	Do you have a valid	Major/
	provincial (individual)	Minor
	Environmental Farm Plan	
	(EFP)?	
EN 2	Have you completed the	Major/
	questionaire on soil health,	Minor
	greenhouse gases,	
	biodiversity, silage seepage	
	and plastic waste?	
EN 3	Is your milking centre	Demerits
	wastewater managed with	
	proper storage or a	
	regulatory approved	
	treatment system?	
EN 4	Is your manure storage	Demerits
	adequate to avoid	
	contamination of surface	
	and ground water and to	
	avoid spreading manure on	
	frozen, snow-covered or	
	saturated ground?	
EN 5	Do you manage nutrients on	Demerits
	your farm to make optimal	A 628
	use of manure and/or	
	fertilizer on land?	Ny

New Resources

- 1. The proAction Environment Module
 Reference Manual and an EFP information
 sheet were sent as an insert with the
 February *Milking Times*. A digital version of
 the Reference Manual can be found on the
 Dairy Farmers of Canada, proAction
 website. Additional EFP (EN 1) information
 can be found at www.albertaefp.com,
 including training workshop dates and the
 process of how to complete your EFP online.
- 2. The Environmental Questionnaire (EN 2) will be available for producers on the National Electronic Administrative System (NEAS) late spring. For account information or to sign-up for NEAS, please contact Morgan Hobin, proAction coordinator, at 780-577-3318 or mhobin@albertamilk.com.
- 3. Alberta Milk is developing more resources for producers to assist in understanding questions EN 3 to EN 5. These questions are linked to Alberta's provincial requirements through the Agricultural Operations Practices Act (AOPA). These resources will be shared with producers as they become available.

Virtual Producer Training:

Alberta Milk is working with Alberta Agriculture and Forestry and Alberta EFP, to deliver environment module training for producers via a Zoom webinar on Tuesday March 16, 2021. Registration and webinar information can be found on the flyer insert accompanying this March *Milking Times* and by visiting Members' Only.





for

Breeding age bulls available from top sires with high LPI and production. Tested for semen, Leukosis and BVD. Also, milking heifers and embryo's available Phone 403-315-4536

Breeding age Holstein bulls from dams scored VG/EX/ME and sired by high ranking sires. Semen tested and delivery avail. Phone 780-689-9576

Artex 4012HE saw dust thrower \$4,500. 40 bags of chippers dry care \$30/bag. Delaval cow brush \$2,500. Phone/text Hans 403-863-4997

Springing and fresh heifers for sale. Call Paul 780-806-9296

DeLaval variable speed vacuum pump, CanArm stalls and headlocks, receiver jar & motor, milk cooler, tires for silage pit, green covers for silage pits, and many more dairy products.Call John 403-783-6130





services

Business Plans, Succession Plans & New Entrant Assistance Plans. Financing & refinancing 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 Enviroservices 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 Casey Morey at 780-307-5378 or Katelyn Crest at 780-689-1069

Dairy to Feature Prominently on CBC's Great Canadian Baking Show This Winter!

Source: Dairy Farmers of Canada

More and more consumers are cooking at home these days, and to support that trend, Dairy Farmers of Canada is pleased to announce a unique partnership with the Great Canadian Baking Show on CBC.

The broad appeal of the family friendly program, which showcases amateur bakers competing in a series of culinary challenges, offers an authentic platform for highlighting Canadian dairy to a national audience.

Get caught up, and continue to follow along throughout the fourth season, which began Sunday February 14th, as the nation is let in on the secret ingredient for award-winning baking: high-quality, Canadian dairy. As the contestants bake up a storm for the judges on national television, viewers will be reminded of the exceptionally high quality and standards upheld by our sector every single day.

In addition, starting February 8th, the first season's winner Sabrina Degni appeared in previews in the lead-up to the first episode, discussing her passion for using Canadian dairy in her concoctions.

Watch the Great Canadian Baking Show on CBC television, and streaming on CBC Gem.

BSE Testing:A Reminder

Source: CFIA and Farm Animal Hospital

According to the Canadian Food Inspection Agency (CFIA), Alberta's BSE collection numbers have declined to about 50 per cent of the requirement.

If you have an animal > 30 months of age that you have found dying or dead, or is down, diseased or lame and is unfit for transport or slaughter, call your veterinary clinic. A veterinarian will go to your farm, euthanize the animal if needed, take a sample and submit it for BSE testing. Positive cases are extremely rare. The last positive case was in 2015 and roughly 30,000 animals are tested each year in Canada.

The CFIA will mail a cheque for \$75. There should be no charge to collect the sample and perform a post-mortem. Post-mortems are a great way to catch herd problems early. For example, this year several animals found dead were diagnosed with lungworm, black leg and red water.

If there is a positive animal, the CFIA will work with the clinic and the producer to attempt to find out where the animal was born. Once discovered they will try to locate all the animals born +/-1 year of when that animal was born. When these animals are ready to cull or if they die, CFIA will purchase them for the going market price and then dispose of them.



Call Gord Borne

403-808-6984

1-877-476-6846

Grooving - Alley Scraper Groove - Safety Surfacing

8



Dairy Farmers Gather to Discuss Sector's Future at DFC's Annual Policy Conference

Source: Dairy Farmers of Canada

On February 10th and 11th, some 500 dairy farmers from across Canada participated in a virtual edition of Dairy Farmers of Canada's (DFC) 2021 Annual Dairy Policy Conference (APC). The conference featured industry experts and former politicians from both sides of the border discussing top issues and opportunities for the Canadian dairy sector.

The industry is facing a number of headwinds, including: Market access concessions in recent trade agreements, tariff rate quota challenges from the U.S., rising interest in plant-based alternatives, and the increased emphasis from consumers and government on sustainability, just to name a few.

DFC President Pierre Lampron opened the conference by highlighting that the sector has a strong foundation to work from. Ours is an industry with a good track record on things like animal care, sustainability and innovation, powered by the thousands of Canadians who make their livelihoods from dairy farming.

"We have a good story to tell and need to do a better job telling it, but that is not enough," he said in his opening address to delegates. "As we think about the threats and challenges we are facing, now, more than ever, we need to be ambitious. This is not the time to retrench; for the long-term future of the sector, we need to choose to work together and speak with a common voice. We must seize the opportunity to establish our own destiny or someone else will define it for us."

Throughout the conference, speakers highlighted opportunities for growth in the market, viable sustainability options, and the importance of innovation to fuel COVID-19 recovery. A range of experts and thought leaders also provided their advice on trade relations. The speakers included former Prime Minister Stephen Harper, Former Vermont Governor Howard Dean, and Restaurant Brands International's (Tim Horton's) Chief Corporate Officer Duncan Fulton, to name a few.

The event concluded with a strategic planning session led by DFC CEO Jacques Lefebvre, providing an opportunity for farmers to weigh in on a number of issues from setting objectives and timelines on initiatives contributing to reduce climate change, to diversifying revenue streams. Insights from the session are key as part of DFC's annual strategic planning process.

For a full overview of the event, please visit to DFC's Dairy Express + app, available for download on iOS and Android.



services

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

Bricon Safety Grooving Ltd. Concrete grooving, planning, scarifying. Providing traction for a safer more productive environment. Phone 1-800-590-4403 or cell: 204-981-5057

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

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

Your workforce solution...

HOST YOUNG SKILLED FARMER

International Rural Exchange Canada is the solution for a reliable, cost-effective source of employees. We support you, while you provide paid employment for skilled farmers from western Europe.



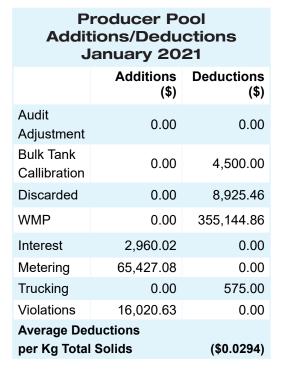
Call our office or visit our website! 306-489-4407 irecanada.ca

Our NPO has been supporting Canadian farmers for over 30 years.





Dairy Production Statistics



Average Milk Prices			
Month	TPQ \$/hL		
Jan 21	83.90		
Dec	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		

2021 Quota Exchange and Credit Transfer Deadlines				
Transfer Date	Quota Exchange	Credit Transfer		
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 Average Components January 2021					
Butterfat	4.2709 kg/hl				
Protein	3.2385 kg/hl				
Other Solids	5.8843 kg/hl				

Provincial Milk Quality Averages January 2021			
Bacteria Average (IBC)	Somatic Cell Count (SCC)		
19,509	182,843		



March 2021 10







Quota Exchange Daily Production Quota

Dany i roddonom 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
Jan 2021	99,420.30	\$6.95
Dec	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

Quota and Milk Production Summary (BF kg)

Quota and Milk Froduction Summary (Br kg)					
	Dec	Jan	Feb	Mar	Apr
Status	Official	Pre-Pooling	Projected	Projected	Projected
	Al	berta			
Butterfat Production (kg/day)	98,656	99,971	100,280	100,327	99,373
Provincial Quota (kg/day)	105,366	87,853	89,714	97,335	95,166
Producer Quota (kg/day)	96,126	96,126	96,126	96,126	96,126
Producer Quota + Incentive Credits (kg/day)	105,428	96,126	96,126	96,126	96,126
Cumulative Position (%)					
Producer Position (Days)	-6.28	-6.39	-6.39	-6.38	-6.67
Provincial Position (Days)	-18.06	-17.38	-13.72	-11.70	-10.64
Penalty (kg)	0	0	0	0	0
Western Milk Pool					
Butterfat Production (kg/day)	284,936	286,677	286,924	286,679	283,676
Pool Quota (kg/day)	299,380	249,618	254,907	276,560	270,397
Cumulative Position (%)*	-2.68%	-1.52%	-0.62%	-0.30%	0.10%
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					

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 January was 2.34 million litres, an increase of 48,956 litres (2.14 per cent) over December. The average butterfat density in January was 4.28, a 0.79 per cent decline from December 2020.

Comparing on an annual basis, there was -0.10 per cent growth in volume in the 12-month period ending January 2021 over the 12-month period ending January 2020; and a +0.58 per cent growth in butterfat production for the same period. See the chart below for the most recent 24-month trend.

Quota Update:

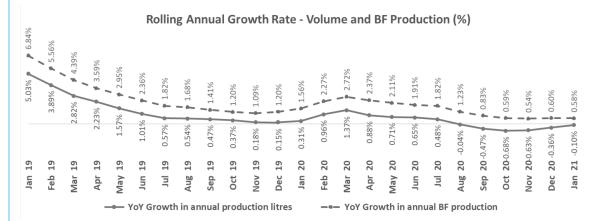
The Western Milk Pool's (WMP) rolling 12-month quota increased by 0.62 per cent in December over November. Alberta's daily producer quota issuance in December 2020 was 96,126 kg/day, 101.15 per cent relative to past 12-month Canadian Dairy Commission (CDC) quota allocation.

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

Pools' Quota Utilization:

Cumulative Quota Positions (CQP) as at the end of December 2020 for the WMP, P5 and P10 were -2.68, -2.04 and -2.38 per cent respectively. This means that the respective pools on a cumulative basis are all underproducing by their respective percentages as stated above.

The WMP under-filled its monthly CDC quota allotment by 463,531 kilograms of butterfat in December 2020 or -4.99 per cent relative to -1.88 per cent same period last year.





12

