



The Shoreline Journal

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FRONT PAGE BRIEFS February 2020

The Truro Sports Heritage Society will hold its 36th annual banquet and awards ceremony at the Glengarry on Sunday, March 1st.

A complaint against Councillor Bob Pash has been filed with Nova Scotia Human Rights Commission for what is alleged to be improper remarks made at the municipalities staff Christmas Party at the Debert Hospitality Centre.

Doug Ledwidge, president and CEO of Ledwidge Lumber, Enfield, has joined the Forestry Transition Team as a new member. He has expertise in sawmill operations and can provide this perspective as the team moves forward. He participated in the team meeting earlier the week of January 10th. He replaces Robin Wilber, Elmsdale Lumber, who was removed from the board after he made public comments he felt the mill should be placed on "hot idle".

Before the end of January, Develop Nova Scotia is expected to announce its decision on Xplornet's application to provide broadband services to Cumberland-Colchester after the two counties choose the New Brunswick firm as its preferred ISP provider. Colchester has budgeted up to \$4-Million in its capital budget for upgrade of services, although the municipal contribution is expected to be much less.

Credit Unions in Nova Scotia will offer short-term repayable financing for forestry contractors affected by the pending closure of the Northern Pulp mill. The program will be available to eligible forestry contractors with the intention of helping them with payments on their equipment loans on a short-term basis. The transition team endorsed the approach at its latest meeting on Jan. 21. Qualifying contractors can access a line of credit, up to \$180,000, guaranteed by the province. Further details on eligibility are being finalized and will be made available soon. It is estimated \$5 million will be allocated for this initiative from the \$50-Million transition fund.

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The 2020 Dairy Farmers of Nova Scotia Board of Directors - Front (l to r): Hans Vermeulen, Gerrit Damsteegt, Byron Lamb, Andrew McCurdy, Elizabeth Crouse; Back (l to r): David Bekkers, Dustin Swinkels, Tony Versteeg, Greg Archibald, Brian Cameron. The DFNS held their AGM in Truro on January 15 and 16. See the stories from our dairy industry on pages 16, 17 and 24.

Broadband by January 31?

By Maurice Rees

The long awaited multi-Million dollar announcement for Cumberland-Colchester is expected by end of January. (That is one of the problems with being a monthly newspaper. Important announcements can come a day or so after publication and it is almost a month before you have opportunity to put anything in print).

Sources indicate to the Shoreline Journal for over two weeks, Develop Nova Scotia (DNS), has been indicating an announcement is "moments away". Projects such as this one have to get in line in the political priority list and for sure the premier and other elected officials have had their hands full with issues surrounding the January 31st deadline on Boat Harbour.

It is slightly over two years since Bill Casey and Shoreline Journal publisher, Maurice Rees hosted a joint meeting between Colchester and Cumberland, which evolved into "kick-starting" the joint application for broadband for the two counties.

If the announcement evolves as expected, Casey & Rees will be able to claim total success, because their selec-

tion of Xplornet as the presenter to the joint meeting held at The Peg, Masstown, of the required Broadband, ISP provider will have evolved into Xplornet successfully meeting Develop Nova Scotia's stringent requirements.

During the joint meeting, Xplornet provided a rough approximate guesstimate of \$40+/- Million. It is not known, at this time, the financial arrangements with DNS. Those details will form part of the announcement expected to be by the end of January. It is known that last fall, when it reviewed its 5-year capital projections, Colchester budgeted an amount up to 4-Million. That was an outside figure with actual cost to the municipality expected to be much less.

According to the initial presentation the Xplornet construction process would ensure it was 5G ready, which the Federal Government has mandated it all ISP providers, must supply early in the 20's. The project, to all reports, is very unique for the following reasons:

- It is the first time two Nova Scotia counties have jointly volunteered to work to

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Kim Hillier reached out to a complete stranger, Arie Hoogerbrugge and offered him a warm place to stay for the night after she heard about his cycling journey which would take him through Great Village. (submitted photo)

Cyclist Travels Shore on 55,000 km Journey

By Linda Harrington

Some of us have problems navigating our Canadian winter on four snow tires, imagine doing it on two narrow bicycle wheels?

Arie Hoogerbrugge has been gaining a bit of local attention throughout our Nova Scotia communities as he continues cycling not only across Canada but eventually, he plans to travel 55,000 kilometers to the tip of Argentina, with a few side excursions including Tuktoyaktuk, NWT.

His journey began back in November in St. Johns. On his website Arie says, "Part of the motivation behind my November 11th start date is to pedal a bike across Canada in the

middle of a Canadian winter. In my world this is perhaps the greatest challenge that I can come up with that would possibly push me to the point of failure." Over two months later, Arie is succeeding in pedalling forward and in making friends along the way!

Kim Hillier of Great Village heard about Arie's adventure and when she saw he was going through Great Village on Friday, January 17th she offered him her spare room. "He did take me up on the offer. Got here around 6 p.m. and we sat up till almost 1 a.m. talking," says Kim, who posted pics on her Facebook page, wishing him well on his journey. "He is an incredible person to be

doing what he's doing, and I would love to be at the end of his journey to hear the rest of the story in person," says Kim. She says he has some inspiring poetry on his webpage, and he spent some time explaining the meaning behind some of the writings. "There is a meaning behind them all and once you heard the meaning it made a lot more sense," she said, adding she encourages people to go to his website and read the posts.

Nancy Jennings encountered Arie as he made his way through Glenholme and they exchanged a wave and a smile. She had also heard of his adventure and knew immediately

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Code of Conduct to be Adopted

By Maurice Rees

Colchester Council will adopt a Code of Conduct at its January meeting on the 30th. Various discussions have been held since 2017 and the Minister of Municipal Affairs requested all municipalities were required to adopt a code of conduct.

At council's committee meeting on adopting a code of conduct, municipal solicitor, Dennis James, pointed out to council the provincial act requiring a code of conduct has not been given royal assent and adopted.

When discussions on a code first surface, council requested staff formulate and submit a draft. Staff did as requested and presented to council. Several councillors, including Councillor Cooper, felt the submission was not appropriate and he would oppose.

On at the other end of the spectrum, Councillor Wade

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85 of 200 Dairy Farms Represented at DFNS AGM



19th Annual General Meeting JANUARY 15-16, 2020

By Linda Harrington

The 19th Annual Dairy Farmers of Nova Scotia AGM was held at Best Western Glengarry, Truro on January 15th & 16th with a registration of close to 180 people and 85 farms represented.

Brian Cameron, DFNS General Manager reports there are 200 dairy farms in Nova Scotia, with a milk production value of \$150 million. There has been one new entrant this past year along with ongoing intergenerational transfers.

On the national front, the renegotiation of NAFTA, called CUSMA has dairy farmers very concerned. "This comprehensive trilateral deal included several negatives for the Dairy Industry, including 3.9% new market access, removal of class 7, and yielding dairy policy sovereignty to the US," says DFNS Board Chair, Gerrit Damsteegt, "But as if that wasn't enough, the Americans imposed tight export caps on Canadian skim milk powder, milk protein concen-

trates and infant formula to ALL other countries."

Gerrit says as a follow-up to their commitment of "full and fair compensation" from the CETA and CPTPP trade deals a national working group recommended, and the Liberals implemented, a compensation package for dairy farmers. This \$1.75 billion / 8 year package follows the \$250 million CETA Dairy Farm Investment Program.

The Canadian Dairy Commission (CDC) has been mandated to make the compensation payments and Chantal Paul, Director of Finance and Administration for CDC says 90% of the cheques have been issued to NS producers, with 23 producers not yet registered. Deadline for registration is March 1st, 2020.

Ms. Paul reported an increase farm gate price of 1.93% for class 1 to 4 milk products beginning on Feb. 1st, 2020. The Canadian dairy sector includes 10,951 farms where 945,000 cows produce close to 8.5 billion litres of milk per year

The CDC has launched the

Workforce Development Initiative (WDI) in 2018, a three-year, \$5-million investment to develop and support a qualified workforce in the Canadian dairy industry. The WDI is composed of four key funding programs: Scholarship Program- scholarships for graduate students in fields related to the dairy industry; Career Promotion Program- promotion of careers in the dairy industry; Education Program- creation of government-certified, full-time educational programs in order to train qualified staff to work in dairy plants; and Continuing Education Program- opportunities for continuing education for current dairy plant and farm staff.

Ron Smith, Business Development Manager for Masstown Market Ltd., gave an interesting presentation on the new Masstown Creamery. Since January 2019 the business has been producing milk on a weekly basis along with cheese and butter. Masstown Creamery plans to increase their line of value-added products at the popular destination.

Dairy Producers from across Canada brought greetings from their Provincial Boards. Gordon MacBeath, DFPEI noted his province is putting a proposal forward for Agri-Recovery after the poor harvest in 2019. He mentioned the milk pricing is not keeping up with the food basket pricing and says farmers can not exist to just pay bills, they must make a profit to stay in business.

Pascal Lemire, said even

though there are just under 5,000 dairy producers in Quebec they still have the same issues as smaller provinces and they all need to put their voices together.

Gerrit Damsteegt, DFNS Chair, reports 2019 has been a challenging year in part due to the weather and also in milk transportation with the Salmon River powder plant down for repairs for 20 days this fall. Last winter there were several road closures and weather disruptions at the farm and getting milk out of province. He says, "We need to find ways to go on and make things work!" He also mentioned the need to earn public trust in order to grow or maintain markets. "We must promote dairy products as an essential part of the consumer's healthy diet. Only 2% of the Canadian population works in agriculture, so we need to speak up and defend not only dairy but all agriculture."

Al MacMillan, Charles Hill and Son Ltd farm in Central Onslow, echoed comments on the challenging year. The late spring planting and late fall harvest has meant poor crop quality, requiring increased feed purchases

All Dairy Farms in NS Undergo proAction Validation

By Linda Harrington

Atlantic proAction Coordinators Nancy Douglas and Lindy Brown gave an update on the program. Through the proAction initiative, Canadian dairy farmers provide measurable proof of the quality and safety of milk and meat and work to continually improve animal health and welfare, as well as environmental stewardship.

Nancy Douglas was pleased to report all producers in Nova Scotia have now under-

gone a proAction validation involving Food Safety, Animal Care and Livestock Traceability modules. On September 1, 2019, the Biosecurity module was added to the validation process and has been well received by producers and encouraged collaboration with herd veterinarians to complete the requirements.

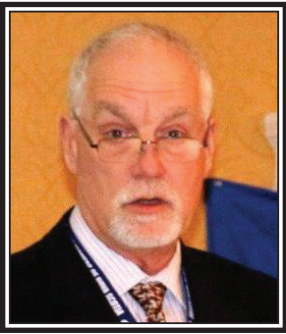
Behind the scenes, proAction Coordinators underwent an internal audit on behalf of DFNS. One of the principals of *continued on page 17*

which cuts into the bottom line. "It is cheaper to grow your own feed than to buy it," says Al. Tara Hill-MacMillan says they have noticed the change in feeding has impacted overall milk production and reproduction, too.

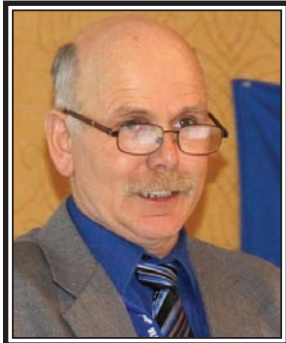
DFNS Executive Member Dustin Swinkels updated the AGM participants on several policy changes that have recently been announced. These include: changing the SNF:BF payment threshold from 2.35 to 2.30 effective this month; the issuance of Additional Production Days in the fall of 2020 (1 day August, 2 each for September and October

and 1 for November); and narrowing the production sleeve from -30 days to -20 days in August 2021 and then -15 days 12 months later. He also introduced a new producer price calculation methodology to recognize the SNF market requirements. The use of a market threshold (2.0) and a deterrent threshold (2.30) for pricing means producers will no longer benefit from selling milk at or just under the 2.30.

Dairy Producers should register soon for Dairy Focus Atlantic, which takes place March 15th- 17th in Moncton, NB and Dairy Farmers of Canada's AGM will be held July 13- 15th, 2020 at the Westin, Halifax.



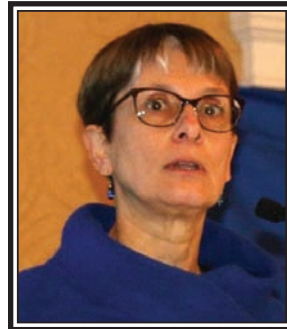
Brian Cameron, General Manager of DFNS, gave his annual year in numbers report which started with a figure of 206, 511, 249 for January, which represented the volume in liters of milk produced in the last twelve months.



Gerrit Damsteegt, Chair of DFNS Board welcomed everyone to the 2020 AGM and thanked the sponsors of the two day meeting.



Ron Smith, Business Development Manager for Masstown Market Ltd., gave an interesting presentation on the new Masstown Creamery.



Chantal Paul, Director of Finance and Administration for CDC presented information on the Dairy Direct Payment Program, Milk Pricing and Work Place Development Initiative.



Gordon MacBeath, brought greetings from the Dairy Farmers in PEI.



Dustin Swinkels, represents NS on the PR Committee.



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proAction Validation

Continued from page 16
proAction is continuous improvement. This is true, not only at the producer level, but throughout the entire program structure. The results indicated the need for additional details to be added to portions of the provincial SOPs. Provincial Coordinators were recognized for their consistency and good working relationship.

Another area of continuous improvement is the Environment module. The environment module builds on the success of provincial environmental farm plan programs. These plans have been successful and have greatly improved the impact of farming practices on the local environ-

ment. Over the past 20 years, about 70% of dairy farms in Canada have completed one of these plans. Lindy Brown noted the implementation of Phase 1 (Environmental Farm Plan) is scheduled to roll out with validations beginning September 1st, 2021. A Phase 2 is currently under review and being piloted across Canada from January to March 2020. DFNS held a round table discussion during breakout sessions on the proposed Phase 2 requirements (6 questions) during the AGM. Information gained from these round table discussions will be sent back to the Environment Working Group for consideration of how to improve the requirements within the module.



Nancy Douglas gives an update on the success of proAction to date with all farms completing one round of the program.



Lindy Brown gives a proAction update on the new Biosecurity module.

DFC Engaging Consumers to Support Dairy Farmers

By Linda Harrington

This past year has been one of challenges and change for the dairy industry: uncertainty over trade agreements; shifting consumer demands; and changing government policies were just some of the issues faced. But with the support of producers from across the country, Dairy Farmers of Canada (DFC) has been working tirelessly to assure the long-term viability of the dairy sector.

A reengineered DFC, under the direction of the Board of Directors and in consultation with provincial members, dairy farmers and other stakeholders, implemented a new strategic plan called DFC 2.0. The strategic plan charted a new course for DFC's future that took into consideration the many pressures and challenges facing the dairy sector. DFC 2.0 identified four strategic objectives: ensuring effective governance; engaging Canadians so they better understand the value of dairy and the value of supply management; marketing to millennials; and strengthening the value chain. Pierre Lampron, President DFC, says under the robust strategic planning process of DFC 2.0 they have learned to do more with less,

operating with 45% less revenue than 2017 and 40% less staff. He called the revised DFC as "streamlined" to focus on objectives.

Awareness of the Blue Cow Logo, profiled in all of DFC's campaigns, has reached an all-time high, with four out of five Canadians now recognizing the logo, an exceptional success for a brand only 2.5 years old. Today, over 7,600 products carry the logo, and the number continues to grow!

Several ad campaigns over the past year were aimed at shifting perceptions of dairy farmers and farming amongst Millennial and Generation-Z consumers. DFC's two marquee ad campaigns Honest Canadian Dairy and Dairy Farming Forward addressed some of the myths and misconceptions around dairy production by shining the light on the industry's contributions in areas such as animal welfare, on-farm sustainability, quality and innovation. DFC's innovative fall campaign, Milk. It's In The Stuff You Love, reinforced the presence of milk in foods that people already enjoy every day. DFC's also launched two holiday campaigns, Santa Surprise and Both Sides of the Glass.

In 2019 DFC renewed its partnership with Tim Horton's, featuring the Blue Cow logo in their coffee, ice cappuccino and iced beverage innovations throughout the year. DFC entered into a partnership with Cineplex this past July, leveraging the Blue Cow logo to encourage moviegoers to switch to real Canadian butter rather than oil-based topping on their popcorn.

The DFC nutrition team continued to highlight the health benefits of dairy consumption by meeting with health professionals, organiz-

ing conferences and webinars and developing various educational tools for different target audiences. DFC reached out to teachers and early childhood educators in Nova Scotia throughout the year offering new resources, programs and events. Farm tour programs allowed nutrition and dietician students the opportunity to learn more about the industry and the proAction program. DFC reached the health and fitness community with unique interactive displays and giveaways at community events throughout Nova Scotia, at events such as Valley Harvest Marathon, Blue Nose Marathon, Maritime Race Weekend and Heartland Tour.

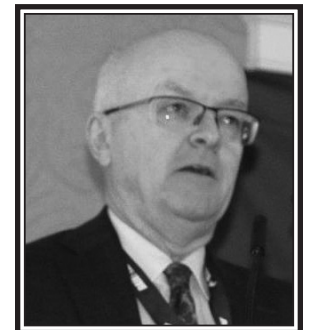
DFC also worked with its counterparts in NS and NB to develop a marketing campaign to promote the School Milk Program to parents. The campaign was well received and is part of an ongoing effort by DFC to support the School Milk Program. DFC is developing a series of fiction books for children that encourage proper nutrition, which is expected in-market in Fall of 2020.

Bobby Matheson, VP Operations, spoke at the annual meeting and noted the size of Canada makes communication a challenge, despite the best efforts and he encouraged producers to speak up and make themselves heard. "Hearing from you and DFNS staff will ensure the views of Nova Scotia are always considered. This collaboration is essential if we are to succeed." Throughout Canada's negotiations on the European, Trans-Pacific and North American trade agreements, Matheson said DFC worked tirelessly to bring dairy farmers' concerns to the forefront. It was through a series of tough negotiations that on August 16th, 2019, DFC welcomed the federal government's announcement of \$1.75 billion dollars to compensate dairy farmers for the losses incurred by the European and Trans-Pacific trade agreements. The \$1.75 billion was in addition to the \$250 million from the Dairy Farm Investment Program which brings the total compensation to \$2 billion, over eight years. While producers would greatly prefer to make the milk

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Pierre Lampron, President Dairy Farmers of Canada brought greetings and ensured dairy producers DFC is working tirelessly on issues to ensure the viability of the industry.



Bobby Matheson, V-P, Operations at Dairy Farmers of Canada talking about present and future objectives of the DFC.

DFNS Special Recognition for Retiring Ann Landers



Ann Landers offers her gratitude following a presentation in recognition of her honour.

By Linda Harrington

Ann Landers' dairy career began in 1978 when Farmers Dairy Cooperative hired her into a permanent accounting position. Landers worked closely with Miss Florence Cox for the next 20 years learning the inner workings of Farmers Dairy. Ann specialized in the industry side of the business which included the cheese plant, raw milk accounting, the quota system and policy development.

In 1990 Landers had learned enough about industry relations and policy development to replace the retiring Miss Cox, her long time protégé, as Corporate Secretary. Ann quickly became the resident expert on dairy policy for the co-operative, attending Farmers Milk Producer Association meetings and participating in developing policies at the national level.

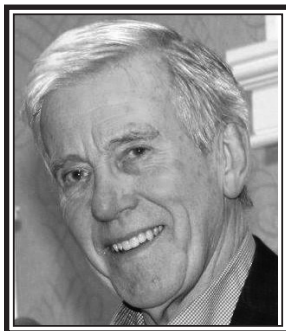
Ann has represented the Nova Scotia processing industry for many years at both the national and Natural Products Marketing Council tables. She was part of the team that negotiated Nova Scotia's entry into the P5 Pool in the late 1990s.

In 2007, Landers was appointed Vice-President of Corporate Affairs keeping her Corporate Secretary role and also becoming responsible for Human Relations and Quality Assurance. According to Ralph

Ballam, Landers was responsible for crucially important work at the senior leadership level, greatly assisting him both as Board Chair and later as CEO. At the DFNS AGM Banquet Ralph spoke to Ann's notable contributions mentioning her dedication to the industry as a whole, her great assistance to him personally and wishing her well in retirement.

The Farmers / Agropur Co-operative merger in 2013 marked another chapter in Ann's distinguished career. She assumed the position she holds today - Director of Government and Industry Relations. Covering Atlantic and Western Canada meant many more hours on the road and in the air. Her fellow processors showed their confidence in Ann when she was named the initial Chair of the newly-formed Western Dairy Council.

Somehow Ann has managed to balance her busy work life with an active role in her children's and grandchildren's lives. Ann has always approached industry and policy challenges professionally while calling on her deep industry knowledge to seek out a win-win solution.



Ralph Bellam has a few words at the DFNS Banquet, in honour of Ann Landers.

Already a DFNS Honorary Member from her work when DFNS was formed in 2001, DFNS were pleased to give Special Recognition to Ann Landers for her 40+ years of dedicated service to the Nova Scotia and national dairy industry at the Annual Banquet.

Ann graciously accepted her special recognition from DFNS Chair Gerrit Damsteegt and thanked everyone for their kind words. "I have been very fortunate to have a career where I have been able to work with so many great people," she said adding, "There have been challenges from time to time but overwhelming my career has been a positive experience."



Gerrit Damsteegt, Chair of DFNS Board makes a presentation to Ann Landers, Director of Government and Industry Relations in recognition of her 40+ years of dedicated service to the dairy industry.

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HOLLIS FORD'S COMMUNITY CALENDAR

Continued from page 22
variety of hot drinks and sweets. Come in, warm up, get some snacks, do some shopping and have fun on this Winter Carnival Saturday. For Table rentals call Margie 902 348 2900

Feb 15: Local Artisans Bakers and The Hall have come together again this year to host a Craft and bake Sale for Winter Carnival from 10 am - 3 pm at the Parrsboro Band Hall. There will be variety of local hand crafted artisan products, a variety of fresh warm baking, local honey, local maple syrup, variety of hot drinks and sweets. Come in, warm up, get some snacks, do some shopping and have fun on this Winter Carnival Saturday. For Table rentals call Margie 902 348 2900

Feb 15: Craft and bake Sale for Winter Carnival from 10 am - 3 pm at the Parrsboro Band Hall. Variety of local hand crafted artisan products, fresh warm baking, honey, maple syrup, hot drinks and sweets. Table rentals call Margie 902 348 2900

Feb 16: Annual Beach Party and Chili Cook-Off will be held at the Hall, Parrsboro from 3 to 7 p.m., part of the Fundy Winter Carnival line-up. Chili available right at the beginning of the day. Music by Wazoo Band. Best beach attire wins a prize. You will have an opportunity to taste each of the chilis and vote for your favourite. Admission is \$10 for adults and \$5 for those under age 12. If you are entering a chili into the contest, your admission is free. For more information or to register your chili, please contact Beth at 902-728-2144 or beth@bethpeterkin.ca. This event is sponsored by the Parrsboro Band Association.

Feb 16: Hike Nova Scotia and the Town of Truro present a guided hike/snowshoe at Victoria Park in Truro as part of the Truro Winter Long John Festival at 10:30 am. Details at www.hikenovascotia.ca.

Feb 17: Family Movie at the Hall, Parrsboro, 2 pm. Showing: TBA

Feb 19: Movie at the Hall, Parrsboro, 7:30 pm. Showing: Where'd You Go Bernadette

Feb 21: Debert Legion Friday Night Supper, 4:30 - 6:00 pm. Roast Pork, vegetables, desert, tea / coffee, while quantities available. \$10 / plate, children 10 and under \$5. While quantities last. Take out available, wheelchair accessible.

Feb 21: Open Mic at the Hall, Parrsboro, 7 pm. Everyone welcome.

Feb 22: Great Village Legion Sea Glass Mosaic workshop, 10am-Noon. We will be creat-

ing a beautiful piece of original art \$30 includes all supplies. Instructors Shore Thing SeaGlass. Contact Heather 668-2501

Feb 25: Royal Canadian Legion, Debert, monthly general meeting at 7:30 pm. All members encouraged to attend. General Meetings are held 4th Tuesday of every month.

Feb 28: Debert Legion Friday Night Supper, 4:30 - 6:00 pm. Roast Pork, vegetables, desert, tea / coffee, while quantities available. \$10 / plate, children 10 and under \$5. While quantities last. Take out available, wheelchair accessible.

Mar 4: Family Movie at the Hall, Parrsboro, 2 pm. Showing: TBA

Mar 10: Marigold Guild of Needle Arts Meeting, 7:00pm at Truro Fire Hall community room. Program: TBA. Meeting open to guests and potential new members. info@marigoldguild-ofneedlearts.ca www.marigoldguild-ofneedlearts.ca

Mar 17: St. Patrick's Patrick Day Kitchen Party, 7 pm

Mar 22: The Canadian Chamber Choir's 22 singers will arrive in Parrsboro on March 20, where they are set to rehearse at The Hall for two days before performing a concert presented by Parrsboro Band Association. 7:00 pm at The Hall featuring the East Coast premiere of *Where Waters Meet* with special guest Aaron Prosper (Mi'kmaw drummer/singer). Tickets: \$25 in advance; 30 at the door. Available at thehall.ca. Limited attendance; 19 years and over

March 27: Great Village Legion, 7pm. We will be offering a stenciling class. We will get tips and tricks on how to create beautiful designs. During the evening we will create 2 designs to take home. Cost \$25. More info to follow in the next month's issue or call Heather 668-2501 or follow us at Great Village and Area Happenings on Facebook

Apr 14: Marigold Guild of Needle Arts Meeting, 7:00pm at Truro Fire Hall community room. Program: TBA. Meeting open to guests and potential new members. info@marigoldguild-ofneedlearts.ca www.marigoldguild-ofneedlearts.ca

May 12: Marigold Guild of Needle Arts Meeting, 7:00pm at Truro Fire Hall community room. Program: TBA. Meeting open to guests and potential new members. info@marigoldguild-ofneedlearts.ca www.marigoldguild-ofneedlearts.ca

Dairy Farmers of Canada Engaging Consumers

Continued from page 17
lost to imports, the compensation helps to become more competitive as a total of 18% of the Canadian market will be filled with imports once all trade deal are fully implemented.

In early 2019, DFC released the latest life-cycle assessment of the industry's environmental performance, showing that dairy farmers continue to reduce environmental impact by adopting more sustainable farming practices. The research reveals that the carbon footprint per litre of milk produced has decreased by 7%, water consumption has decreased by 6% and the land use associated with making a litre of milk has decreased by 11%. Overall, milk production is responsible for less than 1%

of Canada's total greenhouse gas emissions. "These are some of the lowest greenhouse emissions in the world," said Bobby Matheson, "And we are being recognized for our commitment to sustainability."

2019 was an active year in Canadian dairy research. In July, an investment of \$16.5 million was announced, officially launching a third Dairy Research Cluster (2018-2023) led by DFC. Joint industry and government commitments to the Dairy Research Cluster 3 include: \$11.4 million from Agriculture and Agri-Food Canada as well as contributions Lactanet, Novalait amongst others. What's more, 1,300 dairy farm operations and 10 dairy processors will be investing their time in select research projects in col-

laboration with the research teams.

Looking ahead in 2020, Bobby Matheson says DFC will continue to work to regain relevancy with millennials, engage Canadians to support their dairy farmers and Supply Management, develop key

partnerships and build on the relationship with processors to tackle issues. "We must look at how to best collaborate with all provinces to achieve our objectives and to address many challenges with a united voice," added DFC President Pierre Lampron.

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