

# NEWSLETTER

**Vol. 20, No. 14 - August 2020**

## Milk Committee Vacancies

Normally Milk Committee members are elected during our Spring Regional Meetings. Each of the six regions has four Milk Committee members who have three-year terms. These producers meet periodically with the DFNS Director assigned to their region and provide a sounding board and feedback on a variety of issues. This also, normally, happens at the Summer Policy Conference. They also receive a list of Board decisions monthly to better understand progress on many matters.

However, this spring the Board held three conference calls instead of the usual face-to-face regional meetings due to Covid. The elections did not happen as scheduled. Directors are asking those Milk Committee members whose terms expired if they are willing to reoffer. A list is shown below. DFNS also wants to know if any other producers are interested in letting their name stand for their regional Milk Committee.

Please contact [dfns@dfns.ca](mailto:dfns@dfns.ca) if you are a producer who wants to let your name stand for your regional Milk Committee. Two vacancies exist in Region 1 (Cape Breton), in Region 4 (South Central) and in Region 5 (West Hants and East Kings). There is one vacancy each in Region 2 (Antigonish/ Pictou), Region 3 (Cumberland / North Colchester), and Region 6 (Annapolis Valley / South Shore).

The deadline to declare your interest is **Monday August 31, 2020**. After that, DFNS will determine if elections are required in any Regions, where there are more nominees than vacancies. If the number of nominees equals the vacancies, they will be acclaimed. We hope traditional elections can happen next spring.

### **UPCOMING EVENTS & DEADLINES:**

September 7, 2020.....	Labour Day
September 11, 2020 .....	Quota Exchange <b>Noon Deadline</b>
September 24, 2020 .....	Quota Lease Deadline
October 12, 2020.....	Thanksgiving
October 13, 2020.....	Quota Exchange <b>Noon Deadline</b>
October 27, 2020.....	Quota Lease Deadline

## Quota Issuance Changes

DFNS Directors and staff have received numerous questions about the impacts of recent quota changes. Two questions arise. The first one is "if my quota is reduced by 3% and then increased by 3% I lost quota". Yes, going from 100 kg down 3% to 97 kg and then up 3% to 99.91 kg appears as if quota has disappeared. But, we have always calculated quota as percent adjustments of current holdings. All P5 provinces do this same calculation, remembering that quota issued to producers is NOT the same as our provincial quota. Boards issue more or less quota as a signal to producers to increase or decrease production relative to the market (provincial quota) and current / forecasted production levels.

The second question arises when not all provinces in the P5 adjust issuance to their producers at the same time or by the same amount. This happened most recently when NS reduced quota 3% April 1 and increased it 3% July 1 and the other provinces used a credit limitation policy before all provinces dropped quota 2% May 1. We have raised this slight difference, which amounts to 0.09%, with the P5 Quota Committee. Our provincial issuance should increase by 20.3 kg making all producers in the Pool at the same level. Stay tuned for the possible resolution of this issue.

## High Performance Herd Certificate

Dalhousie University in Bible Hill has created a High Performance Herd Certificate for the region's dairy industry. It is a highly interactive learning experience for herdspersons on dairy farms designed to improve your animal and herd management skills in the key areas of animal care, nutrition, and reproduction management. Three quality instructors have been retained to develop and deliver these three modules.

Receive \$255 off when you purchase all 3 modules of The High Performance Herd Certificate by September 15, 2020. Check out certificate details and funding support at:

[www.dal.ca/faculty/agriculture/news-events/news/2020/07/24/high\\_performance\\_herd.html](http://www.dal.ca/faculty/agriculture/news-events/news/2020/07/24/high_performance_herd.html)

**The August 2020 Quota Exchange was cancelled.  
There was not enough quota offered for sale.**

Quota Exchange Deadline	Payment Due Date
September 11, 2020	September 28, 2020
October 13, 2020	October 26, 2020
November 13, 2020	November 26, 2020

## Lab Results July 2020

Average IBC: 38,924

Average Somatic Cell Count (SCC): 200,824

Adulteration: (Tankers) 0

Send your **proAction** Self Declarations  
or corrections to:

Nancy Douglas  
(northern regions 1, 2, & 3)  
Email: [ndouglas@dfpei.pe.ca](mailto:ndouglas@dfpei.pe.ca)  
Fax: 902-566-2755 Call: 902-394-1657

Micha Joop  
(southern regions 4, 5, & 6)  
Email: [proAction@nbmilk.org](mailto:proAction@nbmilk.org)  
Fax: 506-432-4333 Call: 506-432-4330 Ext. 104

## DFNB Newsletter

Visit [www.nbmilk.org/en/](http://www.nbmilk.org/en/) and click  
on the "Milk Matters" link to read  
their monthly newsletter.

## Continuous Quota at the Pool Level

The chart below shows calculations, by pool, of the change in continuous quota positions to the end of June 2020. June's production fell short of quota by 861,522 kg of butterfat so the P10 collectively dropped up from -0.19% to -0.41%. Monthly quota calculations will be impacted by consumption disruptions / recovery resulting from Covid-19 restrictions. Production was softer than usual for June following signals for producers to slow down. The end result is, nationally, we are back to a similar position as April.

**Table 1. Continuous Quota (BF Kg, Monthly) - June, 2020**

	NL	P5	WMP	P10
Final Positions - Previous - May, 2020 <sup>1</sup>	(518,073)	(135,024)	(69,885)	(722,982)
<i>% of the Pool's 12-month Total Quota</i>	-21.38%	-0.05%	-0.07%	-0.19%
Monthly Total Quota - June, 2020	197,310	23,276,742	8,069,438	31,543,491
Monthly Production - June, 2020 <sup>2</sup>	156,704	22,678,268	7,846,997	30,681,969
Difference	(40,606)	(598,474)	(222,441)	(861,522)
<b>Final Pool positions</b>	<b>(558,680)</b>	<b>(733,498)</b>	<b>(292,326)</b>	<b>(1,584,504)</b>
<i>% of the Pool's 12-month Total Quota</i>	-22.79%	-0.26%	-0.30%	-0.41%

## Underproduction Credit Limit

The P5 boards reviewed a previous decision to move the flexibility lower limit from -30 days to -20 days on August 1, 2021 and then to -15 days one year later. The upper limit of +10 days remains unchanged. But, because of the very unusual market and production conditions since Covid-19 struck in March, a point was made that some producers were building underproduction credits - making it more difficult to meet the new lower limits. So, the P5 Boards removed the August 2021 adjustment but kept the endpoint of reaching -15 days by August 1, 2022. This change from -30 to -15 days in the underproduction credit lower limit will be applied on that date and any producer with credits beyond -15 days will lose them.

This policy change was implemented for several reasons, including having fewer underproduction credits makes production forecasting more accurate and market change signals to producers more efficient. Most P5 producers do not vary beyond +/- 25 days of credit use in a typical year. Periodic reminders will be sent to producers as the August 2022 deadline approaches.

## Dairy Research Highlights

- DFC invested \$1.3 million in dairy production and human nutrition and health research. It leveraged this amount to add another \$6.6 million in investments from multiple funding partners. Total investments in research in 2019 at the national level were \$7.9 million.
- 31 research projects are underway in 34 institutions including research centres and universities across Canada.
- About 2,000 dairy farmers from coast to coast are investing their time as part of several research projects to help drive innovation in the Canadian dairy sector.
- 49% of the research investments target priorities focused on the role of dairy products in human nutrition and health.
- 26% of investments in research target priorities in animal health and welfare; 21% are directed to farm efficiency and sustainability solutions and another 4% on milk quality.
- More than 200 communications and knowledge translation and transfer products in both languages were developed and disseminated to targeted user audiences.

## New Component / SCC Lab Agreement

DFNS has re-signed with RPC Lab in Fredericton, NB to test our farm milk for components and SCC under a three-year agreement. The testing frequency remains at two tests per week (8-9 per month) but the cost has been reduced by about 15%. This positive change will save about \$14,500 per year. File transfer protocols are being updated, but we don't expect any disruption for producers getting results on MQM and MILKLINE. Please report any issues or concerns to DFNS Directors or staff.

## Year End Round-Up

With the 2019/20 dairy year behind us, here's a snapshot of how the year went:

- Total milk produced 200,898,420 litres, 0.4% less than last year
  - Average BF test of 4.126 kg/hl, up from 4.11 last year
  - Total BF produced decreased by only 7,600 kg over the year
- 12-month rolling SNF:BF ratio decreased slightly from 2.2215 to 2.2157
  - Average producer credit days rose to -6.0 days in June
- Total within province milk hauling costs \$4,879,992 down just over \$200,000 from last August
  - Average SCC at 187,912 the lowest annual average ever!
- Bactoscan monthly results averaged 34,730 IBC, very similar to last year.



## TPQ Lease Agreement

100-4060 Highway 236  
Lower Truro, NS B6L 1J9  
Phone: (902) 893-8455  
Fax: (902) 897-9768  
dfns@dfns.ca  
[www.dfns.ca](http://www.dfns.ca)

THIS LEASE made \_\_\_\_\_ day of \_\_\_\_\_, A.D., 20\_\_

BETWEEN: \_\_\_\_\_ DFNS Reg. # \_\_\_\_\_ 2  
hereinafter called the "LESSOR" (Lender of the quota)

- and -

\_\_\_\_\_ DFNS Reg. # \_\_\_\_\_ 2  
hereinafter called the "LESSEE" (Borrower of the quota)

### AGREEMENT

The Lessor and the Lessee agree that:

1. The Lessor shall lease to the Lessee \_\_\_\_\_ kilograms of daily Total Production Quota (TPQ)
2. The lease term shall commence on the first day and terminate on the last day of \_\_\_\_\_ (month).
3. The Lessee shall pay to the Lessor \$\_\_\_\_\_ (plus any applicable HST) per kilogram per day for milk quota leased, payable as described below:  
\_\_\_\_\_  
\_\_\_\_\_
4. This lease is not assignable.
5. This lease shall bind the heirs, executors, administrators and successors of each of the parties.

\_\_\_\_\_  
Signature of LESSOR

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of LESSEE

\_\_\_\_\_  
Date

AUTHORIZED BY \_\_\_\_\_  
on behalf of Dairy Farmers of Nova Scotia this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

### IMPORTANT NOTES

Leases will be for a one-month duration and will expire at the end of the month, so any adjustments to provincial TPQ do not apply to leases.

Quota may be leased in denominations of tenths of a kilogram.

A producer can lease in or out up to a maximum of 25% of current TPQ holdings.

A producer cannot be both a lessor and a lessee during the same month.

Only leases applying to the current month will be accepted.

DFNS is not responsible for receipt of lease forms mailed or faxed to our office. **IT IS THE PRODUCER'S RESPONSIBILITY TO CONFIRM RECEIPT.**

### DEADLINES

Completed lease forms must be delivered to the DFNS office no later than 4:30 p.m. on the fifth (5th) last business day of the month in which the lease will be effective.





DEADLINE FOR OFFERS IS LAST BUSINESS DAY  
BEFORE THE 1<sup>st</sup> OF EACH MONTH.

4060 Highway 236  
Lower Truro NS B6L 1J9  
Phone: (902) 893-6455  
Fax: (902) 897-9768  
www.dfns.ca  
Email: dfns@dfns.ca

## Quota Exchange Bid to BUY \_\_\_\_\_

(Exchange Month)

Registered Producer Name: \_\_\_\_\_

DFNS Registration Number: \_\_\_\_\_ Phone: \_\_\_\_\_

*Offers above the MCP Cap of \$24,000 will not be accepted. Quantities offered may be in hundredths of a kilogram (two decimal places). Prices must be for a whole kilogram. Offers must not exceed 10% of the producer's total quota (exception for assisted new producers). Offers are limited to one buy or sell per producer per exchange.*

Offer to Purchase \_\_\_\_\_ kgs of TPQ per day @ \$\_\_\_\_\_ per kg.

☐ Email address: \_\_\_\_\_  
(for confirmation of receipt of offer, if requested)

Payment for quota must be made via the selected method below on or before the **third last business day of the month**. Producers choosing option 2 must have completed a PAD agreement (available on the DFNS website or from the office) and a void cheque.

### 1. Cheque Payment ☐

Producer will provide a cheque to DFNS by the payment due date. Delivery method may be by mail, XpressPost, courier, or hand delivery. It is the producer's responsibility to ensure payment arrival and accuracy.

### 2. Pre-Authorized Debit ☐

DFNS will withdraw required funds for quota from producer's bank account on payment due date; service fees will be processed within five business days of the exchange. Authorization provided by producer will be used.

**\$17.25 Service Fee must accompany offer (\$15 + \$2.25 HST) Reg No. 107788523**

In the event of a cancelled exchange or if the producer's offer to buy quota is at a price equal to or higher than the market clearing price but does not result in the producer purchasing any quota on the exchange, service fees are returned to the producer (or not collected in the case of PAD). Please note that offer forms cannot be held for future exchanges.

*All offers must be signed by the registered quota holder. In the case of a partnership or corporate quota holder, the offer must be signed by designated signing officer(s). It is the producer's responsibility to confirm receipt of offers by DFNS. If the buyer does not pay by the payment deadline, or the buyer's payment is dishonoured, the quota purchased by the buyer will return to DFNS, the producer is liable for all costs associated with non-payment, the producer is not eligible to purchase on the exchange for a period of 12 months, and the producer may only purchase TPQ on a future exchange using a bank draft, direct deposit, or wire transfer for a period of five years.*

Date \_\_\_\_\_

Signature(s) \_\_\_\_\_

*The information on this form is a summary of the applicable rules, which are contained in the TPQ Regulations. The DFNS Producer Manual on our website contains the current policies and procedures, or you may contact office staff for assistance.*

### FOR DFNS OFFICE USE ONLY

Service Fee: ☐ cash ☐ cheque ☐ PAD

Offer Received/Verified By: \_\_\_\_\_

08/19







DEADLINE FOR OFFERS IS LAST BUSINESS DAY  
BEFORE THE 14<sup>th</sup> OF EACH MONTH.

4060 Highway 236  
Lower Truro NS B6L 1J9  
Phone: (902) 893-6455  
Fax: (902) 897-9768  
dfns@dfns.ca  
[www.dfns.ca](http://www.dfns.ca)

**Quota Exchange Offer to SELL \_\_\_\_\_**  
(Exchange Month)

Registered Producer Name: \_\_\_\_\_

DFNS Registration Number: \_\_\_\_\_ Phone: \_\_\_\_\_

Offer to Sell \_\_\_\_\_ kgs of TPQ per day @ \$ \_\_\_\_\_ per kg.

*PLEASE NOTE: Offers above the MCP Cap of \$24,000 will not be accepted. Quantities offered for sale may be in hundredths of a kilogram (two decimal places). Prices must be for a whole kilogram. Offers are limited to one buy or sell per producer per exchange. Each participant in an exchange will be notified in writing of whether or not their offer was successful.*

Successful Sellers will be paid for their quota sold on the last business day before the 10<sup>th</sup> day of the month following the exchange. If the sold quota is assigned to a lender, cheques will be jointly payable to the producer and lending institution.

QUOTA CURRENTLY ASSIGNED:

\_\_\_\_\_ kgs      \_\_\_\_\_ Name of Lending Institution(s)

**\$115 Seller's Service Fee must accompany offer (\$100 + \$15 HST) (HST Reg No. 107788523)**

All offers must be signed by the registered quota holder. An offer must be signed by all partners of a partnership, or the designated signing officer(s) of a partnership or corporation. It is the producer's responsibility to confirm receipt of offers by DFNS.

\_\_\_\_\_  
Date      Signature(s)

*The information on this form is a summary of the applicable rules, which are contained in the TPQ Regulations. The DFNS Producer Manual on our website contains the most up-to-date policies and procedures, or you may contact office staff for assistance.*


**FOR DFNS OFFICE USE ONLY**

Service Fee Received: ☐ cash ☐ cheque ☐ PAD Offer Received/Verified By: \_\_\_\_\_

05/17




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## Milk Production and Pricing

Esben Arnfast, Chief Financial Officer

July milk production declined from June to approximately 22,000 kgs/day however that level is 2.4% higher than July 2019. The average butterfat composition slipped to 3.99 kgs/hl which is virtually the same as last July.

Producer allocated quota to NS producers, after the July 1 increase of 3%, was 22,400 kgs per day so production was only slightly below (98.5%) that amount. With no additional production days available during July, average producer utilized tolerance declined from -6.0 days to -6.6 days.

The NS equalized pool transportation rate decreased from \$2.93/hl to \$2.74/hl with the March to May costs of spring weight restriction costs no longer affecting the pool.

The average producer raw milk price declined well below the prior 12-month average to 73.56/hl or \$18.35 per kg of butterfat at average provincial composition.

There were several factors that resulted in the producer price decline. Over half of the decline of approximately \$6 can be attributed to the pooling adjustment. The pooling adjustment was favorable after pooling in May but June's pooling was the opposite effect with NS utilization exceeding the average pool price. Rather than receiving approximately \$363,000 from the pool from May, NS paid approximately \$192,000 to the pool after the June calculations were received.

Another factor in the dropping farm gate price was an adjustment for lower-valued products sold by NS processors. DFNS has paid approximately \$200,000 in June and \$304,000 in July and pooling of these products requires approval to be finalized by the provinces.

The other contributing factor in the decline in the per Hl returns to producers is the reduction in components in an average hectolitre of raw milk during July. This is a normal seasonal effect that is noticed each year at this time and we usually expect milk composition to improve during the fall and winter months.

At this point, DFNS has not yet been able to implement the new advance calculation results. As indicated in last month's column, there may be a one-month transition. The objective will be to minimize swings month-to-month due to the one-month lag in pooling.

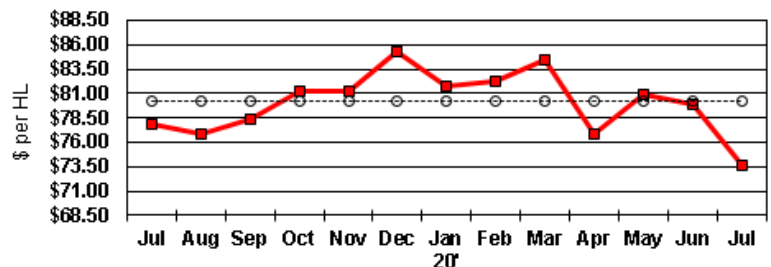
## Milk Marketing Report July

PRODUCTION	2020	2019
Average Liters/Day	552,110	539,158
Average kg Butterfat/Day	22,010	21,504
Average Composition, kg/hl		
Butterfat	3.9865	3.9884
Protein	3.1564	3.1093
Other Solids	5.9195	5.8873
Bulk Haulage (\$/hl)	2.74	2.69

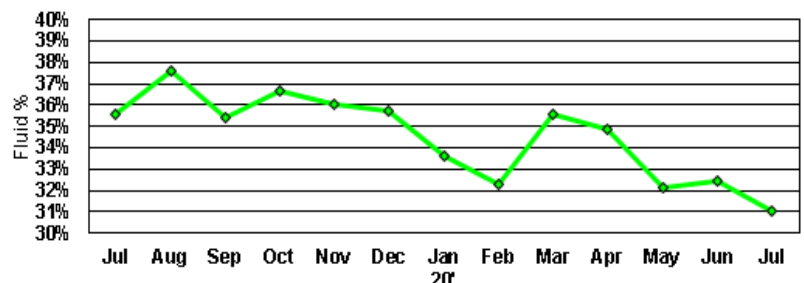
  

PRODUCER PRICES	BF (\$ per kg)	Protein (\$ per kg)	LOS (\$ per kg)	Avg. per HL
Jul In-Quota	9.5895	8.3545	1.5140	73.56
Jul BF Premium ratio<2.30	0.1529			
Jul Over-Quota	0	0	0	0
Aug Over-Quota Penalty	0	0	0	0

NS Average In-Quota Producer Price  
Per HL basis



Fluid Utilization Percentage



Total Licensed Producers in July: 200



# KLEBSIELLA – THE MAFIA MASTITIS

## DEADLY AND DIFFICULT

*“More than 50% of cows with clinical klebsiella mastitis often end up being removed from the herd”*

Most producers are familiar with the toxic effects of klebsiella mastitis. Klebsiella mastitis cases often become very sick and deteriorate quickly. Compared to other types of mastitis, klebsiella causes the most significant drop in milk production (*Pinzon-Sanchez et al., 2011*) and these animals rarely return to normal productivity (*Grohn et al., 2004*). Treatment is usually very intensive and many animals do not survive the disease. In fact, klebsiella has been described as a more difficult mastitis pathogen than *E. coli* because it kills more cows, doesn't respond to treatment, lasts longer and is more persistent in the environment (*Munoz & Zadoks, 2007*). More than 50% of cows with clinical klebsiella mastitis are removed from the herd prematurely (*Gordon et al., 2018*). Klebsiella does not like to grow in milk; it grows and reproduces rapidly, and then dies very quickly. When fecal coliforms die in large numbers, they release a powerful toxin which is responsible for the clinical signs of mastitis. Since the bacteria are often dead at the time the animal is showing clinical signs, a milk sample culture frequently results in 'no growth.' Coliforms, and specifically klebsiella bacteria are often suspected in cases of 'no growth' samples. As milk cultures alone are typically unreliable in confirming the presence of this pathogen, more advanced testing like MALDI-TOF culture or PCR, to look for bacterial DNA may be required.

Klebsiella is most common in herds that use organic bedding such as recycled manure solids or sawdust. As a fecal coliform, klebsiella favours growth in organic material and can be found anywhere that manure is present: bedding, milking equipment, water sources, and other animals. Although sand is a great bedding to use to reduce mastitis, klebsiella can still be a significant cause of mastitis in sand bedded herds. This is especially true in herds that wash and recycle sand, with some reports suggesting that klebsiella can be even more of a problem with this type of bedding than sawdust (*Godden et al., 2008*). The rise in popularity of recycled manure solids has also led to an increase in klebsiella cases in Canada. Producers using recycled manure solids should discuss the potential impact and control of klebsiella mastitis with their herd veterinarian. Regardless of bedding type, klebsiella is present as a cause of mastitis in most herds.

To prevent klebsiella infections, it is important to review relevant management practices, including overall animal health and cleanliness, bedding management, milking technique and machine functionality, post dipping procedures, and the use of dry cow therapy. Even with the best management however, klebsiella can still persist.

Vaccination for this disease has traditionally yielded limited success, as we have relied on cross protection from *E. coli* vaccines. Recently a new vaccine (**Klebsiella Vetovax™SRP®**), with a specific antigen associated with a klebsiella cell wall protein, was trialed at the Iowa State University dairy. **Using this vaccine, researchers were able to demonstrate a reduction in the incidence of klebsiella mastitis by 76%, the incidence of all coliform mastitis cases by 55%, and the average somatic cell count by 42%. Milk production also increased by two pounds per cow per day (J. Dairy Sci. Dr. Pat Gordon et al. 2018). Klebsiella Vetovax™SRP® is now available in Canada from Vetoquinol.** Klebsiella mastitis can be particularly difficult and costly to control and treat, even in the best managed herds. Controlling coliform and klebsiella mastitis is an important part of any herd's udder health plan and an effective vaccination program should be implemented as part of an overall mastitis control strategy.

BY DR. MURRAY GILLIES

TECHNICAL VETERINARIAN FOR VETOQUINOL AND CANADIAN DAIRY PRODUCER



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# LATEST NEWS

from Dairy Farmers of Canada



August  
2020

## DFC continues to push for government announcement of formal compensation plans

Dairy Farmers of Canada (DFC) continues to push the federal government for a specific payment schedule and related amounts for the balance of compensation owed for the Comprehensive Economic and Trade Agreement (CETA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), and announce a clear timeline and level of compensation for its promise on the Canada-U.S.-Mexico Agreement (CUSMA).

Due to the COVID-19 pandemic, the federal government has not yet tabled its 2020 budget. However, Finance Minister Bill Morneau has indicated that it will be tabled sometime this fall. In its 2020 federal pre-budget submission, DFC urged the government to provide dairy farmers details on the remaining seven years of full and fair compensation, in the form of direct payments, to mitigate the impacts of CETA and CPTPP on or before the fall budget. You may recall that \$345 million of the government's promised \$1.75 billion had been announced in the fall of 2019 and paid out to dairy farmers under the Dairy Direct Payment Program.



DFC has also asked that the federal government confirm the level and timing of the promised full and fair compensation to dairy farmers in response to the loss of Canadian market share under CUSMA, where the equivalent of an additional 3.9% of the Canadian domestic milk production was provided in import access to US dairy products.

DFC continues to reiterate the need for the government to follow through on its commitments for compensation to offset the effects of recent trade agreements. In addition, DFC has requested further resources for the Canadian Border Services Agency and the Canadian Food Inspection Agency to ensure they have the training and tools needed to effectively enforce dairy import regulations and standards at the Canadian border, and ensure the same measures are upheld in dairy processing facilities seeking to export into Canada.

### Other advocacy initiatives

A long series of tactics have been initiated to ensure that what was promised to Canadian dairy farmers is delivered, and several of these initiatives have already been put in place. Measures undertaken so far include holding meetings with government officials as well as organizing virtual meetings with Members of Parliament from all parties to reiterate our requests, ensure a clear understanding of our asks and keep them updated on the dairy sector issues in these challenging times. At the same time, DFC is working closely with all provincial milk organizations to work at the grassroots level, as needed.

## CUSMA interim allocation and administration of Tariff Rate Quotas

Following consultations with industry and DFC, on June 15th, the government announced interim Tariff Rate Quotas (TRQs) for CUSMA, which entered into force on July 1st, 2020. These TRQs establish how the import access under CUSMA is allocated by product category to parties within the supply chain such as processors and distributors. The majority of these new TRQs have been allocated to processors, similar to the current allocation of TRQs in place under CPTPP. Unlike CETA, there is no allocation for retail, which is something which DFC had advocated against with the government.

This is positive, as allocating the majority of TRQs to Canadian processors helps to ensure that more imported dairy products complement products produced in Canada, instead of duplicating them or directly competing with them. This decision reflects joint recommendations by Dairy Processors Association of Canada (DPAC) and Dairy Farmers of Canada on this issue.

Meanwhile, the second phase of the broader public consultation on the long-term allocation and administration of TRQs for the World Trade Organization (WTO), CETA, CPTPP, and CUSMA was put on hold in early May until further notice amid the COVID-19 pandemic. DFC has already met with officials from Global Affairs Canada to discuss the different proposed options and is carefully monitoring any next steps.

## DFC launches refreshed online store: The Blue Cow Shop

Dairy Farmers of Canada (DFC) is pleased to announce its refreshed online store, relaunched as **The Blue Cow Shop**, a new name designed amplify the Blue Cow logo. The store launched on August 17<sup>th</sup>, just in time for the back to school season.

Emphasis has been placed on Canadian-made products, making this site a destination where Canadian dairy supporters can find their favorite official merchandise. By offering official Blue Cow logo-branded items designed for both consumers and producers, *The Blue Cow Shop* is intended to nurture and add visibility to Canadian's pride in its dairy industry.



*The Blue Cow Shop* was created with user experience in mind. It is integrated with the existing Dairy Farmers of Canada website and was designed to effortlessly guide consumers through each phase of their shopping experience, ensuring the process is both engaging and easy.

Visit the new Blue Cow Shop here:

<https://dairyfarmersofcanada.ca/en/canadian-goodness/blue-cow-shop>

## Blue Cow protection masks

Dairy farmers have worked harder than ever to help feed Canadians at one of the most challenging times in our history, while maintaining their commitments to milk quality, food safety and responsible production practices. To help our community stay safe, DFC is offering two FREE face masks to hardworking Canadian dairy farmers. Contact the following address for more info: [info.clients@dfc-plc.ca](mailto:info.clients@dfc-plc.ca). Please note that this offer applies to Canadian dairy farms for one order of two free face masks per farm, while quantities last. Masks can also be purchased in The Blue Cow Shop online store!

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