

NEWSLETTER

Vol. 20, No. 8 - March 2020

COVID-19 Update

Most readers will have read enough already about Covid-19 and all the fallout, impacts and precautions. With that in mind, DFNS provides dairy-specific points to safeguard producers, their families, and service providers. Visit www.novascotia.ca/coronavirus

Food, and therefore dairy, has been declared as one of 10 priority "Critical Infrastructures" in the federal government's Action Plan. DFC and DPAC are lobbying that this means raw milk transportation and processing is classified as an essential service to ensure consumers have continuous access to domestic dairy products.

Our industry has to act responsibly to do our part to contain the spread of this virus in such a challenging environment. The board authorized closing the **DFNS Office** effective immediately. Staff are all working remotely to complete their tasks to keep the system of buying and selling milk, paying producers and transporters and billing processors intact. Staff cell numbers for contact during regular office hours are shown below or by calling 902-893-6455. Arrangements will be made to operate the April 9 quota exchange <**NOON deadline**> and receive and process lease forms.

On the farm producers and their families are reminded that returning from out-of-country, and now out-of-province, travel requires 14 days of self-isolation. Think of those Canadians who went to the Trenton Air Base earlier. Self-isolation **DOES NOT** mean going to the barn and doing chores, as employees, their families and service providers could be exposed. All farms must have milkhouse soap, hot water and disposable towels for their bulk milk graders to wash their hands. Garbage cans for glove disposal should also be provided.

Social distancing, for everyone not self-isolating, is designed to limit any spread of the virus both to a service provider and others. In most cases milk pick up and feed drop off can be done independently of the farmer needing to be nearby. When special instructions or guidance are needed please use a phone or limit the distance between yourself and any service provider coming on the farm.

There is no current evidence that **dairy cattle** can be a vector in spreading Covid-19. However, there are many unknowns about this new virus and authorities are recommending dairy farmers and their workers exercise caution, including not having contact with animals if you are sick or in self-isolation. Livestock producers should follow normal biosecurity measures which includes limiting visitors or workers who may have travelled to, or been in contact with, someone from an affected area.

DFNS and the other Atlantic Dairy Boards have suspended **proAction validations** and will re-evaluate this service as conditions evolve. Holstein Canada has also suspended animal assessments. Producers must continue keeping all proAction records as validations will resume once it's safe for all involved. Any questions should be directed to your proAction Coordinator.

Finally, **DFC** President Pierre Lampron reminds all producers that social solidarity is a core value for dairy farmers. This is a time for all Canadians to come together to overcome this pandemic and we remain committed in doing our part to support efforts to contain the pandemic.

UPCOMING EVENTS & DEADLINES:

DFNS office closed until further notice

Spring Regional Meeting Cancelled

April 9, 2020.....Quota Exchange **Noon Deadline**

April 24, 2020Quota Lease Deadline

May 13.....Quota Exchange **Noon Deadline**

May 25.....Quota Lease Deadline

DFNS STAFF DIRECTORY:

Brian Cameron, General Manager 902-890-4363

Kimberly Harrison, Asst. General Manager 902-890-4493

Tom Oostvogels, Operations Coordinator 902-305-3455

Esben Arnfast, Chief Financial Officer 902-986-6103

Stephanie Roe, Finance Administrator 902-324-0672

Brett Purdy, System Data Analyst 902-324-2472

Results of the March2020 Quota Exchange

All quota for sale went to a new entrant

Kilograms		Producers	
Purchased (<i>actual</i>)	3.05	Buying Quota	1
Offered to Purchase	870.74	Offering to Buy	65
Offered to Sell	3.05	Selling Quota	4
		Offering to Sell	4

Price	Offers to Sell (kgs)	Cumulative Sales	Difference	Cumulative Buys	Offers to Buy (kgs)
\$24,000	3.05	3.05	-867.69	870.74	870.74

Quota Exchange Deadline	Payment Due Date
April 9, 2020	April 28, 2020
May 13, 2020	May 27, 2020
June 12, 2020	June 26, 2020

P5 QUOTA EXCHANGE MCP

New Brunswick.....\$24,000
Ontario\$24,000
Quebec\$24,000

Lab Results February 2020

Average IBC: 33,464

Average Somatic Cell Count (SCC): 177,065

Adulteration: (Tankers) 3

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

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

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

DFNB Newsletter

Visit www.nbmilk.org/en/ and click on the "Milk Matters" link to read their monthly newsletter.

One Additional Production Day for March

The situation with COVID-19 continues to evolve at a rapid pace. The P5 Boards' primary objective is to meet milk market demand in the most optimal way, however these are uncertain times and we must be able to adapt to new circumstances as they occur. In order to meet the current market requirements, the P5 Boards have approved an issuance of 1 incentive day, retroactive for the month of March, on a non-cumulative basis to conventional milk producers only. The P5 Quota Committee will closely monitor the milk market situation to react to any possible COVID-19 related transportation or processing disruptions.

Aid Packages for Covid-19

The federal and Nova Scotia governments have both announced aid packages to help Canadian and Nova Scotia's businesses cope with the global COVID-19 pandemic, including income supports, wage subsidies and tax deferrals. Please refer to their websites to determine if your farm is eligible for assistance. As the situation evolves, further government updates are expected. To learn more and keep updated, search under "government of Canada" or "government of nova scotia" and "Covid-19 aid".

Spring Regional Meetings Cancelled

To safeguard producers and respect the restrictions on group meetings, DFNS has cancelled our Spring Regional Meetings. They will be replaced with some form of remote information sharing with producers. Stay tuned. The Board will also replace their face-to-face meetings with frequent conference calls.

DFC Young Producer Program, Lobby Day & Policy Conference

Submitted by Rebecca O'Connell

In early February, I participated in DFC's Young Producer Program, while joining the DFNS Board of Directors in Ottawa for DFC's annual Lobby Day and Policy Conference.

The Young Producer Program brought together dairy men and women from every province (except NL) for a full day of networking, media, and leadership training, in advance of the lobby day and policy conference events. The conversations amongst this group by the end of the day were getting to be quite interesting, with similarities and differences across the country coming to the table. The highlight of this program was the next evening when we were able to meet with the Honourable Minister of Agriculture, Marie-Claude Bibeau. We had very open and intimate discussion with her regarding our concerns, challenges, goals, values, and ideas with regards to the Canadian dairy industry. Minister Bibeau was extremely genuine and intentional, and expressed her sincere value of having young voices around the table, for making future-based decisions.

Lobby Day was a very new experience for me as I have never been one to pay much mind to politics in general, much less meet with and articulate concerns to politicians on Parliament Hill. All of the provincial dairy board members and young producers met with their local MPs and Senators all day, focusing the discussions around: trade post-CUSMA ratification; import enforcement at the border; dairy in Canada's Healthy Eating Strategy; trade deal compensations; and importance of maintaining Canada's Supply Management systems. A couple of take-aways from the day for me were:

- MPs and Senators were unaware and surprised by the fact that under CUSMA, Canada will not be able to export dairy products internationally without permission of the US.
- Politicians are interested in, and in some cases requested information on, New Entrant programs.
- Politicians seemed to agree that the nutritional benefits of dairy products should exempt them from any "unhealthy" labelling initiatives related to sugar/fat/salt content under the Healthy Eating Strategy.
- Liberal MP Kody Blois of Kings-Hants has taken initiative upon himself to do research and have discussions with players in NS, recognizing the urgent need for a logistical market solution in the Maritime bob calf sector.
- There is an automatic "We fully support supply management and there will be no more concessions to dairy" reply when the subject is raised (take that one how you want).

The Policy Conference itself was also quite interesting, with a marketing presentation showcasing DFC's new Dairy Farming Forward campaign, a global product trends report, and tips on building resiliency in your business through mental healthcare. One of my favourite parts of the week was a surprise talk from former Prime Minister, Jean Chrétien, a comical and genuine, down-to-Earth, common sense kind of man. His key points from the discussion on today's dairy industry:

- Stay calm and focus on quality
- We don't need old ideas, or new ideas, we need good ideas
- Trust the judgement of the people
- People listen to truth

An underlying message throughout all of the various presentations, conversations, initiatives, and training sessions, to me, came down to the value and importance of being real with people, namely consumers. Being authentic, and connecting with consumers on a respectful human level is what gains us trust and support in the marketplace. Telling stories, listening to understand and not to respond, making the conversation about food rather than farming – this engages us with consumers in a far more effective way than taking the "we need to educate consumers" approach. This is especially important to consider on social media because of the wide reach and ease of misinterpretation.

Something I've thought about a lot since the conference – about 2% of the population is Vegan, all of whom are not necessarily extremists or activists for those values and beliefs. But those less than 2% are very loud and they are being heard. Farmers are also less than 2% of the population; dairy farmers even less than that! So, it is very important that our side of the story is being heard too. In my few days in Ottawa, it became very apparent to me that Dairy Farmers of Canada as well as the provincial Boards, are very active in this way on producers' behalf. Without their work keeping the dairy industry in front of politicians and consumers, that other 2% would out-voice us in a hurry.

I am very grateful to DFNS for giving me the opportunity to join them and participate in this DFC event. I learned lots, made new connections across Canada, and gained some industry and political perspective. I would strongly encourage my fellow young producers to explore this opportunity in coming years.



DEADLINE FOR OFFERS IS LAST BUSINESS DAY
BEFORE THE 14th 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





TPQ Lease Agreement

100-4080 Highway 236
Lower Truro, NS B6L 1J9
Phone: (902) 893-8455
Fax: (902) 897-9768
dfns@dfns.ca
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__

v. 201902

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.

Lease Month	Deadline
March	March 25, 2020
April	April 24, 2020
May	May 25, 2020
June	June 24, 2020




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- personal and corporate tax planning, and
- financial and business advice.

Let's start the conversation.

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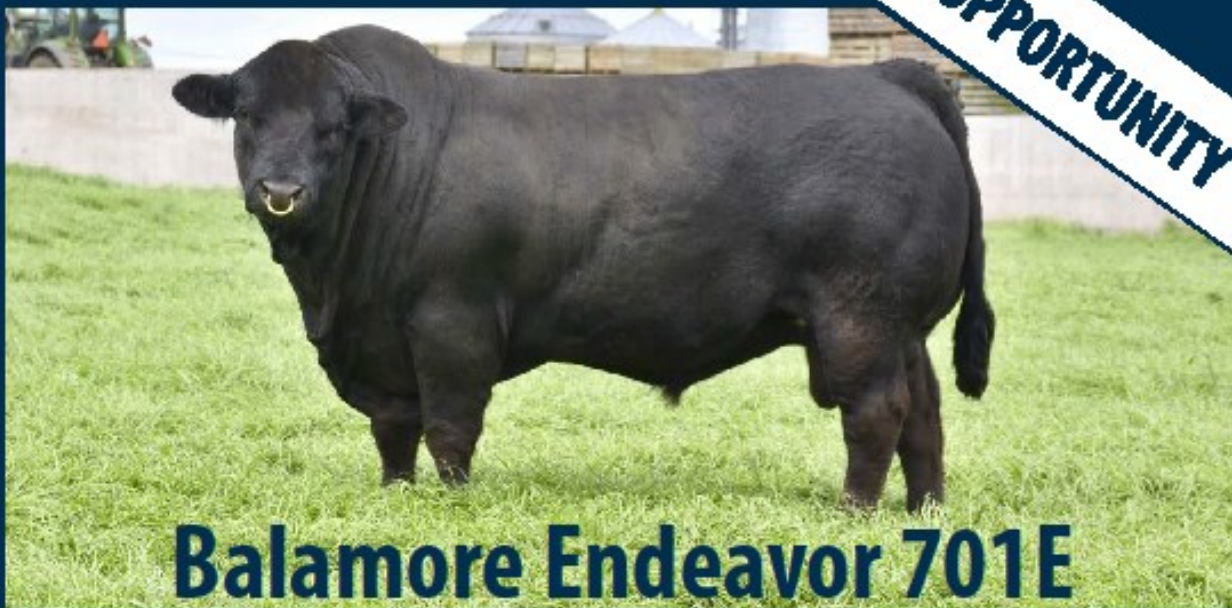
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Price:	10 straws	\$50/straw
	20-50 straws	\$40/straw
	50-100 straws	\$35/straw
	100 + straws	\$30/straw

Semen Sales Contact: Joe Cooper (902) 893-0744
Frank Friars (506) 432-0419

Milk Production and Pricing

Esben Arnfast, Chief Financial Officer

Daily milk production declined during February from 23,700 kgs of butterfat per day to 23,429 kgs per day. The butterfat composition of raw milk remained higher than a year ago at 4.21 kgs per hl compared 4.17kgs/hl during February 2019.

The average NS producer utilized tolerance continued to increase to -6.8 days up from -7.6 days in November and -8.3 days in December.

The NS equalized pool transportation rate returned to \$2.92/hl for February after a brief drop to \$2.73 /hl in January. The quarterly haulage rate was adjusted upward effective February 1 and will be pooled with other provinces. Spring weight restrictions came into effect during March so will likely to increase pooled costs in the coming months. It is likely that COVID-19 will affect milk transportation and therefore costs to NS and other provinces.

The average producer raw milk price increased to \$82.28/hl from January's price of \$81.80/hl or \$19.52 per kg of butterfat at average provincial composition.

The value of milk utilized daily by processors has remained very consistent during the winter months however there was a slight increase in February. That was offset by the effect of qualifying for a slightly smaller advance due to less special class activity during February. The result was a modest increase in the blend return price for producers which exceeded the 12 month average currently just over \$80/hl.

During February the average daily export of raw milk to other provinces was approximately 153,000 litres which was similar to levels shipped in December and January. Compared to prior months this winter, minimal volumes of raw milk needed to be skimmed during the month of February.

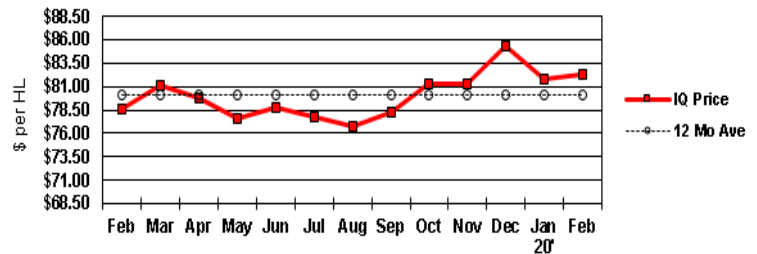
Changes in behavior of consumers due to COVID-19 are expected however it is unclear how that may affect milk processing and consumption in the coming weeks and months. There is no precedent for the current and future situation but it is hoped that stability can be maintained.

Milk Marketing Report February 2020

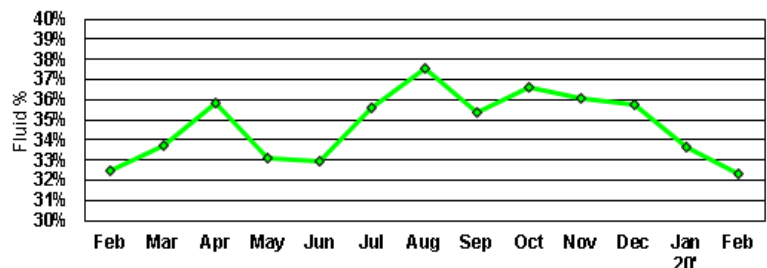
PRODUCTION	2020	2019
Average Liters/Day	556,121	565,442
Average kg Butterfat/Day	23,429	23,586
Average Composition, kg/hl		
Butterfat	4.2130	4.1712
Protein	3.2866	3.2591
Other Solids	5.9069	5.9241
Bulk Haulage (\$/hl)	2.92	2.73

PRODUCER PRICES	BF (\$ per kg)	Protein (\$ per kg)	LOS (\$ per kg)	Avg. per HL
February In-Quota	10.7552	8.3996	1.5857	82.28
Feb Butterfat Premium (\$/kg) SNF/BF<2.35	0.0470			
February Over-Quota	0.0000	0.0000	0.0000	
March Over-Quota Penalty	0.0000	0.0000	0.0000	

NS Average In-Quota Producer Price
Per HL basis



Fluid Utilization Percentage



Total Licensed Producers in February: 200



LATEST NEWS

from Dairy Farmers of Canada



March
2020

proAction highlighting dairy's commitment to responsible and sustainable farming

Millennials are now the largest cohort of Canadians and as they age, progress in their careers and start families, their purchasing power continues to increase. Yet when it comes to food products, millennial consumers view things differently than previous generations. While millennial buying patterns are influenced by traditional factors like price, taste and convenience, the choices they make – products, brands or even support for an industry – are increasingly based on their value systems. Social considerations can trump all others; research has shown, for instance, that millennials value animal welfare and the environment more than the health benefits of a product.



How is dairy adapting to this evolution in the marketplace? What role can proAction play in helping consumers better understand how our industry's values align with their own?

According to a recent study from Forrester in the U.S., seven out of ten millennials actively consider a company's values when making a purchase, compared with just three out of ten baby boomers. In Canada, research by Mintel (2019) found that millennials see brands as an extension of themselves, making them more attentive to ethical and environmental actions taken by those brands. That study found that more than half of millennials (51%) and gen-Zs (52%) choose

brands that reinforce the image they want to portray, compared with just 22% of baby boomers.

Why is this significant? It means that if millennials feel a category does not reflect values they espouse – like fighting climate change, for example – it can become a key factor in choosing whether to consume a product from that category.

Long before they became part of the collective consciousness, environmental protection and animal welfare were fundamental to Canadian dairy farmers' values. But public perception has not always kept pace due to the rising spread of misinformation about dairy consumption and the production process. In order to build further support for dairy, we must ensure that dairy farmers' commitment to a sustainable production is well understood by millennial and generation-Z consumers so that it doesn't clash with their value system, but rather, comforts them.

DFC's proAction program is crucial in that regard: the values of Canadian dairy farmers already align with the values of today's consumers, and proAction provides the proof points to that effect.

"Millennials want to know what is in the food they eat and where it comes from," says Pamela Nalewajek, Vice-President, Marketing at DFC. "They want to know that it was produced in a manner that is ethical and socially responsible, by producers that care just as much as they do about the resources utilized to produce it. proAction is crucial because it allows us to highlight our practices for consumers who are less trustful of claims, in a way that is credible and transparent."

The robust requirements of the proAction program bolster our communication of our industry's long-standing values. The comprehensive marketing initiatives and nutrition programs undertaken by DFC and our provincial counterparts are working to reframe dairy for today's consumer, by countering misconceptions and highlighting the positive impacts of dairy. DFC's 2019 marketing campaigns featured real farmers discussing their commitments to animal care, sustainability and milk quality, and addressing consumer concerns around artificial growth hormones and antibiotics.

In 2019, DFC was recognized by Unilever, one of the world's largest multinational companies for its commitment to sustainable dairy production. This was an acknowledgment of Canadian dairy farmers' stewardship of our animals and the environment, and efforts to produce high-quality, safe, and nutritious food for consumers – and would not have been possible without a program like proAction.

This kind of recognition from objective, respected sources gives even further weight and credibility to our marketing and communications efforts.

The industry's commitments also form the basis for the Blue Cow logo now featured on more than 7,600 Canadian dairy products. Awareness of the logo is at an all-time high with four out of five Canadians – nearly 20 million people – being familiar with the logo.

The Blue Cow resonates with consumers because they want to know which products are made with Canadian dairy and the logo offers them clarity. But beyond an affinity for Canadian-made product, the logo is emblematic of the dairy industry's commitment to excellence, and it's crucial to demonstrating the value of Canadian dairy farmers and their products to consumers. If proAction serves as our quality assurance program, the Blue Cow logo serves as the stamp of approval.

Boston Pizza swaps juice for Canadian milk featuring the Blue Cow logo in new TV ad

In a new partnership with DFC, Boston Pizza has launched an advertisement replacing their usual glass of juice included in a kid's meal with a glass of Canadian milk, featuring the Blue Cow logo. The ads were released as part of their Kids Eat Free promotion for the month of March.

Replacing an existing item in the company's advertisement is great news for Canadian dairy. As one of the top casual dining brands in Canada, Boston Pizza serves more than 40 million guests annually.

Boston Pizza has also confirmed that the ice cream included in the kid's meal is also made from 100% Canadian dairy. As their Kids Eat Free promotion targets one of Boston Pizza's key demographics, DFC anticipates high impressions for the Blue Cow logo.

To view the advertisement, please click here: <https://bit.ly/3arTXwL>



Source: Boston Pizza

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DFC advocating on behalf of dairy producers with new government

DFC has been extremely busy in our role monitoring the legislative process and advocating on behalf of dairy producers to the federal government and opposition parties. Here is an update on key areas of government relations activity in recent weeks.

Lobby Day

On February 4th, 2020, dairy farmers from across the country gathered in Ottawa for DFC's annual lobby day and reception on Parliament Hill. Themed Dairy Farming Forward, this year's lobby day focused on seeking support from MPs and Senators towards mitigating the impacts of recent international trade agreements and limiting the impacts of the proposed policies under Health Canada's Healthy Eating Strategy. This year's lobby day was one of our most successful ever: dairy farmers met with more than 190 parliamentarians, and upwards of 350 parliamentarians and staff continued the conversation at DFC's evening reception.



CUSMA Committee Appearances

Over the past several weeks, DFC President, Pierre Lampron, Vice President, David Wiens, and board members, Bruno Letendre, and Dave Taylor, have represented Canadian dairy farmers before various House of Commons committees in view of their studies of the CUSMA (Canada-US-Mexico Agreement) implementation bill. At each appearance, DFC representatives have taken the opportunity to communicate the need for full and fair compensation to dairy farmers for recent trade deals, as well as for an administrative solution to mitigate the impacts of the export charges contained in CUSMA.

Recent Private Member's Bills

Recently, two private members bills have been proposed in the House of Commons that could have an impact on the dairy sector.

The first, *An Act to amend the Department of Foreign Affairs, Trade and Development Act (supply management)*, was proposed by MP Louis Plamondon of the Bloc Québécois. If successful, this Bill would prohibit the government from any future trade commitment that increases tariff rate quotas for dairy, poultry and eggs products, or reduces the tariffs applicable to those goods when they are imported.

The second, *An Act to amend the Health of Animals Act*, was proposed by MP John Barlow of the Conservative Party of Canada. If successful, this Bill would make it an offense under the Health of Animals Act to enter, without lawful authority or excuse, a place in which animals are kept if doing so could result in the exposure of the animals to a disease or toxic substance.

DFC has indicated its support for each of these Bills; however, as they were proposed by members of the Opposition, both face an uphill battle

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