

NEWSLETTER

Vol. 17, No. 5 - December 2016

\$250 Million for CETA

Recently, the federal government announced a one-time transition package for dairy farmers totaling \$250 million, along with \$100 million for dairy processors. Both of these funds were created in response to intense lobbying that the increased cheese market access given away under CETA would perpetually reduce milk production and processing scale. Currently, five percent of Canadian cheese consumption is imported into Canada under the WTO rules, but once CETA is fully implemented over a five-year window, imports are expected to increase this figure to nine percent! Overall, this additional market access equals about two percent of all milk produced. In announcing the funding, the government has also undertaken industry consultations as to how the investment should be delivered. Dairy Farmers of Canada has held direct meetings with government bureaucrats after receiving input from all provincial marketing board directors. While achieving a consensus of all provinces was difficult, some major elements were common. Individuals could also have their say through an online port. Once government considers all feedback received and determines the program details, DFC expects the funding to start flowing in 2017. We anticipate it will be matching funds when producers invest in facilities, equipment, or technology that increase efficiency. Further details are awaiting government decisions.

AGM on the Horizon

The DFNS Annual General Meeting is coming up January 25-26, 2017. The meeting is an excellent opportunity to hear updates on national and industry issues, along with networking with fellow producers and industry representatives, and it offers each member a chance to ask questions, provide input, and help develop policy direction for the industry. This year's meeting will feature important updates from Dairy Farmers of Canada and the Canadian Dairy Commission, policy discussions, and a membership vote on our operating budget. The producer-only session will feature presentations from two outside organizations on important issues. The Minister of Agriculture will address our members at the banquet, and milestone quality awards will be presented to two producers. One of those milestone awards will go to our very first Assisted New Entrant, Mark and Randy Keddy, who joined the industry five years ago...congratulations!

The registration deadline is January 6th so register today... see you there!

Chair's Message

Another year is just about finished. It has been a year of constant change. This year, agreement was reached on the Ingredient Strategy between processors and producers. DFC announced a new logo. The P5 announced many quota increases. These are all positive things in our dairy industry. I would like to announce that I will not be reoffering for the chair or executive positions of DFNS for 2017-2018. I have learned much in my first three years on the board, especially during the last two as chair. I wish to thank the membership for the opportunity to lead our organization and for electing me to another three-year term. DFNS has been busy while I have been on the board, and there is still more to accomplish. Implementing the new MMS software, milk utilization reporting software, and the Ingredient Strategy will be the three big files for DFNS to complete in 2017. Because of increased workload, stemming primarily from more quota allocation, I will need to focus more of my energy on production and construction projects. I wish to sincerely thank staff, board members, and industry people who have been supportive in mentoring and coaching me over the last three years.

Season's Greetings & Happy New Year.

Andrew McCurdy, DFNS Chair

NSCP Levy Collection Reminder

Nova Scotia Cattle Producers levy has increased significantly, so DFNS requires any producer who previously signed up for this program to re-register, and the deadline is December 31, 2016. The deduction is based on an industry-derived formula which converts quota held into levy owing. The levy is collected once in February for the whole calendar year. Producers who sign up this year will have their levy automatically collected and submitted to NSCP and will not need to re-register in future years. The authorization form is available in the "Forms and Publications" sections of our website, or you can contact the office.

UPCOMING EVENTS & DEADLINES:

December 26 & 27, 2016..... Office Closed
December 28, 2016..... Quota Lease Deadline
January 2, 2017..... Office Closed
January 13, 2017..... Quota Exchange Deadline
January 25, 2017..... Quota Lease Deadline
January 25-26, 2017..... AGM—Best Western Glengarry

Results of the December 2016 Quota Exchange

Iteration (all buyers): 1.66 kgs
 Prorated for buyers: 16.07%

Kilograms		Producers	
		Buying Quota	45
Purchased (<i>actual</i>)	137.40	Offering to Buy	45
Offered to Purchase	495.61	Selling Quota	26
Offered to Sell	137.40	Offering to Sell	26

Price	Offers to Sell (kgs)	Cumulative Sales	Difference	Cumulative Buys	Offers to Buy (kgs)
\$23,900	6.89	6.89	488.72	495.61	0
\$23,990	1.5	8.39	487.22	495.61	0
\$24,000	129.01	137.40	358.21	495.61	137.40

Quota Exchange Deadline	Payment Due Date
December 13, 2016	December 28, 2016
January 13, 2017	January 27, 2017
February 13, 2017	February 24, 2017

Dairy Services Lab Results November 2016

Bactoscan Individual Bacteria Count (IBC)		
Count	Samples	Percent
<35,000	176	79.3
35,001-121,000	41	18.5
>121,000	5	2.3
TOTAL	222	100.0

97.7% meet provincial standard

Average IBC – November 2016: 107,207

Average Somatic Cell Count (SCC): 193,000

Adulteration (added water and/or antibiotics)

Water (Farm Tanks)	0
Antibiotics (Tankers)	0

P5 QUOTA EXCHANGE MCP

PEI	\$22,500
New Brunswick	\$21,007
Ontario	\$24,000
Quebec	\$24,000

Livestock Industry Stakeholders—New Online System

The Nova Scotia Department of Agriculture has announced that the Nova Scotia Premises ID Program has launched an online system that can be used by producers, and others responsible for livestock premises, to apply for premises identification (PID) numbers, and manage the information related to a premises on an ongoing basis. Premises identification is a way of linking livestock and poultry to a geographic location for the purposes of responding to emergencies that threaten animal or public health. It is a key component of the national livestock traceability initiative. DFNS has registered all producers in the Premises ID Program.

A premises is considered to be identified when the following information is complete, accurate, and current:

- Legal land description (property identification number)
- Geo-coordinates
- Land owner/Emergency contact information
- Premises type (e.g., farm, community pasture, abattoir, etc.)
- Animal type (all animals on the premises)
- Maximum animal capacity for each farmed animal type (not an inventory but an estimate of the number of head of a given species that could be housed at the site).

Individuals responsible for a livestock premises can now go to <http://novascotia.ca/agri/premisesid> for more information and follow the link to create an account and apply for a PID. Emails can also be sent to NSPID@novascotia.ca, or you can call 902-890-9840.

Send your **CQM/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

Ashley Baskin (southern regions 4, 5, & 6)
 Email: ashley@nbmilk.org
 Fax: 506-432-4333
 Call: 506-435-0077 or 1-866-432-6455

Special Pool/CMSMC Meeting

December 16, 2016, was the date and Ottawa was the location, for a special meeting of the pools and the Canadian Milk Supply Management Committee. The main outcomes of the meetings were approval of February 1, 2017, processor billing prices, along with approval of the harmonized billing ratios under the Ingredient Strategy. Both of these decisions pave the way for the Ingredient Strategy to be implemented in provinces in February 2017. DFNS and Council are working on regulatory changes needed to adopt the Ingredient Strategy. Other factors are adoption of Ontario's Milk Utilization Verification computer program, and having all stakeholders ready for reporting utilization from February's milk in early March. Our best efforts are being made with cooperation across the board.

Refunds Available

As in previous years, active producers will receive a small refund from two sources. Nova Scotia's share of the CDC commercial operations surplus is \$137,872, and this past dairy year's over-collection for DFC promotion is \$160,781. Refunds will be paid based on December 1, 2016, quota holdings of each producer.

Challenges in the dairy industry can mean opportunities. We can help you look.

Grant Thornton LLP has been advising farmers and business owners in communities across Nova Scotia for decades. And it's more important than ever for those in the dairy business to make good decisions because the last thing you want is to overpay your taxes.

So if want to buy, sell or plan for the next generation, or need corporate or personal tax advice, contact the Grant Thornton office nearest you.

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Business advisors to the dairy industry

Business advisory services, accounting and auditing, estate and succession planning, personal and corporate income taxes.

Nancy M. Frame, CPA, CA
Dwayne A. MacKay, CPA, CA
Lisa A. Poehl, CPA, CA

For more information, please contact our Truro, Nova Scotia location at 902 895 1641.



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February 1st Milk Pricing

On December 16, 2016, the P5 Supervisory Body met and approved the P5 Target Prices to become effective on February 1, 2017. This triggers a provincial process where DFNS requires a recommendation from our Advisory Committee for Milk before approving the changes. Once the Board approves the new prices, the Natural Products Marketing Council provides the final approval. This gives processors approximately forty-five days' advance notice.

This February's changes are a combination of applying a formula across all classes of milk to determine the change, as well as several other adjustments. The same formula previously used across the country for just fluid milk and cream triggered down about 0.4%. This slight decrease will apply to all raw milk sold into fluid and industrial (cheese, butter, yogurt, and ice cream) processing.

The February 1st changes follow a busy year for milk pricing, which included a September 1st increase as announced by the Canadian Dairy Commission, and another adjustment on November 1st. After the February changes are implemented, one more minor adjustment remains for May 1, 2017. The overall impact of these changes on producer revenue can vary due to component fluctuation in farm milk, processor utilization, and adjustments for pooling. Certainly, in reviewing this impact, producers are encouraged to consider the September increases as well.

Dalhousie Faculty of Agriculture Scholarship Banquet



On November 17, 2016, the annual DFNS Bursary was presented to Valene MacNeil of Great Village, NS. Ms. MacNeil is enrolled in the Bachelor of Science (Agr)

Animal Science program, and is seen here with Dwane Mellish, who presented the award. Congratulations Valene!



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Life, Disability & Critical Illness
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DEADLINE FOR OFFERS IS LAST BUSINESS DAY BEFORE THE 14th OF EACH MONTH.

4060 Highway 236
Lower Truro NS B6L 1J9
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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.

<p>1. Cheque Payment <input type="radio"/></p> <p>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.</p>	<p>2. Pre-Authorized Debit <input type="radio"/></p> <p>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.</p>
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\$17.25 Service Fee must accompany offer (\$15 + \$2.25 HST) Reg No. 107788523

In the event of a cancelled 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: _____

10/16



Benefits Bulletin: 2017 Renewal Update



About your group benefit program

Dairy Farmers of Nova Scotia provides a comprehensive, cost-effective group insurance plan for the benefit of DFNS producers, their employees, and families. Premium rates for the benefits are reviewed annually and below you will find a summary of the new monthly rates effective **January 1, 2017**.

Benefit		Current Monthly Rates	Renewal Monthly Rates Jan. 1, 2017
Life (\$25,000)		\$9.10	\$9.75
Dependent Life (per family)		\$2.00	\$2.25
Accidental Death & Dismemberment (AD&D) (\$25,000)		\$0.98	\$1.08
Health	Single	\$75.97	\$83.44
	Family	\$227.51	\$249.92
Dental	Single	\$49.24	\$46.53
	Family	\$94.83	\$89.62
Total Overall Change			4.8%

Annual adjustments to the health and dental rates are based on current year's claims, plus a budget for the expected claims increase over the next year (i.e. January 2017 to December 2017).

Please note health rates above include travel. For those who have optional life benefits, the rates have not changed and applicable rates are based on the age band of the insured person.

DFNS COMMITTEE & MORNEAU SHEPELL

The DFNS Benefits Committee is mindful of the cost issues related to benefits and welcomes your feedback. The members of the Committee are Greg Archibald, Dustin Swinkels, and John Vissers.

Morneau Shepell has partnered with DFNS for over ten years and we appreciate the opportunity to serve your group. Together we will work to maintain a comprehensive benefits plan, with a cost-containment focus, while also being proactive to risks and opportunities relating to benefits and the health of DFNS members.

For more information on the DFNS group insurance plan including coverage and claims inquiries, please contact Medavie Blue Cross at 1-800-667-4511 or to apply for coverage, please contact Morneau Shepell at 1-800-667-6328 and ask for Angèle Aucoin.

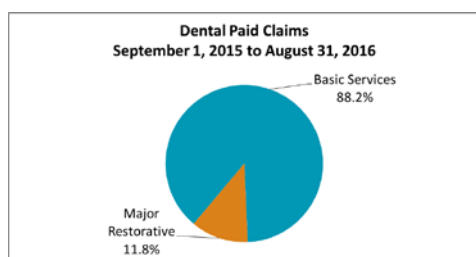
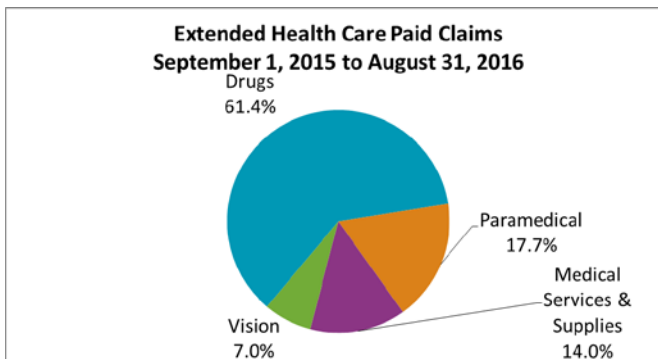
Did you know?

Your life insurance benefits include a provision called "**waiver of premium**" which allows eligible members to maintain their life insurance coverage without the requirement to pay premiums if they become totally disabled.

In order to be eligible for waiver of premium, you must meet the definition of disability as defined in the contract, be under age 65, and be disabled for at least six (6) continuous months. This is intended as a summary of the provision only, and is subject to the terms of the contract. In the event you become disabled, remember to notify your plan administrator and to ask for more details on applying for waiver of premium.

HEALTH & DENTAL CARE

The chart located to the right is a breakdown of DFNS's health claims over the past renewal year, separated by category. As you can see, drug claims account for 61.4% of total health claims under the DFNS program. Over the last several years, there has been a shift in drug spending towards specialty drugs. Specialty drugs are more expensive than traditional drugs (traditional drug examples include blood pressure and cholesterol medications). Specialty drugs are used by a smaller percentage of the population, and offer breakthrough therapies, which provide substantial improvement in the treatment of serious or life threatening illnesses. The cost of specialty drugs is significant with an annual treatment typically costing a minimum of \$10,000; however, this annual cost can be as high as \$350,000+. For health, the overall cost per plan member increased by 1.5% over last year.



The chart to the left is that of DFNS's dental claims over the past renewal year. As you can see, basic dental claims (i.e. preventative services such as cleanings, fillings etc...) account for 88.2% of total dental claims under the DFNS program, while major dental claims (i.e. crowns, dentures) account for 11.8% of total dental claims. All categories of dental claims decreased in comparison to last year.

MEDAVIE BLUE CROSS is the insurer for the DFNS benefits program and offers the following resources and tools to help you get the most out of your benefit plan:

Medavie Mobile App:

The mobile app comes packed with great features to help you access your Medavie Blue Cross benefits—anywhere, anytime:

- Check prescription drug coverage
- Submit a claim
- Receive notification of when claim is processed
- Access a mobile ID card



Cardholder Site for Cardholders / Member Services:

Visit the [Medavie Blue Cross Website](#) and access complete information on your group benefits in a secure environment:

- View claims history
- Submit claims
- Check coverage and eligibility for specific products or services
- Register for direct deposit of your claim reimbursement

INTRODUCING eClaims

Secure | Fast | Convenient



BLUE ADVANTAGE™

Your Blue Cross Membership offers you special advantages:

- Blue Advantage allows members to save on medical, vision care and many other products and services offered by participating providers across Canada
- Provides savings at point of sale on the total cost of products and services from participating providers across Canada
- Simply present your Blue Cross ID card to the participating provider and mention the Blue Advantage program
- Visit the Website for more details: <http://www.blueadvantage.ca>



2015-16 DFNS Excellence Award Winners

ANNAPOLIS

Lone Willow Farm Incorporated

ANTIGONISH

Donald and Karen MacDonald
Michael J. Vermeer
Trivee Farms Limited

CAPE BRETON

MacIntosh Dairy Farm Limited

KINGS

Carree Valley Farms Inc.
James H. Lamb Farms Limited
Mark & Randy Keddy - **5 Years**
Windcrest Farm Limited - **15 Years**

COLCHESTER

Charles Hill & Son Limited
Clover Crest Farm Limited
Dalhousie University
Fort Land Farm Limited
Havey M. Whidden
Lonely Maple Holsteins
Roguniel Farm Limited
Twin Lanes Farm Limited

HANTS

Ballam Farms Limited
Cornelius Penner
John Suidgeest
Sunny Point Farms Limited

In order to receive the DFNS Excellence Award, a producer must have:

- all monthly individual bacteria count (IBC) of less than 30,000/ml for the dairy year;
- an average of monthly somatic cell count averages, less than or equal to 150,000/ml for the dairy year;
- a farm inspection score from the NSDA of 94 or higher;
- an appearance score on the farm inspection report of five or higher;
- no freezing point or antibiotic infraction during the dairy year; and
- be registered with the CQM Program each month of the dairy year.

These awards are based on milk shipped during the August 2015-July 2016 dairy year.

Milestone winners will be presented with awards at our AGM in January.



Milk Production and Pricing

Esben Arnfast, Finance and Systems Administrator

Rising milk production levels with increasing concentrations of butterfat continued in November. The average raw milk butterfat composition has jumped to 4.15 kgs/hl which is well above last year's rate of 4.11 kgs/hl.

Production closely matches quota for November despite the recent quota increases. It follows that the average utilized tolerance has not changed significantly during November (-13.7 days) from October (-13.6 days). The two days of Additional Production Days were 40% utilized by producers.

The equalized pool transportation rate for November dropped significantly to \$2.38/hl. The rates paid to transporters in NS were adjusted downwards as part of the quarterly review process. An adjustment for pooling of November's costs will likely result in an increase for December's rate calculation.

The November raw milk average in-quota price remained relatively strong at \$79.06/hl. The utilization reported by processors was relatively unchanged, but the volume of special class milk subject to reduced prices was lower. As a result, the advance available was reduced significantly from that used in determining October's price.

A contributing factor for the higher prices especially in October and November has been the availability of class 5(d) export permits for processors. Large amounts of skim milk powder have been exported this dairy year at prices that are higher than what would be available at 4(m) pricing for animal feed. There are WTO limits on the export contracts for a dairy year, and when those limits are met, the only option for the surplus skim milk powder is the very low-valued 4(m) category.

In Nova Scotia there are often challenges with processing milk during the holidays, and it is hoped that all of the milk surplus to provincial processing needs can be shipped to neighboring provinces to avoid skim milk dumping as occurred last year. This becomes more likely as production continues to increase as it normally does during the winter.

Total Licensed Producers in November: 217

Continuous Quota Positions

As of the end of October 2016, figures are expressed as a percent of each province's annual quota. Only Ontario is above zero and increased from last month. All other provinces moved down from September. Nationally, the provincial positions moved down to -0.71%. Butterfat demand continues to outstrip supply, despite November's 3% and December's 2% quota issuance increases in the P5. More milk is now coming forward to service the pre-Christmas peak in dairy demand. Skim drying capacity remains an issue over the two-week holiday period and skim disposal could reoccur.

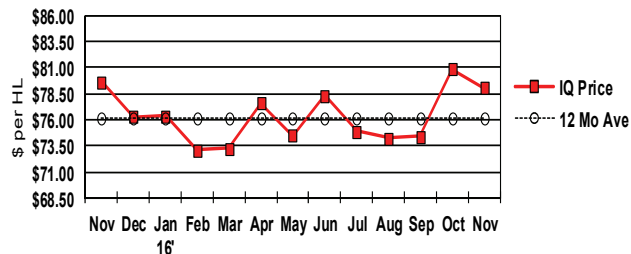
Alta. -1.91%	Sask. -2.71%	Ont. +1.82%	NS -1.01%	PEI -1.79%	P5 +0.14%
BC -1.50%	Man. -8.54%	Que. -1.11%	NB -1.63%	NL -9.59%	WMP -3.00%

Milk Marketing Report November 2016

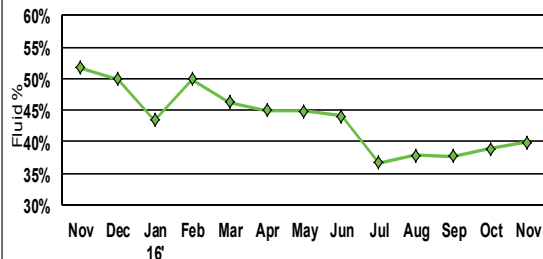
PRODUCTION	2016	2015
Average Liters/Day	522,899	485,971
Average kg Butterfat/Day	21,706	19,989
Average Composition, kg/hl		
Butterfat	4.1511	4.1133
Protein	3.3758	3.3658
Other Solids	5.7180	5.7035
Bulk Haulage (\$/hl)	2.38	2.53

PRODUCER PRICES	BF (\$ per kg)	Protein (\$ per kg)	LOS (\$ per kg)	Avg. per HL
November In-Quota	10.7017	7.6085	1.5658	79.06
November Butterfat Premium (\$/kg) SNF/BF<2.35	0.0221			
November Over-Quota	0.0000	0.0000	0.0000	0.00
Dec Over-Quota Penalty	0.0000	0.0000	0.0000	0.00

NS Average In-Quota Producer Price
Per HL basis



Fluid Utilization Percentage





Latest News...

Dairy Farmers of Canada

December 2016

TOP RESEARCHERS TACKLE EMERGING “DIETARY PATTERNS”

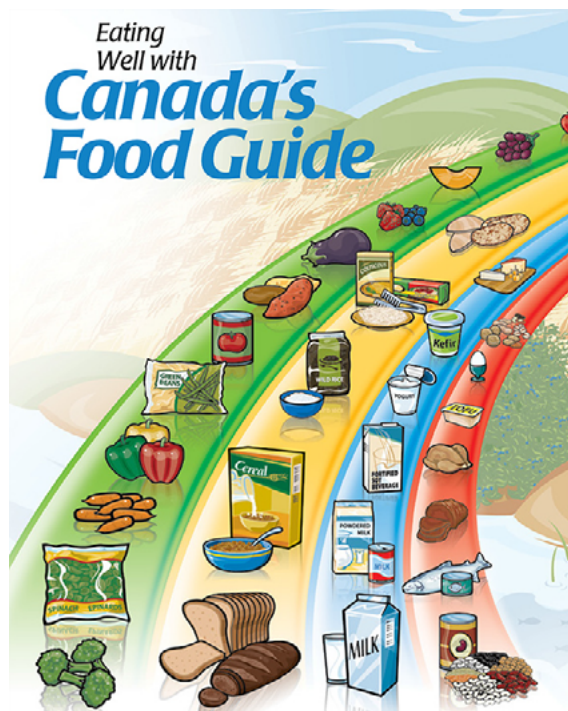
DFC hosted the sixteenth annual Symposium on Nutrition and Health in Toronto on November 8, during the second leg of a cross-Canada tour which also visited Vancouver, Montreal and Moncton. Entitled “Making Sense of Dietary Patterns”, the Symposium featured a panel of leading academics and researchers who explored dietary patterns, including the role of dairy products in a healthy diet. Dietary patterns can be best described as the variety or combination of different foods, drinks, and nutrients in diets, and the frequency with which they are usually consumed. DASH diet, Paleo, Gluten-Free, High Protein and Mediterranean diet are some of the dietary patterns that easily come to mind.

By showcasing four independent experts, in four cities, DFC hoped to offer tools to facilitate the work of dietitians and health professionals who provide health advice to Canadians about healthy eating patterns. In particular, Dr. Andrew Samis from Queen’s University focused on fats and whether they are associated with an increased risk of cardiovascular disease. Jean-Philippe Drouin-Chartier from Université Laval talked about the relation between dairy and cardiometabolic health. Dr. Nathalie Bergeron from Touro University in California discussed the DASH Diet as a model for healthy eating. Lastly, Jennifer Sygo from Cleveland Clinic Canada assisted attendees in attempting to make sense of trendy diets and superfoods.

The well-attended events drew 2,015 participants, primarily dietitians, 965 of whom attended the gatherings in person – 134 guests attended the Symposium in Moncton—while 1,050 watched the live Toronto and Montreal webcasts. Physicians, nurses, and physical activity and dental health professionals were also in attendance.

For more information about the Symposium, or to view the webinar, visit

dairynutrition.ca/symposium/2016.



ALL YOU NEED IS CHEESE: 'TIS THE SEASON

For the upcoming holiday season, DFC has committed itself to building awareness of and encouraging appreciation for Canadian cheese made from 100% Canadian cow's milk. Creating perfect pairings between Canadian cheeses and festivities held in targeted cities, DFC has designed customized experiences aiming to show Canadians how to infuse a healthy dose of home-grown flavour in their holiday celebrations.

More specifically, the public will be invited to step into a life-size Holiday Snow Globe, where they will be treated to a cheese sample and receive a complimentary holiday-themed flipbook keepsake. Evoking the magic of the holiday season in Canada, the Snow Globe will follow a trail mapped out by popular festive events held across the country throughout December. It will journey from Toronto to Halifax, then to Calgary and, finally, to Vancouver.

Promoted through print ads and outdoor posting, the All You Need Is Cheese National Holiday Campaign's presence is also being felt at various retailers across the country via sampling demos, flyer distribution, in-store POS and Checkout 51 rebate offers.

To learn more about Canadian cheese, visit dairygoodness.ca.

From the DFC family: happy holidays ... with Canadian cheese!

A FRIENDLY REMINDER: STAY INFORMED WITH THE *DAIRY EXPRESS*

Sign up now for the *Dairy Express*, the bi-monthly e-newsletter published by Dairy Farmers of Canada. To do so, simply send an email to [Chantal Marcotte](mailto:Chantal.Marcotte@dfc.ca) who will happily add your name to the mailing list.



Dairy Farmers of Canada
100% Canadian Milk



@dfc_plc
100Canadianmilk

VALUE OF CHECK-OFF FOR CANADIAN DAIRY PRODUCERS

CANADIAN
BEEF CATTLE
CHECK-OFF

BEEF CATTLE RESEARCH COUNCIL - INVESTING IN MUTUALLY ALIGNED RESEARCH

- Priority focus on **antimicrobial resistance** research, which has shown higher risk in cull cattle and veal calves and is an increasing consumer concern
- Significant research (\$6 million) in **feed and forage production** and utilization across the country, including eastern project teams based in Atlantic Canada with partnerships in Quebec and Ontario
- Upcoming coordinated research with the Dairy Farmers of Canada in areas of mutual interest like **animal care, transport, antimicrobial resistance and forages**

IN 2011-2014, THE CHECK-OFF BENEFIT FOR CANADIAN PRODUCERS WAS 14:1



 **BCRC**
BEEF CATTLE RESEARCH COUNCIL

RECEIVES 16% OF THE CANADIAN BEEF CHECK-OFF FUNDS

VALUE OF CHECK-OFF FOR CANADIAN DAIRY PRODUCERS



CANADA BEEF - INCREASING THE VALUE OF CANADIAN BEEF AND VEAL

- Beef and veal trim utilization programs for Canadian retail to **maximize value and Canadian content** for retail shoppers in the meat case
- Partnering with Canadian veal distributors at global trade events to access **tens of thousands of retail and foodservice opportunities**
- Maximizing value of **100% Canadian supply** to national foodservice outlets, focusing on ground beef products (eg. McDonald's, Hero Burger, Boston Pizza)

IN 2011-2014, THE CHECK-OFF ATTRACTED ADDITIONAL FUNDING AT THE RATE OF 3:1 FOR RESEARCH AND 1:1 FOR MARKETING



The Canadian Beef Centre of Excellence devotes an entire program for retail and foodservice clients around the utilization of beef and veal trim to bring more value to the products for Canadian producers.



Canada Beef works with foodservice organizations, like McDonald's, to maximize volume and value of Canadian beef products like culls, trim and more. McDonald's in Canada produces over **70 MILLION** lbs of 100% Canadian beef patties each year.



RECEIVES 65% OF THE CANADIAN BEEF CHECK-OFF FUNDS