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## **Animal Health and Welfare Branch**

July 9, 2015

Ms. Caroline Emond  
Executive Director  
Dairy Farmers of Canada  
21 Florence Street  
Ottawa, ON. K2P 0W6

Dear Caroline:

I am very happy to support the resolutions that further the implementation of the concepts and practical aspects of proAction. ProAction consolidates and standardizes the high quality of farm management and animal care practices that are routinely utilized on Canadian dairy farms.

From my perspective as a veterinarian who regularly works closely with veterinary practitioners and producers, proAction provides a unique opportunity and motivation for producers to dialogue with their advisors (veterinarians and others) about ways they can improve and fine tune their farm and animal management skills. The enhanced implementation of new technologies and farm management practices will prove of practical benefit to producers as these support good animal care, but also more efficient production and greater farm sustainability.

Shining a spotlight on Canadian dairy farms and farmers to let consumers know how their dairy foods are produced has great positive benefit, but as well, the benefits to producers from participation in these programs should not be underestimated. For example, when preparing for Canadian Quality Milk (CQM) requirements producers have had good conversations with their herd veterinarians about prudent antibiotic use and have implemented better record keeping. This has led to a better definition of each herd's health profile and has helped producers to refine their treatment protocols. In many cases antibiotic use has been reduced while at the same time, treatment outcomes have been improved. This is beneficial to consumers, but also to cows and producers.

As we go forward with the different sections of proAction producers can, in turn, focus on each section, systematically review their current practices, get expert advice and implement improvements. The annual validations ensure that producers can benchmark their herd's performance in each area and track improvement over time. As the producers move forward together in the various sections of the program, shared experiences between producers, and between producers and advisors, will continue to add value to all aspects of proAction.



Good things grow in Ontario  
À bonne terre, bons produits



I look forward to the opportunity to continue to work with the industry, producers and veterinarians in the full implementation and continuation of proAction over the years to come.

Best wishes for a successful meeting.

Ann Godkin, DVM, DVSc.

Lead Veterinarian, Disease Prevention (Dairy and Beef Cattle)