WE ARE DAIRY FARMERS

MOVING FORWARD WITH THE PROACTION INITIATIVE

By David Wiens

July 16, 2014
Milk Quality

Food Safety
Canadian Quality Milk

Biosecurity

Animal Care

Traceability

Environment
PROCESS TO DATE

- **July 2012**
  - Proposal of the proAction Initiative concept

- **Fall 2012 & Winter 2013**
  - Promote the concept at farmers’ meetings across the country and ask for farmer input
  - Questions and comments documented
  - proAction Steering Committee

- **July 2013 DFC AGM**
  - Delegates voted in favour of the proAction Initiative vision, 13 guiding principles and 10-year timeline.
  - Delegates voted that each proAction module, with timelines and budget, must be approved before its implementation starts.
PROCESS TO DATE

- **September 2013**
  - DFC Board approved that CQM Advisory Committee responsibility now include all of proAction.
  - Renamed the proAction Advisory Committee, January 2014.

- **November 2013**  DFC Environmental Symposium
  - Delegates give directions for environment module:
    - Use the Environmental Farm Plan developed in every province as a starting point;
    - Develop benchmark for various environmental aspects - greenhouse gases, nutrient management, manure storage, water, soil, energy and biodiversity – so improvement can be documented
PROCESS TO DATE

- **December 2013**
  - National Farm Animal Care Council (NFACC) finalized their Animal Care Assessment Framework,
  - Dairy draft program is transferred to DFC for next steps: training material, 2nd pilot, implementation.
  - proAction brochure & survey sent to all farmers via magazines

- **February 2014 DFC Policy Conference**
  - Approval of financial investment estimate: $83 M cash & 3.6 M hrs in-kind over 10 years
  - Agreement to initiate communication with customers and clients to obtain buy-in/endorsement for proAction
PROCESS TO DATE

- New committees chaired by board members
  - Animal Care Technical Committee (Pierre Lampron)
  - Biosecurity Working Group (Gary Bowers)
  - Traceability Working Group (Sid Atkinson)
  - Environment Working Group (Ron Maynard)

- March 2014
  - Close to $1 M GF2 funding to help implement traceability and proAction
CONSUMER MARKETING

DIGITAL/ONLINE - WEBSITE

- [canadianmilk.ca](http://canadianmilk.ca), launched in March, features six videos starring Canadian dairy farmers and how they ensure quality on their farm.

Total visits to website: 63,136

Video views (from website only): 14,705
CONSUMER MARKETING

- Social media (Facebook & Twitter)

Over the period of 6 weeks, Farmer’s Video and Photo posts gathered:

4,151,736 impressions

143,016 clicks

9,834 post likes

1,908 post comments

2,560 post shares

6,125 photo views

119,876 video views
Overall: 87% registered

June 30, 2014
* Traceability timeline is dependent on federal regulation.
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PROPOSED

The DFC delegates approve the target timeline of having animal care, biosecurity, traceability and environment modules ready by July 2015 for approval and ready for next step (integration and communication).
RATIONALE FOR THE PROPOSAL

- Four modules for approval by General Council July 2015
- On-farm implementation plan stays the same
- Farmers know about the modules earlier
- Helps dairy farmers planning new infrastructure / construction investment
- Provinces access to GF2 funding for developing modules & training now
- Can combine farmer training of multiple modules -cost saving
- Simplifies software development of NEAS
- Leaves more time to fine tune programs for on-farm implementation
We care for our animals. And we want to prove it.”
We want to be able to deal quickly with any problem that may arrive.”
THANK YOU

Questions?