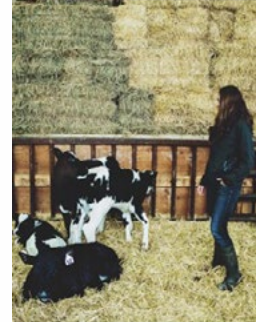
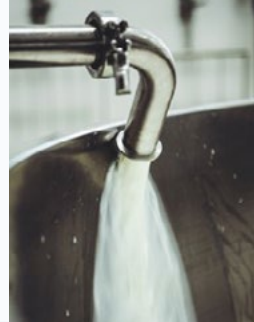
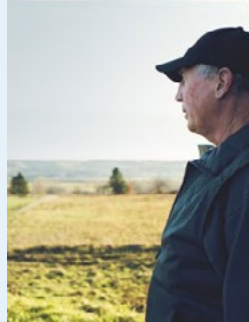


# DFC UPDATE

OCTOBER 2014



Dairy Farmers  
of Canada  
dairyfarmers.ca



## CANADIAN DAIRY FARMERS: CARING FOR FUTURE GENERATIONS

Canadian dairy farmers are continuously moving forward on plans and programs with the future of the industry at the top of mind.

As we continue to strive to be world leaders in producing quality milk, we know that the key to this ongoing and future success is to maintain Canadians' trust and confidence in the dairy products they enjoy. With our farmers, DFC is gradually implementing national standards for best on-farm practices. As part of the [proAction Initiative](#), the program details for four out of the six modules – animal care, biosecurity, environment, and traceability – are scheduled to be finalized by summer 2015. By this time next year, 100% of Canadian dairy farms will have been audited and certified under our [Canadian Quality Milk program](#).



DFC President Wally Smith

On a longer term basis, DFC is on pace to fully implement the six modules of the proAction Initiative as planned by 2023. This demonstrates dairy farmers' commitment to responsible stewardship while sustainably producing high quality, safe and nutritious food.

The Canadian dairy industry is adapting and modernizing during these times of considerable change and industry evolution. We are well positioned to respond and invest in areas such as research and market development because of the stability and consistency provided by the supply management system. DFC is currently developing a long-term strategic plan to encourage and increase the consumption of Canadian milk and dairy products.

Efficiency also plays a significant part in dairy farmers' vision for the future. As President, I am committed to a strong and stable national dairy industry. Representing a Pan-Canadian industry, one of my main objectives is to reignite talks with provinces to achieve a National Milk Pooling Agreement. I believe that increasing the flexibility in our system would not only improve the marketing of milk across Canada, but also ensure a sustainable future for both farmers and processors.

On international trade, dairy farmers appreciate the actions taken by the government in support of maintaining supply management. DFC continues to discuss mitigation and support with the federal government to ensure no negative impact on farmers and cheese makers as a result of the CETA deal.

We look forward to maintaining an open dialogue and to working collaboratively with parliamentarians this session to form and implement policies which represent the needs of farmers, and set the foundation for a strong, sustainable future.



## DAIRY FARMERS ARE LEADING THE WAY TO SUSTAINABLE DAIRY FARMING

At DFC's last July Annual General Meeting held in Fredericton, New Brunswick, the third Dairy Farm Sustainability Award was presented to the [Whale Family of Clovermead Farms](#) from Alma, Ontario.

*In the next decade, our goal is to produce enough electricity for our farm and 5 more farms our size, all of the heat that we use on our farm and houses and also to produce enough clean gas to power our farm fleet of cars, trucks and tractors. With these technologies and with our ability to divert organic waste from landfills, we will be able to produce over 1,000,000 litres of milk per year and be a carbon neutral business! (...)*

Click on the picture to watch the full video!



*At the end of the day, the ultimate goal is to ensure my children and future generations can continue to produce quality milk on this farm that is also beneficial to the environment. Our mission statement is "Clovermead Farms strives to produce the highest quality milk in a sustainable, and profitable way, and enjoy ourselves doing it!!"*

From left to right: Wally Smith, DFC president, Kelly and Korb Whale from Clovermead Farms, and Jason Cleveland, DeLaval Canada.

### MEET THE OTHER FINALISTS

- [Dykstra Farms, New Brunswick](#)
- [Ferme Clobert Inc., Quebec](#)
- [Bakerview EcoDairy, British Columbia](#)





## DAIRY FARMERS PROMOTE CANADIAN AGRICULTURE BY:

### OFFERING FARM TOURS

No matter what type of product is made with 100% Canadian milk, dairy farmers are committed to continue building the trust of Canadians through responsible stewardship of their animals and the environment, while sustainably producing high quality, safe and nutritious food. That's why dairy farmers take pride in showing Canadians what they do on their farms along with demonstrating the passion and work that goes into producing the milk that goes into all of those products.

On September 23<sup>rd</sup>, Breakfast Television and CTV Morning Live Atlantic aired segments from six dairy farms across the country. Viewers were shown a typical day on a Canadian dairy farm and heard straight from the farmer on topics such as: keeping cows and calves healthy and happy, the milking and testing process and transportation to the processor.

**BC dairy farmer Tom Hoogendoorn on  
Breakfast Television Vancouver  
Click to watch the full video of his farm visit!**

[Watch](#) the segments from Vancouver, Calgary, Winnipeg, Toronto, Montreal, and Halifax!

### BLOGGING ON THE *FARMERS' VOICE*

Check out the [Farmers' Voice](#), a blog that contains weekly posts written by dairy farmers and occasionally, industry stakeholders. Posts include various topics including animal care, genetics, research, the environment, events, and agriculture policy.

The aim of the blog is to provide Canadians with a helpful online resource on all things dairy farming. Now beginning the third year of this blog, we have an excellent collection of topics available, so Canadians can obtain first-hand information about farming, dairy products, dairy farmers' standards and more!

*Have a look at some of our latests posts!*

- [Healthy Cows, Happy Farmers](#)
- [Fall Fairs and Pretty Cows](#)
- [Share Your Story](#)







## DFC PARTNERS WITH FOOD BLOGGERS

For a number of years, DFC has established relationships with food bloggers across the country. This year, DFC is a proud sponsor of the [2014 Food Bloggers of Canada \(FBC\) Conference](#), Canada's first and only national food blogging conference, coming up October 17<sup>th</sup>-19<sup>th</sup>. FBC has 1,500 members across the country who are passionate foodies and have a large presence on social media.

This type of partnership allows DFC to bring the industry and dairy products straight to the consumer, as well as directly engage and further develop relationships with influential food bloggers.

At the conference, attendees will have the opportunity to experience dairy products first hand while learning more about the dairy industry.

DFC appreciates the value and contributions of food bloggers in the promotion and sharing of great Canadian food and farm stories. We are proud to support them and their important role in sharing the love of food and great Canadian products.



Reason **49** Confidence

100% Canadian milk has to get a perfect report card to make it onto your kitchen table

Criteria	Score
No trace of antibiotics	A ✓
Cooled to the right temperature	A ✓
Tested at the farm	A ✓
Tested at the processing plant	A ✓
Pasteurized	A ✓
Stamped with a "Best Before Date"	A ✓

When you see the 100% Canadian Milk symbol on a dairy product, you know it was made using Canadian milk produced according to the highest standards.

### For information:

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