



A Game Changer?

David Wiens
Chair,
***proAction* Committee**

March 24, 2015



THE AVERAGE CANADIAN





THE AVERAGE DAIRY FARMER

- 47 year old, has family, 1-3 generations on farm
- Involved in community
- Works with animals 365 days/year
- 70 milking cows
- Loves the land



PROVINCIAL LAWS & STATUTES



- Farm Building Code
- Municipal Drainage
- Clean Air Act
- Nutrient Management
- Provincial Water Resources Act
- Insurance Act
- Fuel Tax Act
- Workplace Safety and Insurance Act
- Animal Health Act
- Endangered Species Act
- Pesticides Act
- Registry Act
- Farm Products Marketing Act
- Well Act
- Milk Act
- Workman's Compensation Act
- Provincial Building Code
- Municipal Act
- Income Tax Act, Corporation Act
- Trespass to property Act

- Line Fences Act
- Energy Act
- Environmental Protection Act
- Livestock Medicine Act
- Agricultural Employees Protection Act
- Environmental Protection Act
- Farm Implements Act
- Livestock Community Sales Act
- Beef Cattle Marketing Act
- Off Road Vehicle Act
- Occupational Health & Safety Act
- Agricultural Tile Drainage Installation Act
- Food Safety and Quality Act
- Electricity Act
- Farming and Food Protection Act
- Business Names Act
- AgriCorp Act Surveyors Act
- Weed Control Act Grains Act
- Farm Registration and Farm Organizations
- Employment Standards

SUSTAINABILITY IN AGRICULTURE



CRSB
CANADIAN ROUNDTABLE
FOR SUSTAINABLE BEEF



*prc***Action**®



Agricultural Carbon Offsets
INFORMATION FOR ALBERTA'S OFFSET MARKET





FARMERS ALREADY INVEST IN RESPONSIBLE PRODUCTION



- Time-temperature recorders
- Canadian Quality Milk
- Lower SCC, ...





FARMERS ALREADY INVEST...



Brushes, mattresses, ventilation...



Dairy Centre @milk1elora · Oct 21

Replacement barn work continues.



Over 200 new barns...



nan B. Post @PostFarm · Feb 12

of those exciting days for any farm - moving the cows in a new barn.



FARMERS ALREADY INVEST...



Dairy herd improvement,
Better breeds, classification
Veterinarians, nutritionists, hoof trimmers
Farm management software, etc...





SO WHY

prc **Action**® ?



WHY proACTION®?

- Consumers want to know
 - Care for environment
 - Relationships with animals
 - Want high value, sophisticated food but uneasy about ‘modern’ agriculture
- Where do they get their information?
- Trust & values
 - Prove what we say: farmers are stewards/ responsible
 - Transparency
 - Programs not “window dressing”; meaningful
 - Leadership
- Customers focused on responsible sourcing



pro... because we are

- producers
- proactive
- progressive
- project
- pro = in favour of
- professionals
 - ethics
 - duties
 - values

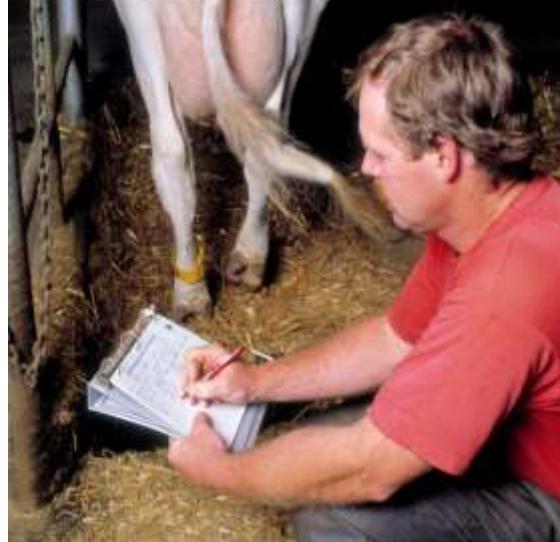


Action ... because

- we continue to act to improve, every day
- Actions speak louder

- A requirement to be a dairy farmer in Canada

Milk Quality



Traceability



Food Safety

proAction

Biosecurity



Animal Care



Environment



THIS IS MILK QUALITY WE CAN PROVE IT

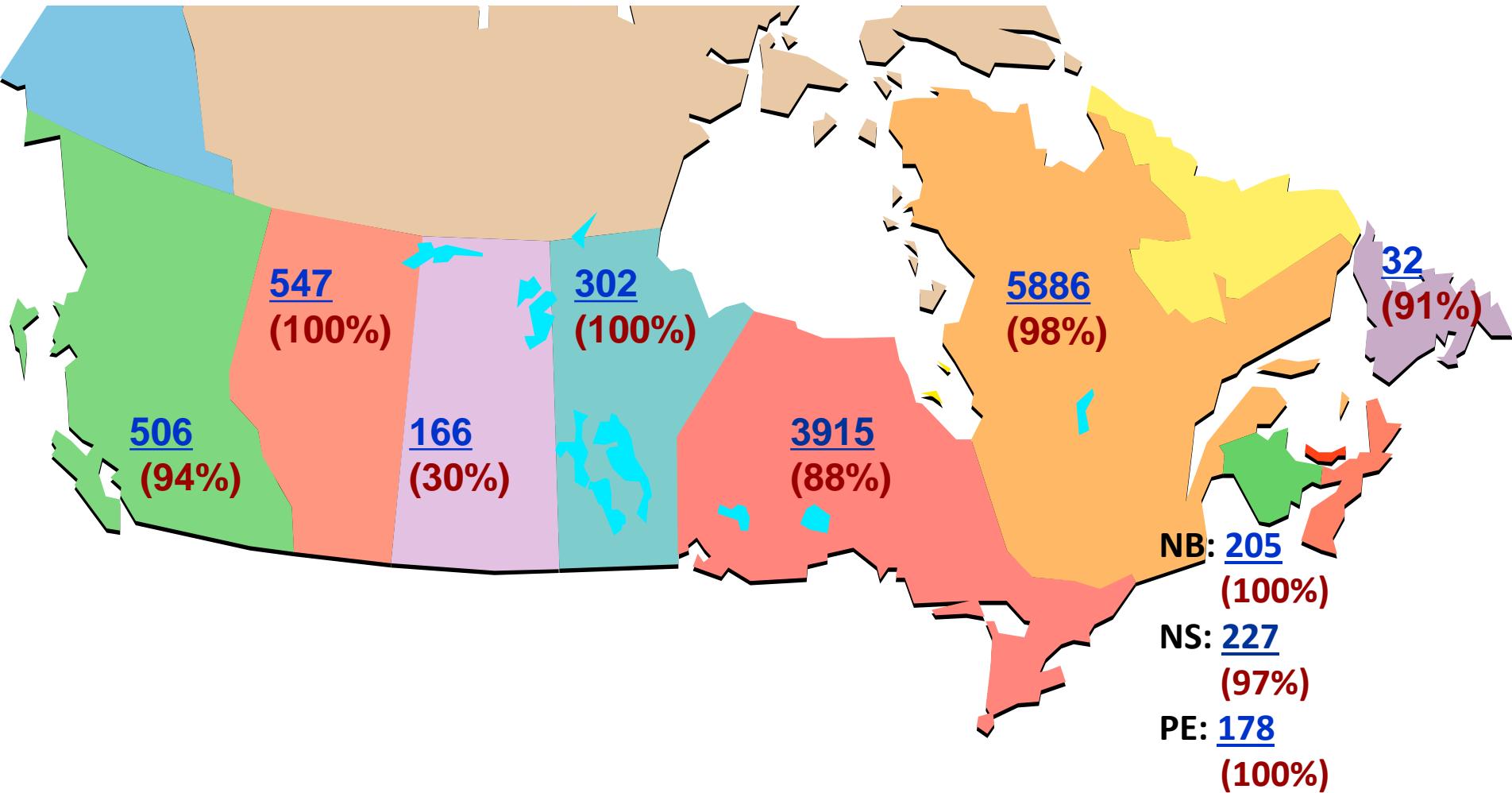


FOOD SAFETY WE'RE ON TRACK



Over 94% now CQM-registered

Goal: 100% this fall





FOOD SAFETY

CANADIAN QUALITY MILK

- CQM is an on-farm HACCP-based food safety program
- CFIA-approved
- designed to maintain milk and meat safety on dairy farms through
 - ✓ improved management practices,
 - ✓ increased communication,
 - ✓ effective record keeping.



FOOD SAFETY

- CQM not designed to replace or supersede regulations pertaining to food safety on dairy farms.
- Farmers must be licensed to ship milk
- Farm must meet the minimum acceptable standards set out in the provincial Dairy Regulations + food safety-related Federal regulations (e.g. feed regulations).
- As regulations are added or amended in a province, they will apply to the CQM program.

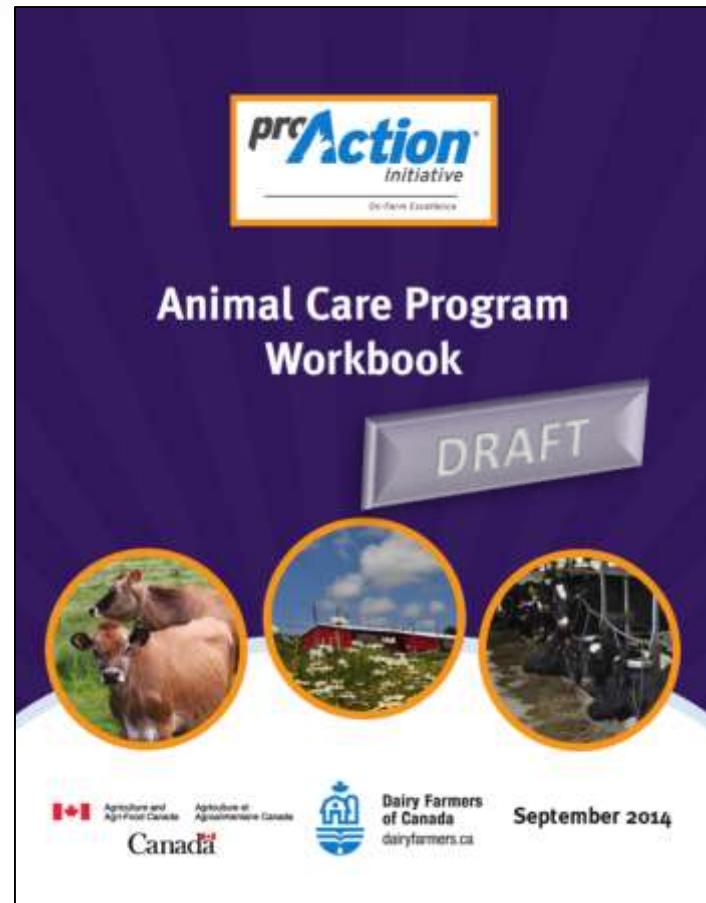
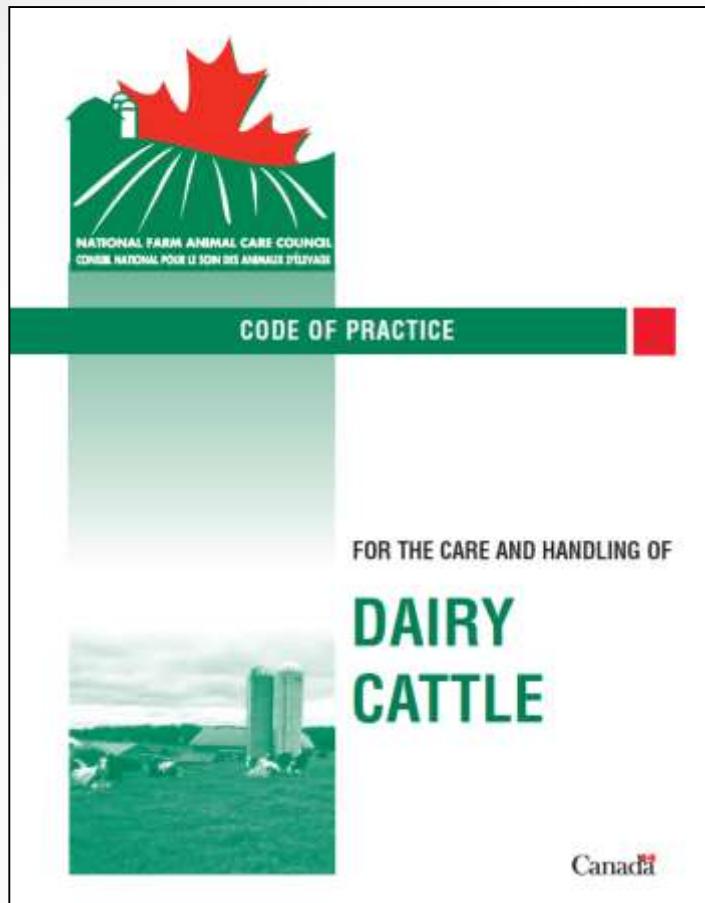
ANIMAL CARE



*We care for our animals.
And we want to prove it."*



PROGRAM REQUIREMENTS





ANIMAL CARE

- Various experts involved in code and assessment program development and testing
- 100+ farms in 9 provinces participated in pilot
- Feedback from everyone involved in February
- More on our next webinar



TRACEABILITY



“We want to be able to deal quickly with any problem that may arrive.”



TRACEABILITY



- for the protection of :
 - animal health
 - public health, and
 - food safety (market access).
- Help **reduce response time** emergency situations such as disease outbreaks
 - limiting economic, environmental and social impacts.
 1. Animals are double-tagged at birth
 2. Premises ID
 3. Recording of animal movement

BIOSECURITY



It is much easier to prevent disease from arriving on the farm than to treat it.”

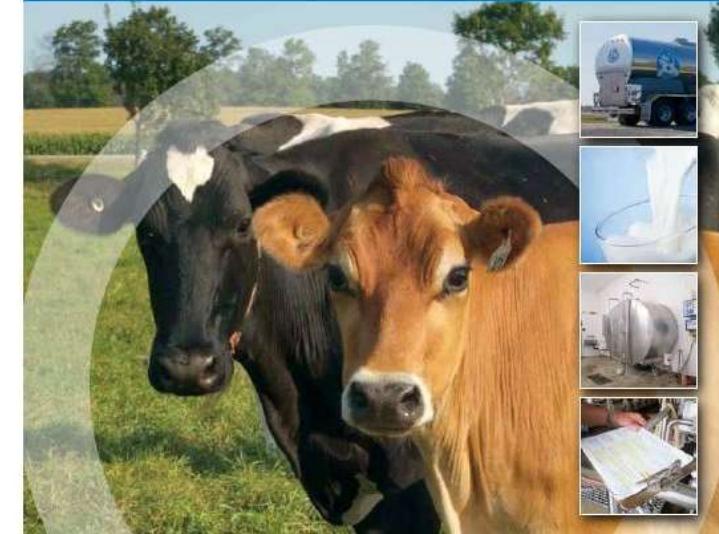


BIOSECURITY

- Animal health priority
- Program developed with veterinarians
- An ounce of prevention worth a pound in cure

Animal Biosecurity

Biosecurity for Canadian Dairy Farms National Standard



Growing Forward
A federal-provincial-territorial initiative

Dairy Farmers
of Canada  Les Producteurs laitiers
du Canada

Canada 

Biosecurity is about managing risk and focuses on preventive practices designed to:

A

Exclude disease
from your farm

B

Manage the spread
of disease within
your farm

C

Contain disease
to prevent spread
to other farms

ENVIRONMENT



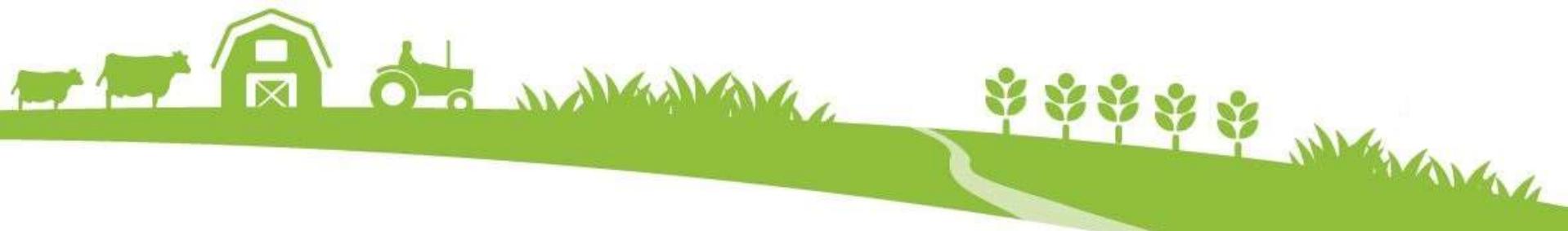
paef

Growing Forward 2

A federal-provincial-territorial initiative



NOVA SCOTIA
ENVIRONMENTAL FARM PLAN



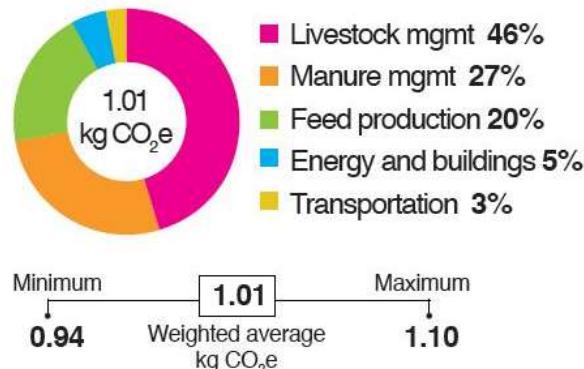


LIFE CYCLE ANALYSIS

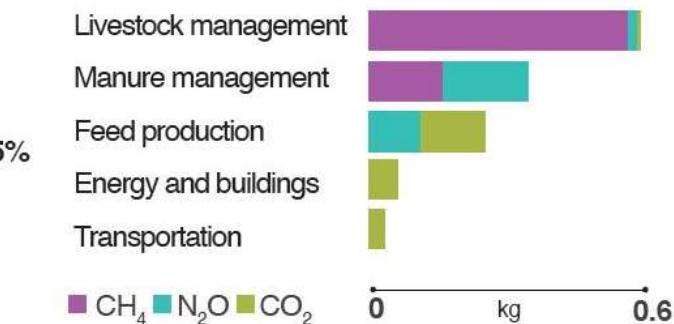
Canadian dairy production has one of best footprint in the world

Carbon footprint

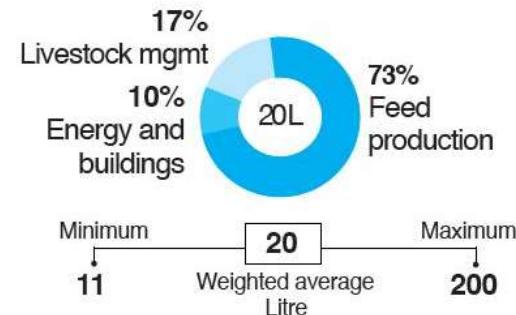
Contribution of each life cycle stage



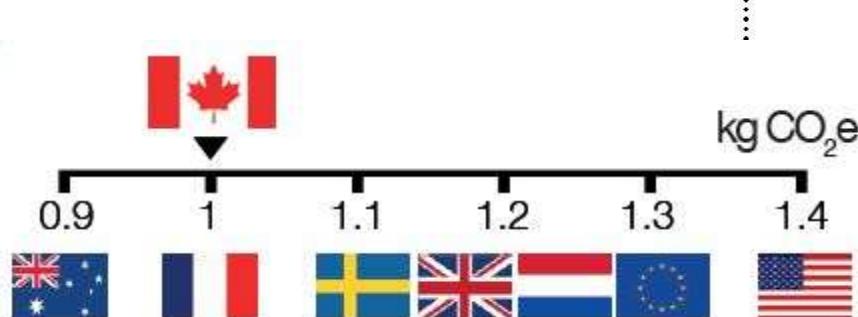
Breakdown of GHG emissions



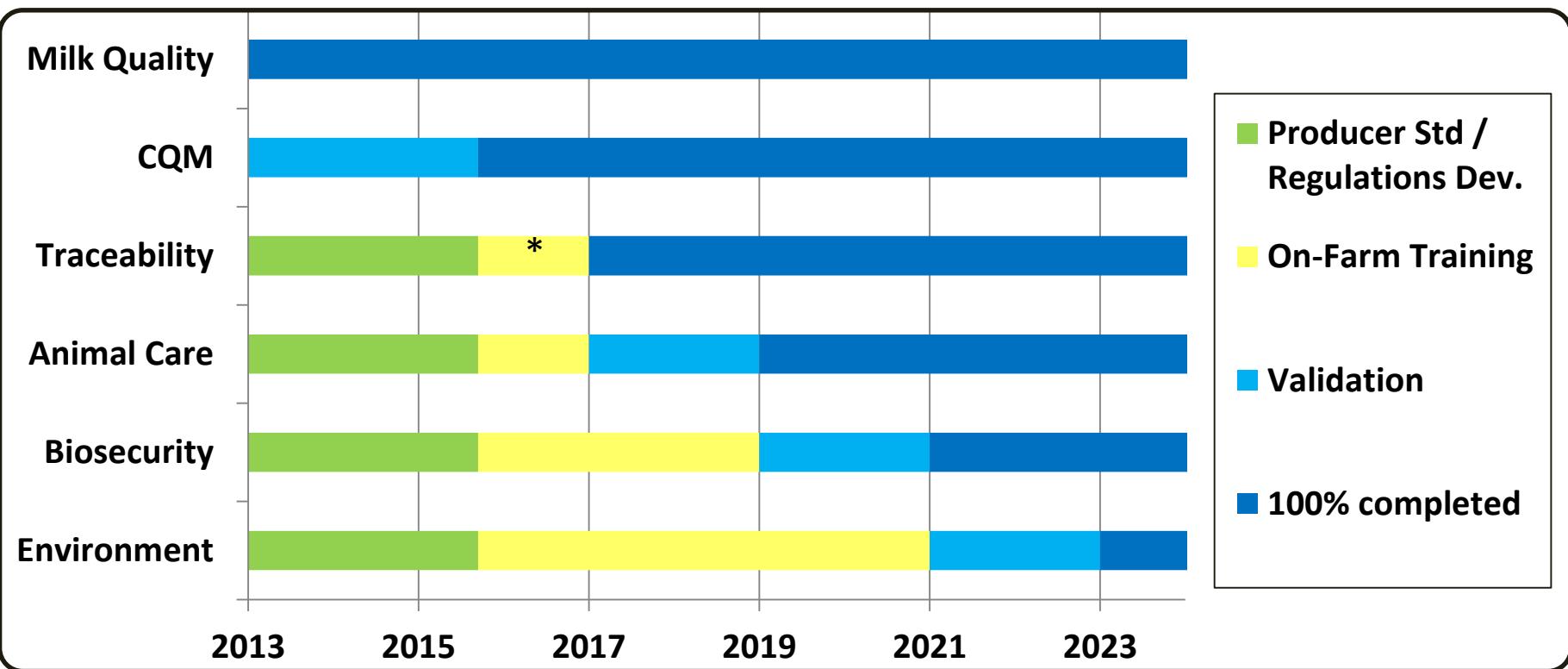
Water consumption



Average land use



TIMELINE



* Traceability timeline is dependent on federal regulation.



GUIDING PRINCIPLES



1. proAction will be **designed by farmers** for farmers;
2. Striving for **continuous improvement**, proAction will provide reasonable time periods to allow farmers to meet the programs' targets
3. proAction will be **mandatory** for all dairy farms in Canada;
4. proAction will be **transparent and recognized** by regulators, stakeholders and society
5. proAction will improve the **sustainability** of Canadian dairy farms;
6. proAction will be **cost-efficient, user-friendly and valuable** to farmers;
7. proAction will **use existing expertise** to minimize the number of required on-farm visits;
8. proAction will have the **same timelines** for all dairy farms in Canada;
9. proAction will have the **same obligations** and consequences for all dairy farms in Canada;
10. proAction will use the **existing CQM program** framework and infrastructure to facilitate consistent administration;
11. proAction will use **credible and independent audits**;
12. proAction will **partner with governments** in the implementation of the programs;
13. DFC and member organizations will provide the **necessary resources** to implement the programs.



BENEFITS FOR FARMERS

- Farm management
- Leadership & trust
- ✓ CQM: minimize risk of contamination, temperature of milk & wash water
- ✓ Animal care: consumer comforted to have proof animals well-treated. Farmers know good care = productivity
- ✓ Canadian = high quality
- ✓ Traceability: hard lessons learned with BSE
- ✓ Biosecurity: those pesky problems we don't want in herds
- ✓ Environment: Good soils, nutritious crops, long-term farms

Independent validation = proof, trust



CONCLUSION

- proAction® provides assurance to customers about what we do
- Existing infrastructure will allow integration of future modules
- Need support from our farmers, partners/ suppliers, and processors/ clients
- Effective communication to all audiences is key to the success of this initiative
- proAction® is building equity & support for our Canadian dairy brands



*pro***Action**[®]

*Created by farmers
with our stakeholders
for the benefit of whole industry*