

proAction™

November 2015

Maria Leal & Guy Séguin

The proAction® Initiative



 Dairy Farmers of Canada 

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Dairy Farmers of Ontario

DFO markets milk on behalf of all Ontario dairy farms to the processing industry.

DFO is owned, operated and completely financed by the province's 3780 dairy farms

DFO represents the largest sector of Ontario agriculture.
















Dairy Farmers of Canada


- Dairy Farmers of Canada (DFC) is the national policy, lobbying and promotional organization representing Canada's farmers living on approximately 12,000 dairy farms.
- Dairy farmers fund our operations, lobby, nutrition, research & promotional activities.
















Today's Objectives

- What is the proAction Initiative?
- Canadian dairy farmers' commitment
- An industry working towards sustainable goals
- Social license
- Collaboration between OMAFRA – DFO - DFC




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The Royal Grand Champion B&W: Charwill Attic Marcy



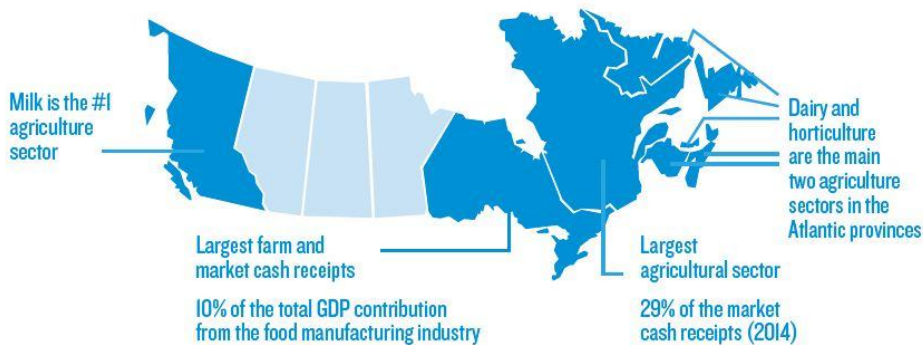
STATISTICS: CASH RECEIPTS \$6.733 BILLIONS

(INCLUDES \$816 MILLION FOR CATTLE SALE = 12 TO 15% OF DAIRY CATTLE BEEF IN CANADA)

Billion of Litres of milk sold: 7.31



DAIRY IS ONE OF THE TOP TWO AGRICULTURE SECTORS IN 7/10 PROVINCES



Source: Canadian Dairy Information Centre / Centre canadien d'information laitière

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Typical Canadian 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







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Provincial Regs that Farmers already adhere to (Ontario example):


- Farm Building Code
- Municipal Drainage
- Clean Air Act, Fuel Tax Act
- Nutrient Management
- Provincial Water Resources Act
- Insurance Act, Municipal Act
- Workplace Safety & Insurance
- Animal Health Act
- Endangered Species Act
- Pesticides Act, Registry Act
- Farm Products Marketing Act
- Milk Act, Well Act
- Workman's Compensation Act
- Provincial Building Code
- Income Tax Act, Corporation Act
- Ontario Energy Act
- Environmental Protection Act
- Livestock Medicine Act, Line Fence Act
- Agricultural Employees Protection Act
- Environmental Protection Act
- Farm Implements Act, Surveyors Act
- Livestock Sales Act, Grain Act
- Beef Cattle Marketing Act, Trespass Act
- Off Road Vehicle Act, Farm Registration
- Occupational Health & Safety Act
- Agricultural Tile Drainage Act
- Food Safety and Quality Act
- Electricity Act, Business Names Act
- Farming and Food Protection Act
- AgriCorp Act Weed Control Act ETC.








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Growing Forward 2

A federal-provincial-territorial initiative

Agri-Marketing

- Assurance systems stream: helps enhance the competitiveness of the agriculture industry by meeting buyer and market demands for assurance. The stream supports developing national assurance systems or standards for food safety, animal and plant health, market attribute/quality and traceability.
- Breaking down trade barriers
- Building market success

proAction: providing assurance to customers about what we do

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proAction: providing assurance to customers about what we do






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The Importance of Research

<p>DFC Priorities proAction /Sustainability</p> <p>Productivity and Efficiency of Farms</p> <p>Human Nutrition</p>	<p>Associated Research Priorities</p> <p>Best management practices and program standards based on sound science (ex.: animal care assessment)</p> <p>Better environment stewardship and lower carbon, water and land footprints</p> <p>Gains to improve feed efficiency, production techniques and management, genetics, lower costs of production, health of animals, etc.</p> <p>Increase awareness of the nutritional value and health benefits associated with milk products, as part of a healthy, balanced diet</p>
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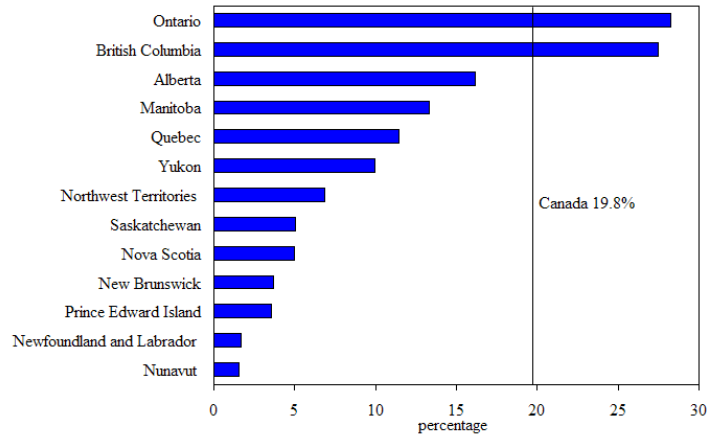
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Percentage of Foreign-born population in Canada



Data source: Statistics Canada, Census of Population, 2006.

Figure source: Statistics Canada, 2007, Canadian Demographics at a Glance, Catalogue number 91-003-XWE.

- Forty-five percent of the urban population live in the six largest cities, namely Toronto, Montréal, Vancouver, Ottawa–Gatineau, Calgary, and Edmonton. Two-thirds of Canadians living in rural areas are close to one of Canada's urban centres, many commuting daily to the city for work.



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Sustainability in all agricultural sectors



CSF-FCM

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Why industries need social license?







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Dairy Standards around the World


Canadian dairy farmers have among the most stable farm gate prices in the world – and one of the largest shares of retail prices

Quality standards must remain among the highest in the world, milk produced according to high standards Canadians expect.




<h2 style="color: #0070C0;">CANADIAN TRUST IN PROFESSIONS</h2> <p style="color: #0070C0;">(Angus-Reid.com, Oct. 2012)</p>			
Profession	Canada	US	Great Britain
Nurses & Doctors	96%	92%	93%
Farmers	95%	93%	84%
Veterinarians	92%	89%	86%
Scientists	92%	87%	88%
Teachers	88%	88%	80%
Engineers	87%	87%	86%
Police Officers	85%	81%	78%
Accountants	78%	71%	46%
Building Contractors	61%	69%	43%
Journalists	63%	53%	20%
Actors & Artists	57%	52%	54%
Lawyers	56%	45%	53%
Politicians	27%	20%	15%

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Public Perception of the Dairy Farm



(from Dr. David Fraser)

Either an Agrarian Farm...

- cows are referred by names, happy lives
- Notion of caring for the cows, for the land
- A way of life cared for by families

...Or a Factory Farm

- Cows are known by numbers, miserable lives
- Only \$\$, no feelings, no caring, cold corporations
- Producer is taken advantaged of by corporate interest
- No ethical sensitivities

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New Profession: Dairy Farmer

Professions recognized by the Province of Ontario:

- Doctors
- Nurses (Nursing Act)
- Engineers (Professional Engineers Act)
- Accountants
- Naturopathy (Naturopathy Act)
- Dental Hygienist (Dental Hygienist Act)
- Physiotherapist (Physiotherapist Act)
- Dental Hygienists (Dental Hygiene Act)
- Acupuncturist (Traditional Chinese Medicine Act)

... Dairy Farmers ...






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New Profession: Dairy Farmer

Duties/Ethics/Values towards:

- Public and society
- Animals
- Environment
- Customers
- Consumers
- Employees, family members
- Other dairy farmers
- Your profession



Minimum requirements to be a dairy farmer in Canada... and no grandfathering clause...




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Standards around the World

Canadian dairy farmers have among the most stable farm gate prices in the world – and one of the largest shares of retail prices

Quality standards must remain among the highest in the world, milk produced according to high standards Canadians expect.




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Enhancing livelihoods
Improving wellbeing
Reducing
environmental impact

A Strategic Framework for keeping
the Australian dairy industry in business for the long term




swissmilk



pro Action™ OUR CUSTOMERS FACE QUESTIONS AND DEMANDS
















pryAction





<http://www.youtube.com/watch?v=xeznFKNDiZY>



Sobeys



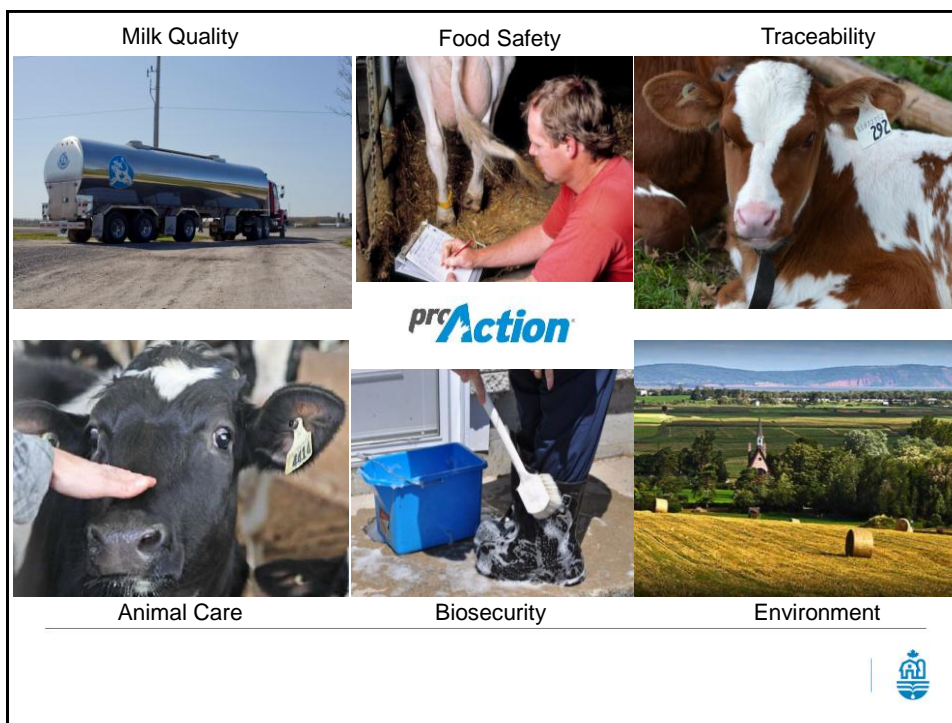

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- Eric Patenaude and Smurf,
- 216 893 kg, 15 year old cow
- Guinness Record, Reported Worldwide





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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 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;
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.



WHY?

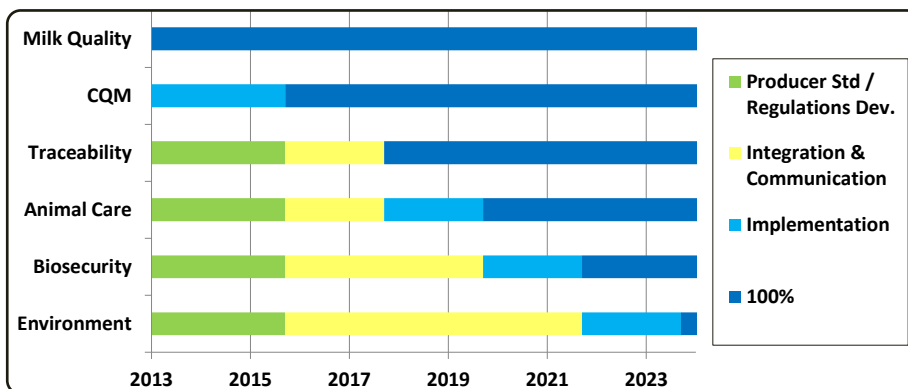
Commitment to Canadians
Setting up our own agenda
Being Transparent
Using existing expertise
100% Canadian Milk:
Branding



HOW?







Timelines: 10 Year Plan
Using the existing CQM
Framework
Communication with all
stakeholders


Timelines





* Traceability timeline is dependent on federal regulation.

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Milk Quality






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Farm Inspections

- Dairy Farmers of Ontario staff have been conducting Farm Inspections since 1998.
 - Under OMAFRA's oversight.
 - Compliance with Grade A standards as per Ontario Regulation 761, Milk and Milk Products.
 - Adherence with provincial regulatory standards for raw milk: Somatic Cell Count, Bacteria, Freezing Point and Inhibitors (antibiotic residues).






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Farm Inspections

- Director of Regulatory Compliance.
 - DFO employee
 - Accountable to OMAFRA, not to the DFO Board → Independent
- A total of 17 fieldstaff
- Every farm inspected at least once every two years
 - Inspection frequency is increased when necessary
 - Approximately 2,800 inspections over last 12 months

DAIRY FARMERS OF ONTARIO												
Farm Inspection Report												
Name on Licence		Licence #										
N/A = Non Applicable A = Acceptable NE = Needs Improvement U = Unacceptable												
		N/A	A	NE	U		N/A	A	NE	U		
A. EXTERNAL												
1	General appearance					58						
2	Farm yard & lane					59						
3	Building maintenance					60						
4	Loading area					61						
5	Close lot					62						
6	Truck receptacle & switch					63						
B. MILKHOUSE												
7	Site					64						
8	Containers (doors, windows)					65						
9	Clean & tidy					66						
10	Floor drainage					67						
11	Insulation floor					68						
12	Walls and ceiling					69						
13	Fly control					70						
14	Chemical storage and labeling					71						
15	Approved chemicals					72						
16	Heating area					73						
17	Adequate and protected lighting					74						
18	Adequate clearance					75						
19	Sink or wash vat					76						
20	Equipment racks					77						
21	Hot and cold					78						
22	Hot water temperature					79						
23	Potable water					80						
C. MILKHOUSE WASTE												
24	Wastewater disposal					81						
25	Trapped drain					82						
D. COOLING EQUIPMENT												
26	Chill tank					83						
27	Chill tank port lighting					84						
28	Exterior surfaces					85						
29	Interior surfaces					86						
30	Current wash procedures chart					87						
31	Internal timer					88						
32	Cooling indicator light					89						
33	Sanitization procedure					90						
34	Tank thermometer/recording thermometer					91						
35	Cooling & storage temperature					92						
36	Tank dip					93						
37	Tank rack					94						
38	TTR installed					95						
E. MILKING EQUIPMENT												
39	Current wash procedures chart					96						
40	Cleaned immediately after use					97						
41	Sanitized before use					98						
42	Calves switch					99						
43	Intakes					100						
44	Udder cups					101						
45	Cow					102						
46	Vacuum hoses					103						
47	Milk hoses					104						
48	Receiver jar					105						
49	Filterer subvalves					106						
50	Sanitary top					107						
51	Gaskets					108						
52	Milk return					109						
53	Air injector screens					110						
54	Milk meters					111						
55	Milk flow sensors					112						
56	Pipeline surfaces - interior					113						
57	Pipeline surfaces - exterior					114						

Grade A ☐ Conditional Grade A ☐ Non-Grade A ☐ Unsatisfactory Non-Grade A ☐

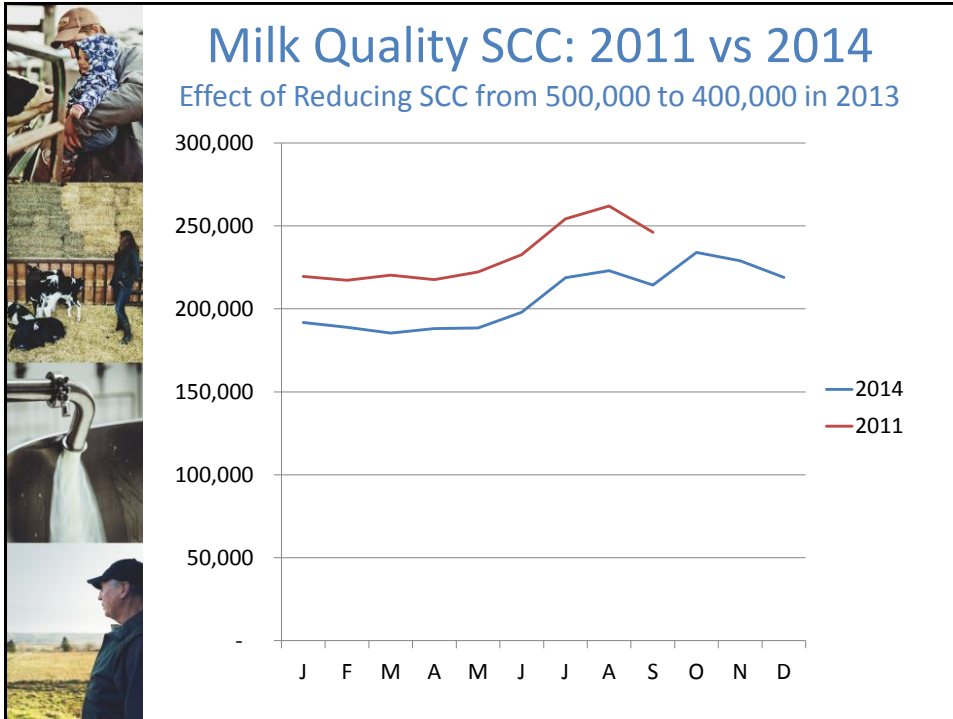
Report Date: _____

- External
- Milkhouse
- Milking and storage
 - Time-temperature recorders (TTR)
- Cattle Housing
- Cattle
- Pasture



Implementation in Ontario

- Grade A compliance is a pre-requisite to CQM/proAction
- Grade A Inspection and CQM/proAction validation performed at same visit
- Significant overlap between Grade A and proAction → Integration
 - Seamless process
 - Eliminate redundancies
 - Increase efficiency of the farm evaluation process



To access DFO Information

DAIRY FARMERS OF ONTARIO
Proudly serving Ontario's milk producers

Home About Us FAQ Links Contact Us Help search

Welcome to Dairy Farmers of Ontario

We are the marketing group for the largest sector of Ontario agriculture and are proudly owned and operated by Ontario's Dairy Farmers.

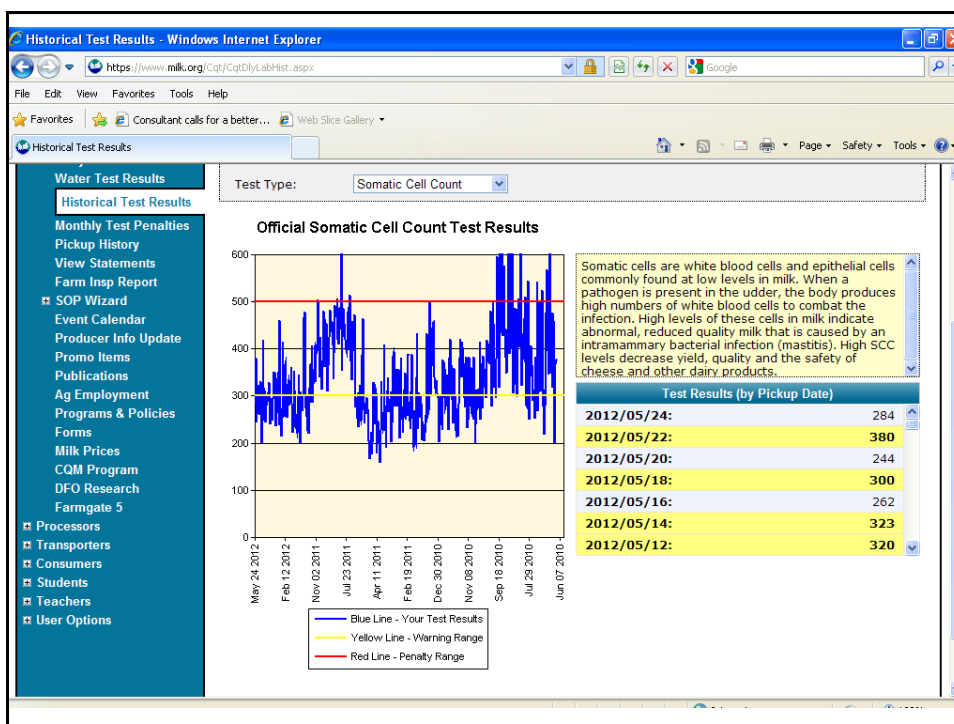
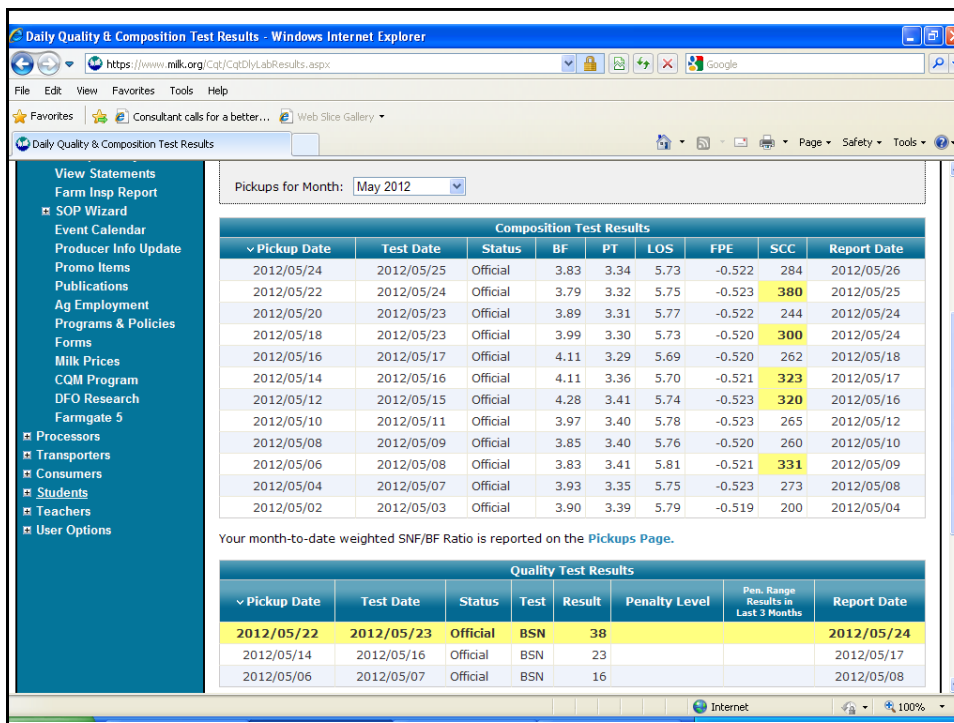
Our web site is organized by audience groups, shown on the left side of this page, to make it easier to find the information you need.

Please Enter your Username and Password


Username: ☐ Remember Me


Password:

NEW Having trouble logging in?





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Food Safety:

Canadian Quality Milk





THIS IS MILK QUALITY


WE CAN PROVE IT



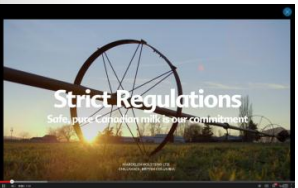
Healthy Cows
Cow health is our commitment



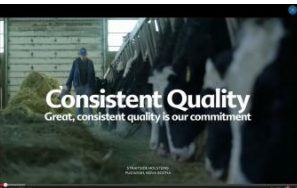
Safety Standards
High, strict standards are our commitment



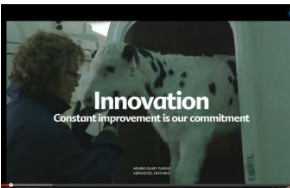
Accountability
Being transparent is our commitment



Strict Regulations
Safe, pure Canadian milk, our commitment




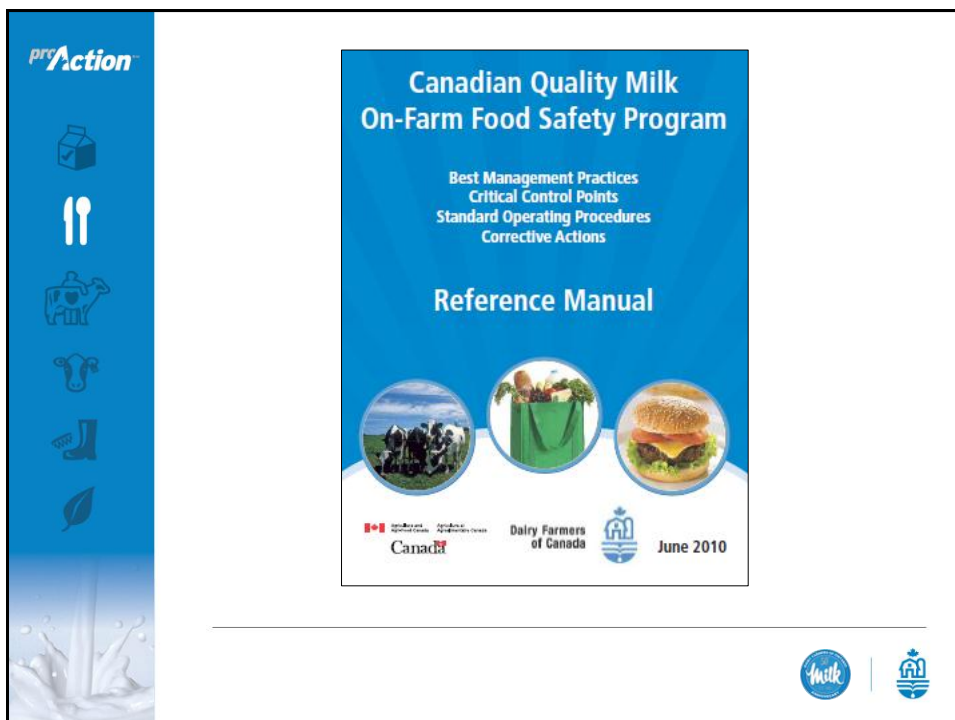
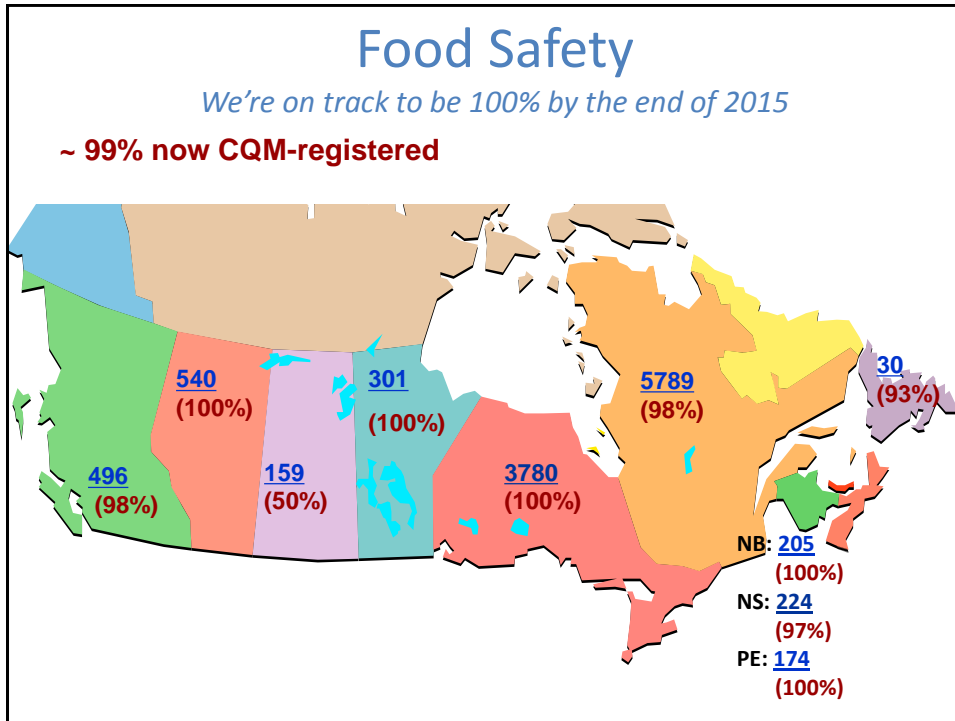
Consistent Quality
Great, consistent quality is our commitment



Innovation
Constant improvement is our commitment

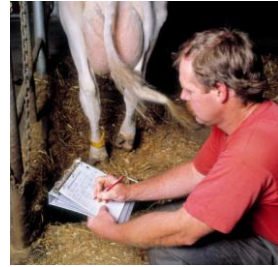
© 2015 Dairy Farmers of Canada





Food Safety

- on-farm HACCP-based food safety program
- Recognized by the CFIA
 - >95% are CQM Validated (100% within a year)
- 3 Critical Control Points
- 8 Best Management Practices
- Time Temperature Recorders
- Canadian Dairy Farms are validated every 2nd year!
- 5% self validation are audited



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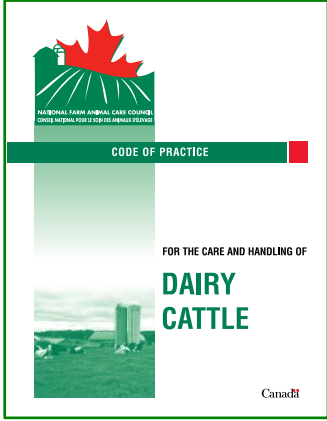
Animal Care



prc Action

Animal Care: Process

- **2009:** Code of Practice for the Care and Handling of Dairy Cattle published.
- **2011 to 2013:** Draft Animal Care Program developed through NFACC based on Code (small pilot on farm)
- **2014:** DFC established Animal Care Technical Committee



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Ex.: Animal Care Assessment Tool

(available on www.dairyresearch.ca)



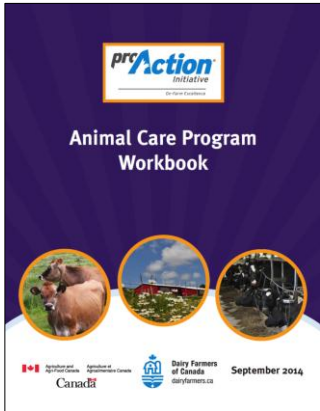
prc Action ^{®/MD}



prc Action


















Animal Care: Process

- 2014 to 2015:** DFC developed program materials and ran a second pilot.
- 2015: Post-pilot:**
 - Revised materials
 - ProAction Committee approved criteria on May 20, 2015
 - DFC Board approved criteria on June 1, 2015



Animal Care Criteria



20 questions


Example of questions:








1. Do you ensure that housing for unweaned calves: (Demerits)
 - a. Allows calves to easily stand up, lie down, turn around (180°) and adopt normal resting postures?
 - b. Provides bedding?
 - c. Permits calves to have visual contact with other cattle?
 - d. If group housing, provides a bedded area large enough to allow all calves to rest comfortably at the same time?
12. Do your cattle have full tails? (Major/minor)

To access the criteria on Animal Care:


[file:///C:/Users/gsequin/Downloads/AnimalCareCriteria_e%20\(2\).pdf](file:///C:/Users/gsequin/Downloads/AnimalCareCriteria_e%20(2).pdf)



Animal Care Assessment



Canadian Dairy Network
 Sign In
 User Name: Password:
[Forgot Password?](#) [Sign Up](#)

[Home](#) [Company](#) [Calendar](#) [Links](#) [Contact Us](#)

[Animal Query](#) [Group Query](#) [Active List](#) [Query Refinement](#)

[SUMMER SHADE ELLIEBROOKS](#) [GenoTest Form](#) [Breed Association](#)

[Summary](#) [Lactation](#) [Classification](#) [Progeny](#) [Pedigree](#) [Inbreeding](#)

Genetic Evaluation Summary


HOCANF11374871		SUMMER SHADE ELLIEBROOKS		%INB	%R
Born 27-SEP-11	ET BW			10.41%	16%
Sire: HOCANM7916429	GILLETTE WINDBROOK	08-JAN-06	8.01%	17%	
Dam: HOCANF8941237	SUMMER SHADE ELLIEBOLTON	08-AUG-07	5.75%	14%	
MGS: HOUSAM131823833	SANDY-VALLEY BOLTON-ET	11-SEP-01	6.13%	13%	








PRODUCTION		EBV 15* AUG		Pro\$	LIFETIME PERFORMANCE INDEX	
Lactations	2	Kg	%RK	%Dev	\$1440	LPI
Test Day Records	11	Milk	1309	94%		2735
Daughters/Sons	0/0	Fat	66	97%	+0.15	1223
Reliability	58%	Protein	52	98%	+0.09	1185


CONFORMATION		EBV 15* AUG		Reliability: 50%					
SCORECARD	Index	%RK	-15	-10	-5	0	5	10	15
Conformation	11	97%							
Mammary System	9	96%							
Feet & Legs	8	93%							
Dairy Strength	10	97%							
Rump	7	93%							

DESCRIPTIVE



Characteristic	Value	Quality	Direction	Value	Quality
Udder Depth	15	Deep			Shallow
Udder Texture	6	Flaky			Soft
Median Suspensory	5	Weak			Strong
Fore Attachment	9	Weak			Strong
Front Test Placement	2W	Wide			Close
Rear Attachment Height	6	Low			High
Rear Attachment Width	8	Narrow			Wide
Rear Test Placement	1W	Wide			Close
Test Length	5S	Short			Long





















Traceability

28

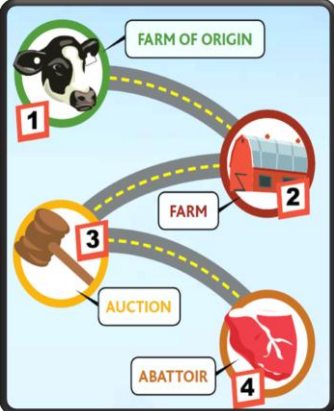




















Traceability: Process


- **2001 to today:** CFIA - Part XV (animal identification) of the *Health of Animals Regulations* & Quebec identification and traceability provincial regulation
- **2012-2013:** 14 DFC principles for developing a dairy traceability program were developed, based on 3 pillars (premises identification, animal identification and movement recording and reporting) and endorsed by DFC
- **2014:** DFC established Livestock Traceability Working Group
- **2014-2015:** DFC developed module materials and held train-the-trainer session with all provincial coordinators & participated at CFIA first and second round proposed amendments to the *Health of Animals Regulations*







Traceability Criteria



6 questions

Example of questions:

1. Do you have a premises identification number?
(Major/minor)
3. Are you reporting animal birth information to the national traceability database within 45 days or before the animal leaves the farm of origin, whichever occurs first?
(Major/minor)

To access the criteria on Traceability:

<http://www.dairyfarmers.ca/proaction/resources/traceability>





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Biosecurity

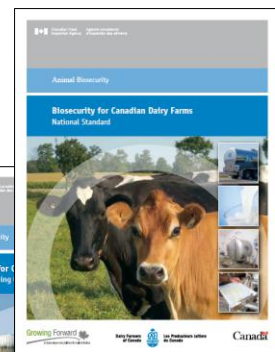
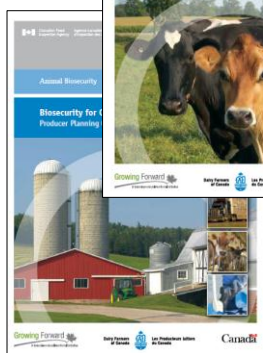





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Biosecurity: Process

- 2013** - Canadian Food Inspection Agency developed National Standard and Producer Planning Guide
- 2014** - DFC established biosecurity working group
- May 2015** - Established the requirements to be used in the pilot
- Winter 2016** - Documents to be finalized and on-farm pilot

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The Principles of Biosecurity

Biosecurity for Your Dairy Farm

Do you want to help protect the health of your herd?
Consider developing a biosecurity plan for your dairy farm.

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
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Biosecurity Criteria

7 questions







Example of questions:


1. In the past year, have you completed the biosecurity risk assessment with a veterinarian to identify and address biosecurity risks on your farm? (Major/minor)
3. Have you established and implemented an SOP, in consultation with your veterinarian, for vaccinating against specific diseases of concern? (Major/minor)


To access the criteria on Biosecurity:
<http://www.dairyfarmers.ca/proaction/resources/biosecurity>



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Environment

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Initiative

paef

Growing Forward 2

A federal-provincial-territorial initiative










NOVA SCOTIA


ENVIRONMENTAL FARM PLAN









Environment Criteria


11 questions

Example of questions:

1. Do you have a valid provincial (individual) environmental farm plan (EFP), *Plan d'accompagnement agroenvironnemental* (PAA) or PAA-equivalent to identify and address environmental risks on your farm? (Major/minor)
3. Do you manage silage storage to avoid contamination of surface water and groundwater? (Demerits)

To access the criteria on Environment:
<http://www.dairyfarmers.ca/proaction/resources/environment>












The Importance of Research

DFC Priorities proAction /Sustainability	Associated Research Priorities
Productivity and Efficiency of Farms	<p>Best management practices and program standards based on sound science (ex.: animal care assessment)</p> <p>Better environment stewardship and lower carbon, water and land footprints</p> <p>Gains to improve feed efficiency, production techniques and management, genetics, lower costs of production, health of animals, etc.</p>
Human Nutrition	<p>Increase awareness of the nutritional value and health benefits associated with milk products, as part of a healthy, balanced diet</p>




LCA AND ENVIRONMENTAL FOOTPRINTER (CLUSTER 1 AND 2 PROJECTS)

Based on AGECO LCA study, Canadian Milk's footprint for carbon, land and water are among the lowest globally.

Footprint of 1 kg of FPCM



Equivalent impacts (non life-cycle)

6 km driven with a car



a 2 minute shower



0.5 kg of wheat
(1-2 breads)



AGECO is developing a comprehensive, user-friendly online assessment tool for dairy producers:

- To identify opportunities to enhance performance; and,
- To target areas where best management practices will lead to more sustainable production.

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Recognize Canadian Dairy Farmers when congratulations are due




The proAction® Initiative and other initiatives will make a difference ...

It may not provide market differentiation vs. 100% of farms



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The workload requirements












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The certification overload











In Short

- proAction® provides assurance to modern day consumers about what we do
- Use existing infrastructure that will allow future integration of programs/modules
- Strong support from our farmers, processors, stakeholders and clients
- Effective communication -showing shared values & transparency at all levels- is key to the success of this program
- Our process: consultations, collaboration between various stakeholders

What our stakeholders think of



A few comments



...the right proactive response to changes that are taking place.

Dr. Herman Barkeman



...leadership and progressiveness in their proAction Initiative, in particular for the development of a program for assessment of animal welfare.

Dr. Trevor DeVries



Canadian farmers are showing leadership in this global field of dairy sustainability with the proAction initiative.

Donald Moore, Executive Director



A few comments




WAP applauds DFC for leadership in development of animal care assessment section of the proAction program.








We are very supportive of the initiatives taken by Canadian dairy farmers to improve their sustainability via such initiatives as proAction and the Dairy Farm Sustainability Award. We are proud to team up with dairy producers on our common sustainability goals.





Canadian farmers are showing leadership in this global field of dairy sustainability with the proAction initiative.



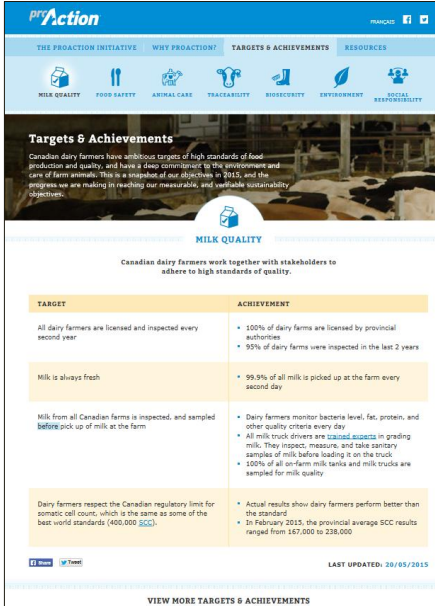






Next Steps

- Maintain the collaboration with stakeholders so we achieve expected results.
- proAction is one of the best program in the world.
- Ambitious: 100% of farms to participate.
- Continue dialogue with stakeholders

proAction Websites



Dairy Farmers of Canada
www.dairyfarmers.ca/proaction

Dairy Farmers of Ontario
<https://www.milk.org/Corporate/proAction/proActionMain.aspx>

Maria Leal maria.leal@milk.org
 905-817-2122

Guy Séguin guy.seguin@dfc-plc.ca
 613-897-4353 @guyaseguin

