



DAIRY FARMERS:

CARING FOR FUTURE GENERATIONS

*pro***Action**[®]

SOCIAL LICENSE IN DAIRY
FARMING: THE
PROACTION[®] INITIATIVE

Guy Séguin, P.Eng.
Dairy Farmers of Canada

March 12th, 2015



INTRODUCTION

- Dairy Farmers of Canada
 - The Canadian Industry
 - The average dairy farmer
- Dairy Farming today
- Our Social License program
- proAction® and our commitment
- Challenges



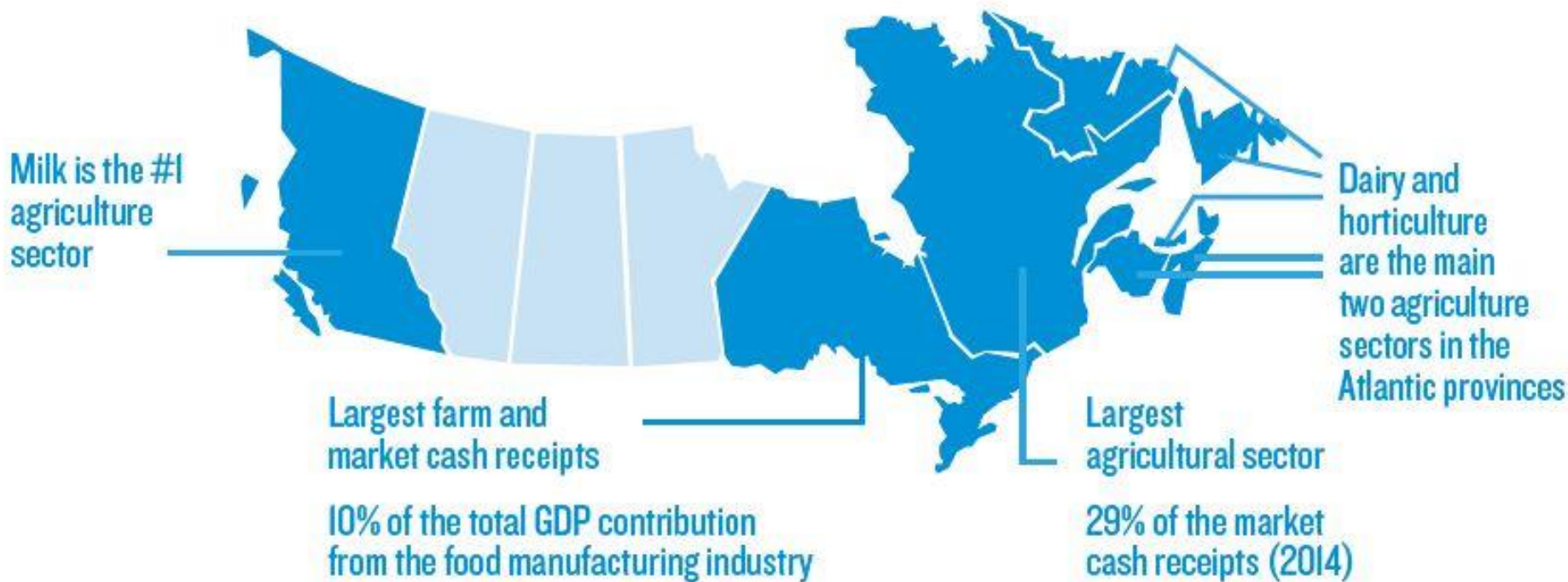
STATISTICS: CASH RECEIPTS \$6.733 BILLIONS

(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





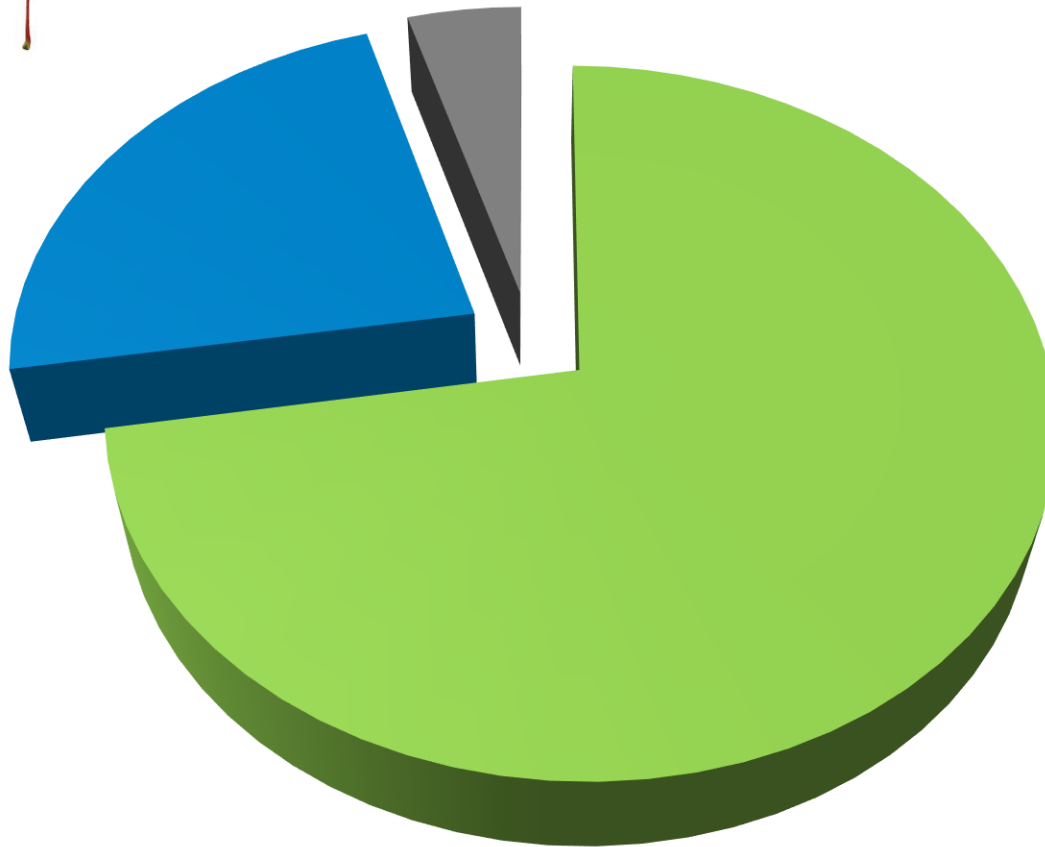
- Dairy Cash Receipts: ~ \$580 Millions
- Average Consumption for each Albertan:
 - 83 litres of milk
 - 10 kg of cheese
 - 5.4 litres of yogourt
- 600 farm families
- 80,000 dairy cows producing 650,000,000 litres
- 20 processing plants
- Creates 10,000 jobs
- Alberta is the 4th largest province in Canada



Average Dairy Farm milking cows: 70
Average Age of Dairy Farmer: 47



STATISTICS: DAIRY BARN BY TYPE



■ Tie Stall 73.5%



■ Free Stall 23.0%



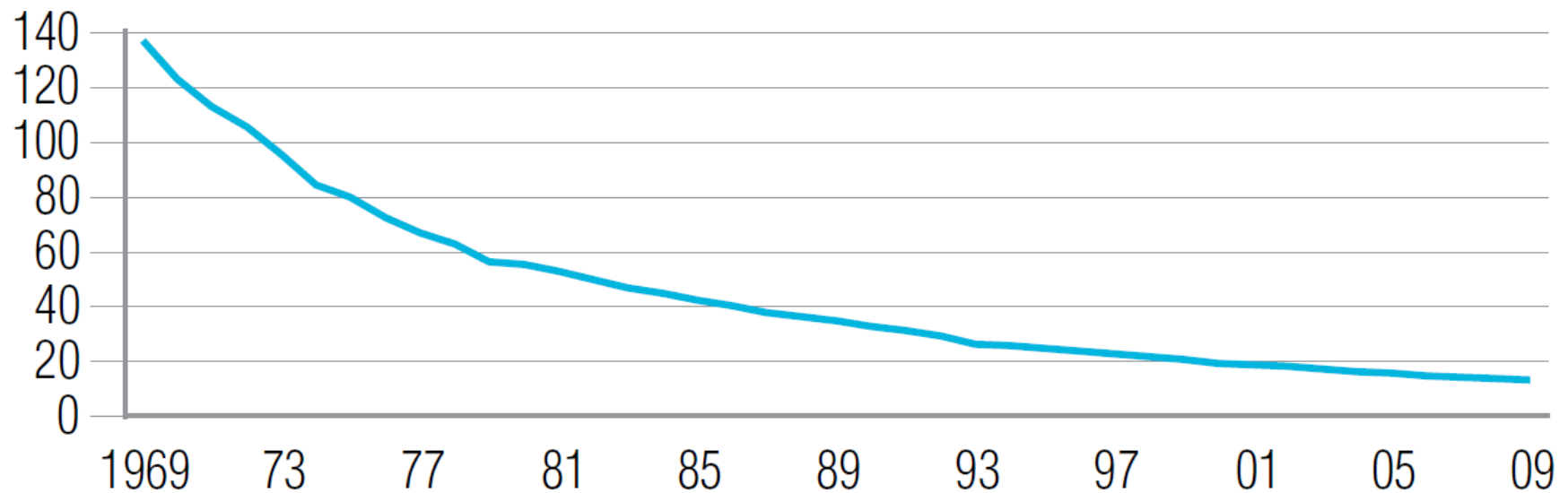
■ Robotic 4.7%



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

Chart 1

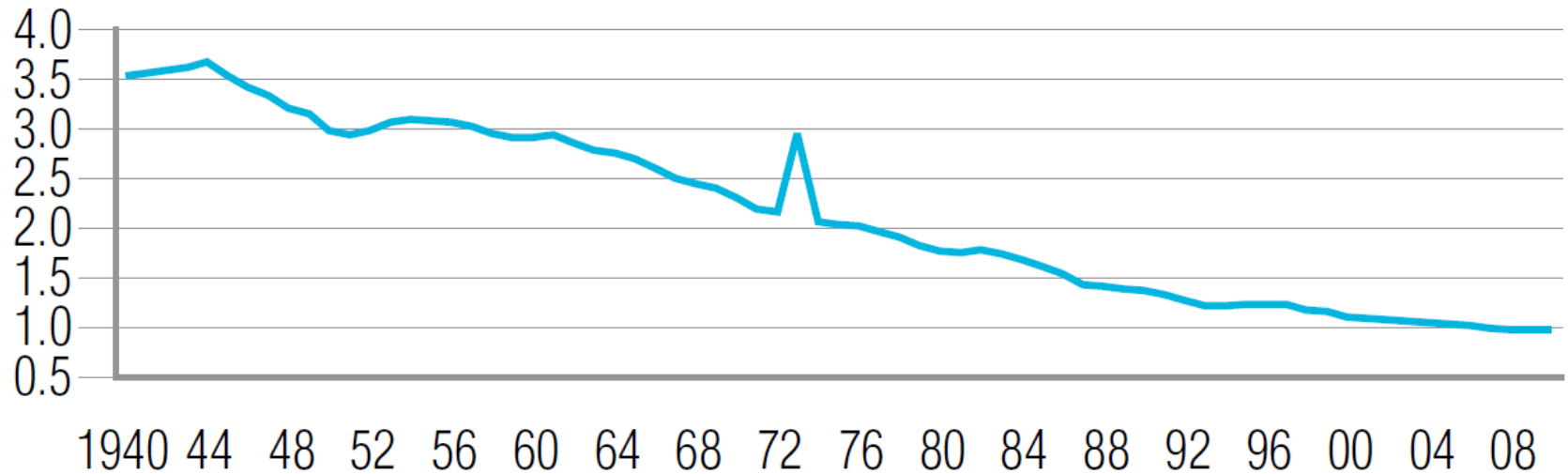
Dairy Farms in Canada
(number, 000s)



Source: Statistics Canada.

Chart 2

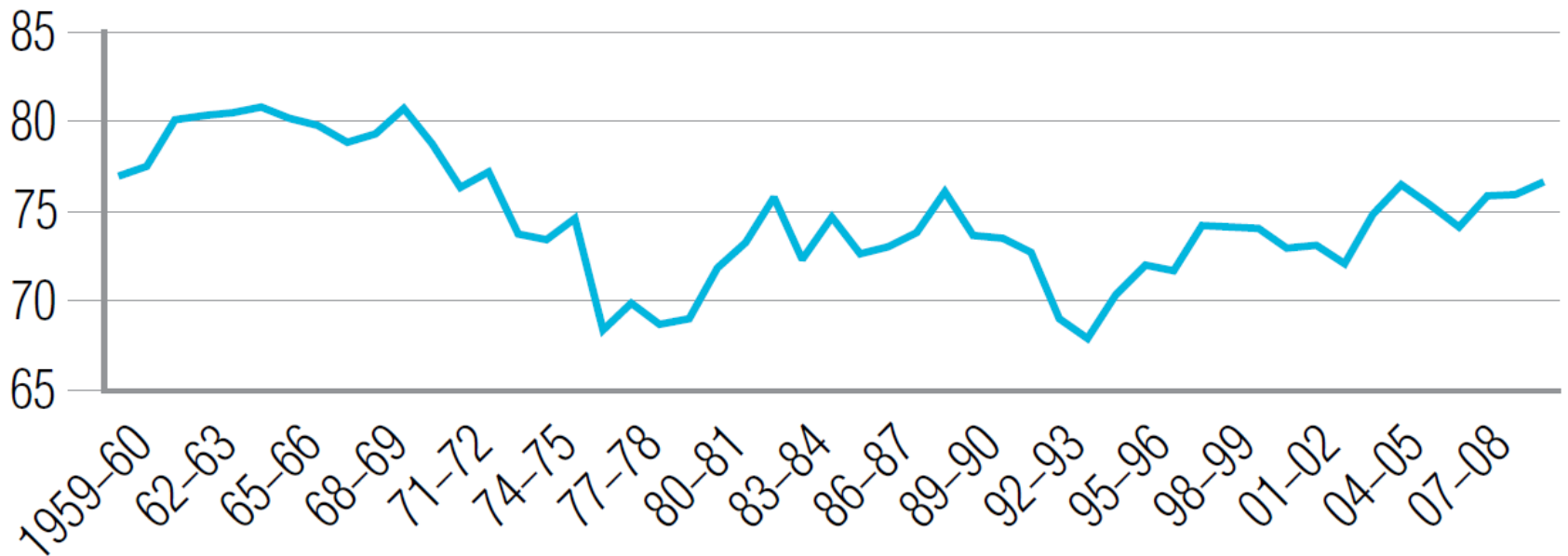
Dairy Cow Herd in Canada
(number of head, millions)



Source: Statistics Canada.

Chart 3

Milk Production in Canada (hl, millions)



Source: Statistics Canada.

1953

- Taille moyenne au garrot
135 cm (4 pi 5 po)



Annual Production:
From 3,500 to 4,500 kg

2013

- Taille moyenne au garrot
148 cm (4 pi 9 po)



Annual Production:
9,500 kg



AVERAGE CANADIAN FARMER

Dairy Farmers
of Canada



- Average herd Size: 70 milking cows
- Family operated business
- Works 7 days a week between 8 to 16 hours/day
- Committed for 365 days per year to his animals
- Milks 2 or 3 times per day his cows (Start: 6:00 AM)
- Love cows, Love working outside and the land
- Other expertise: beef farmer, crop farmer, large equipment operator, breeder, dairy equipment specialist, veterinarian, accountant, lawyer, electrician, plumber, carpenter, mechanics, manure handling specialist, personnel officer, tax experts
- Married, fatherhood, motherhood, family oriented, committed to the community
- New skills demanded: **Social licensee, marketing expert, communication, auditing expert**



PROVINCIAL LAWS & STATUTES IN ONTARIO

- 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

- Line Fences Act
- Ontario 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
- Trespass to property Act



PERCEPTION OF SOCIAL LICENSE





*pro***Action**[®] *Initiative*

proAction® = Insurance

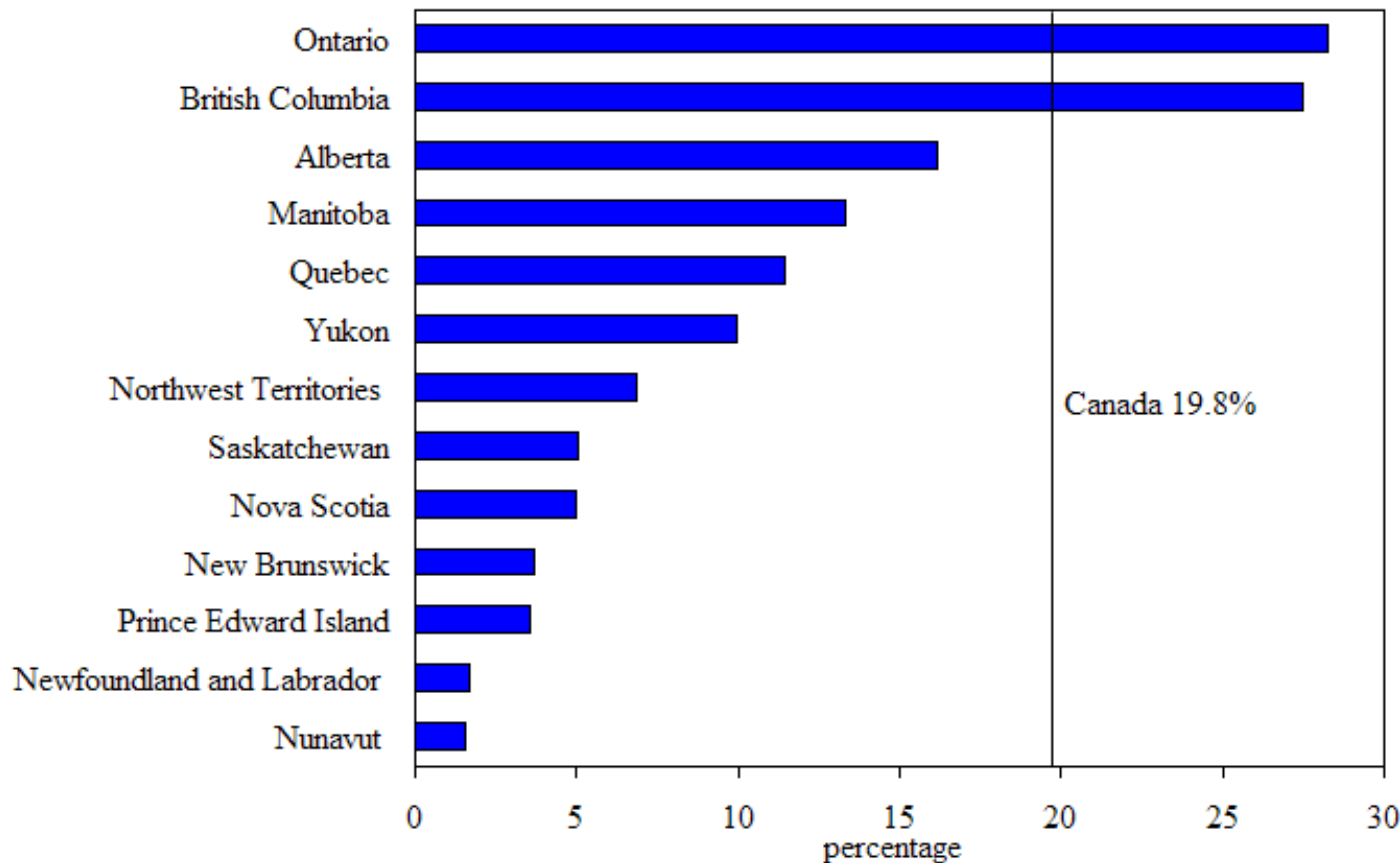




proAction[®]

**Provide
assurance to
customers about
we do**

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.

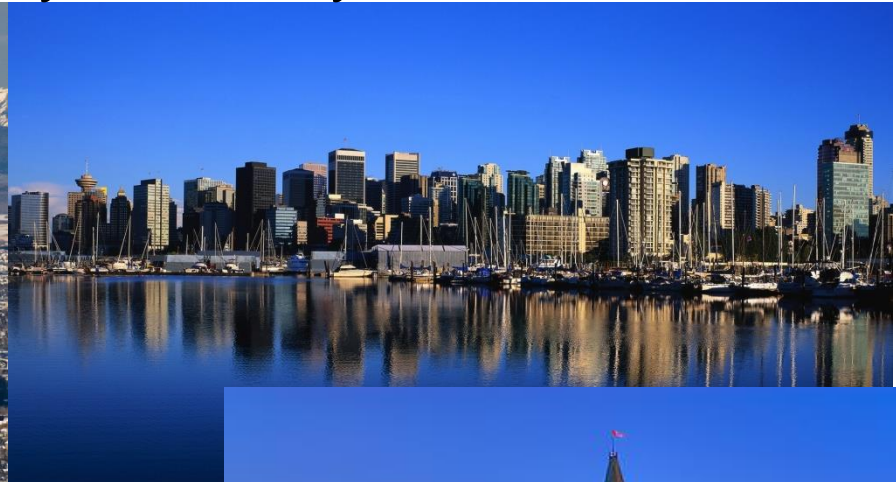


- Canadian households allocated 9% of their total household expenditures to food and non-alcoholic beverages, compared to 7% in the U.S., 11% in Germany and Australia, and 14% in Japan.





- 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.



PROFESSIONAL SURVEY (ANGUS-REID.COM, OCT. 2012)



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%

PUBLIC PERCEPTION OF THE DAIRY FARM (FROM DR. DAVID FRASER)



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

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

PROFESSIONALS

- 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 of Canada...



PROFESSIONALS

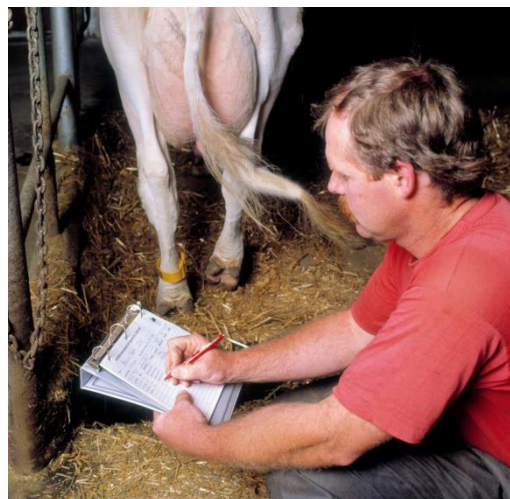
- Duties/Ethics/Values:
 - Public and society
 - Customers
 - Consumers
 - Animals
 - Environment
 - Employees, family members
 - Other producers
 - Other Dairy Farmers
 - Dairy Farmers of Canada

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





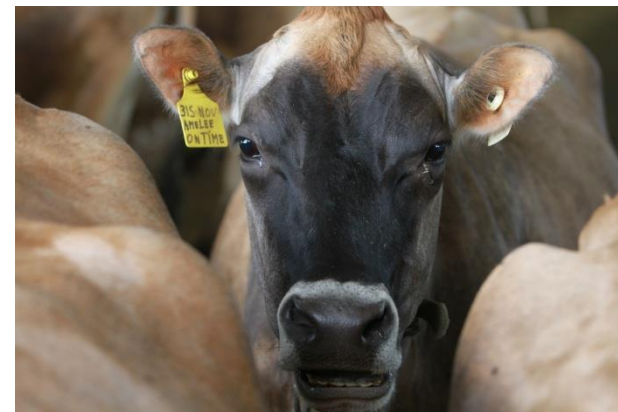
Milk Quality



Food Safety: Canadian Quality Milk

proAction
Initiative

Traceability



Biosecurity



Animal Care



Environment

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

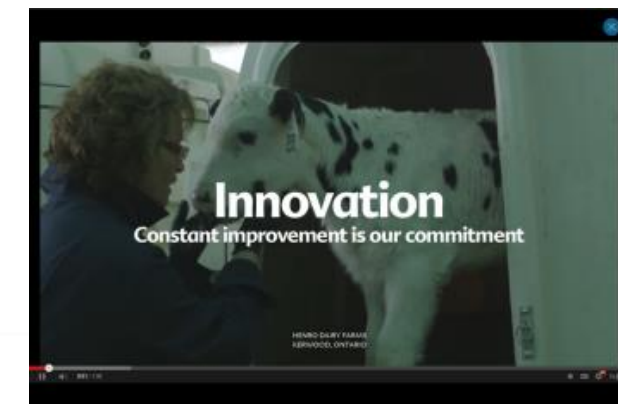
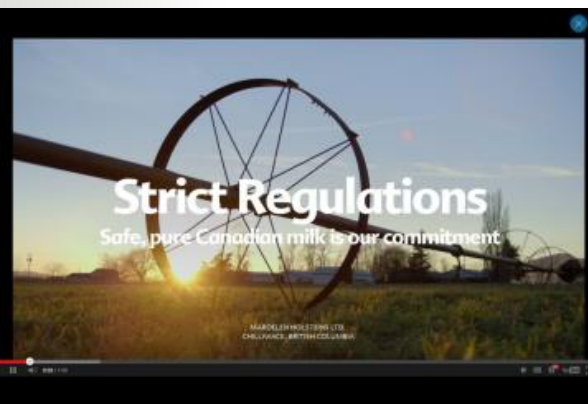
Communication with all stakeholders

CONSUMER MARKETING

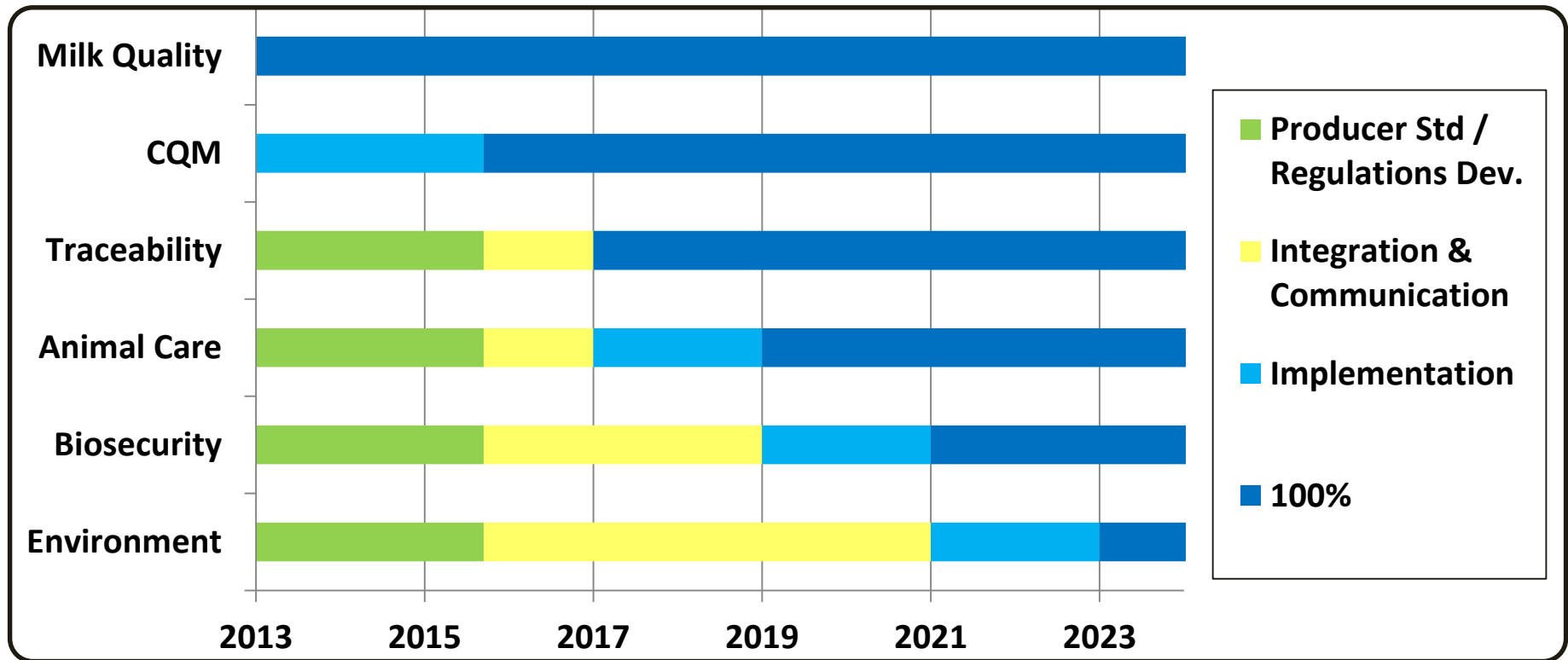


DIGITAL/ONLINE - WEBSITE

- canadianmilk.ca, launched in March, features six videos starring Canadian dairy farmers and how they ensure quality on their farm.



TIMELINES

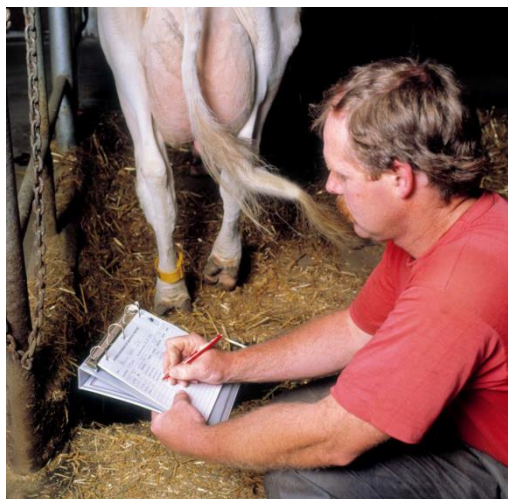


* Traceability timeline is dependent on federal regulation.



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

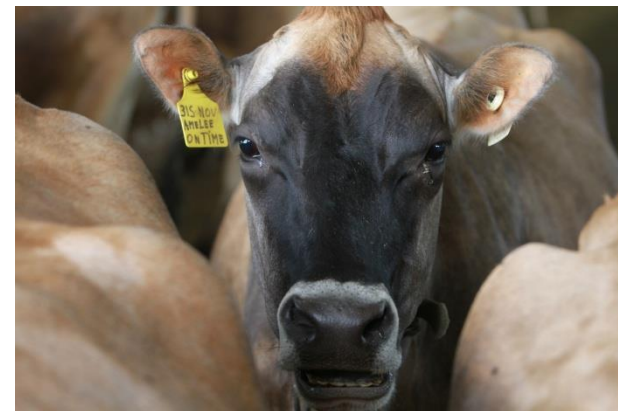
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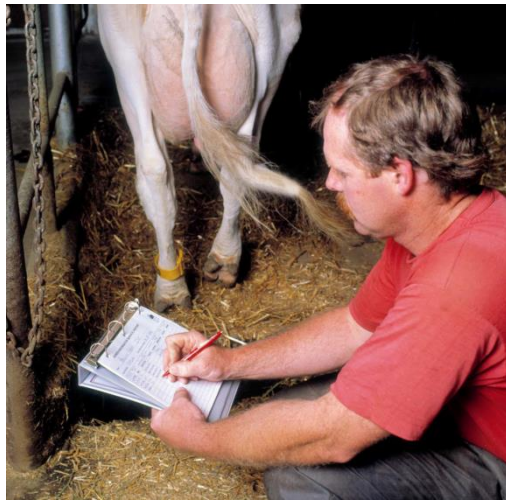
Animal Care



Environment

Milk Quality





Food Safety:

Canadian Quality Milk

Canadian Quality Milk On-Farm Food Safety Program

Best Management Practices
Critical Control Points
Standard Operating Procedures
Corrective Actions

Reference Manual

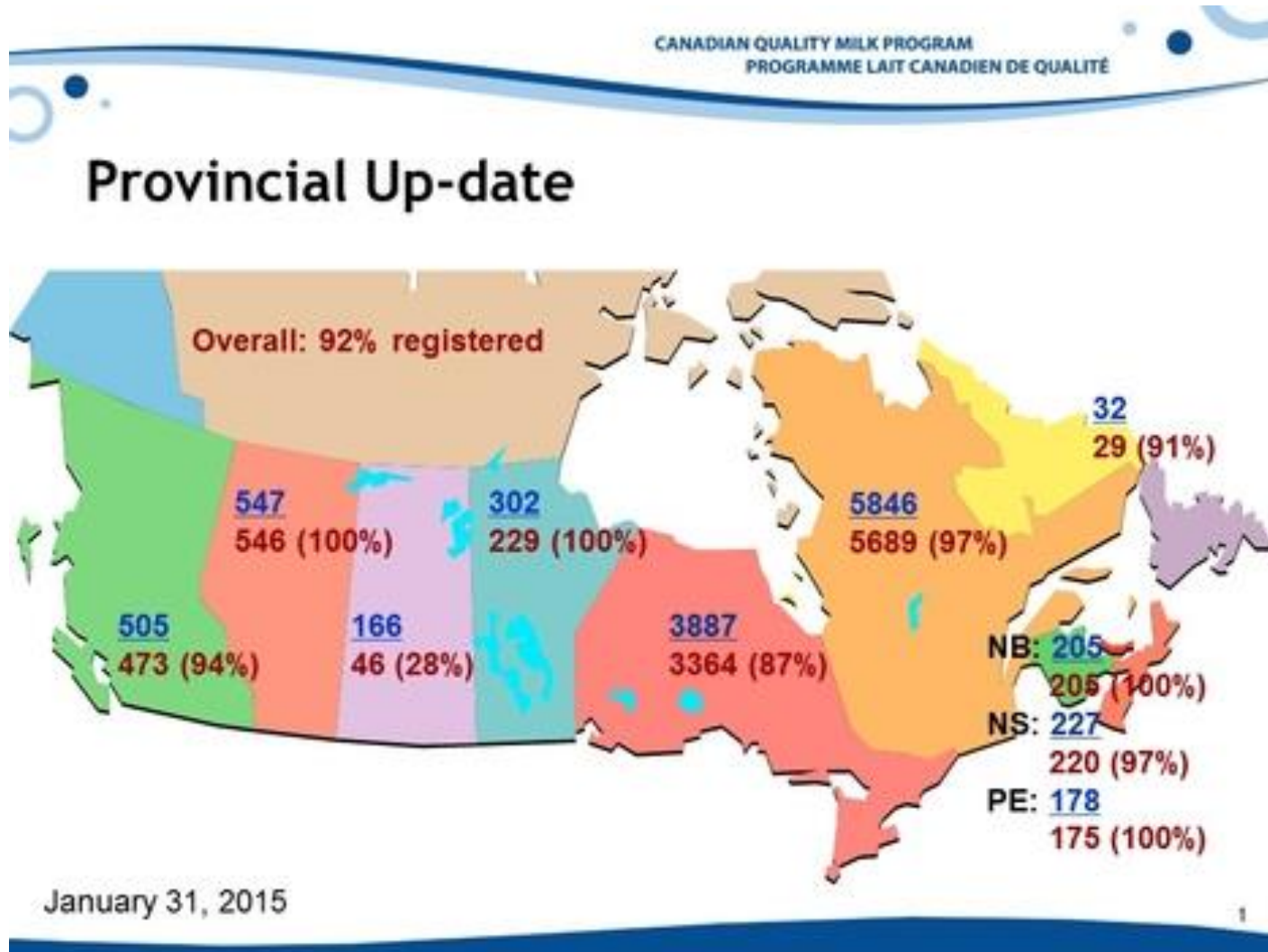


Dairy Farmers
of Canada



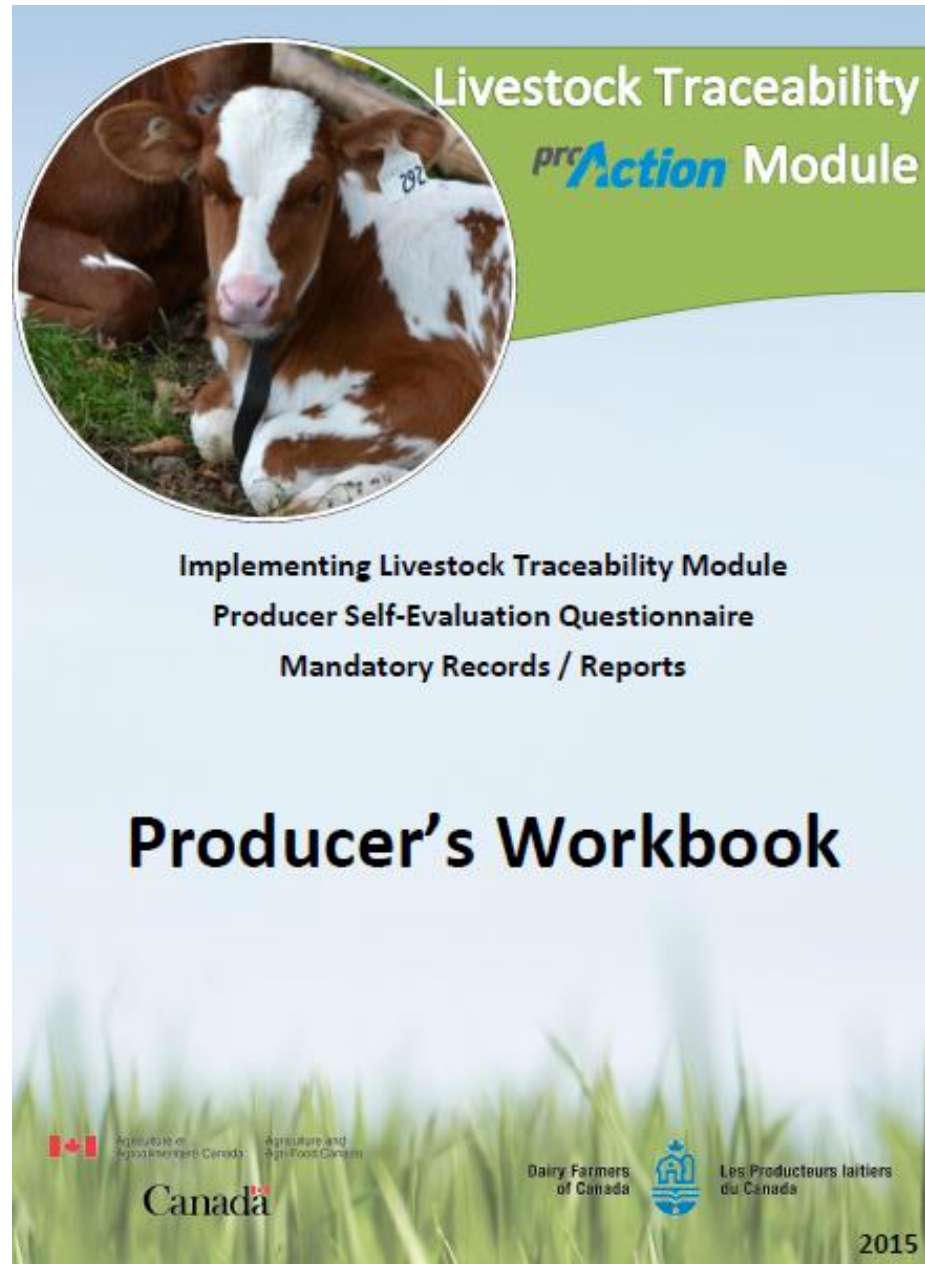
June 2010

CQM REGISTRATION: 100% IN CANADA WILL BE REACHED ...WITHIN THE NEXT FEW MONTHS!



Traceability







Animal Care

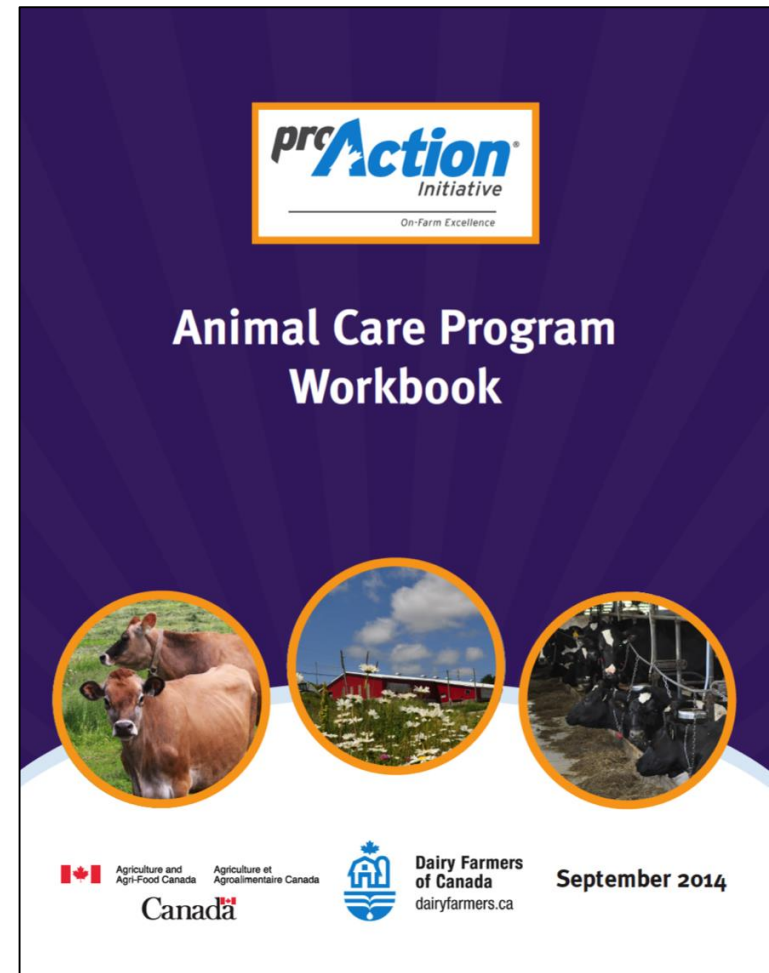
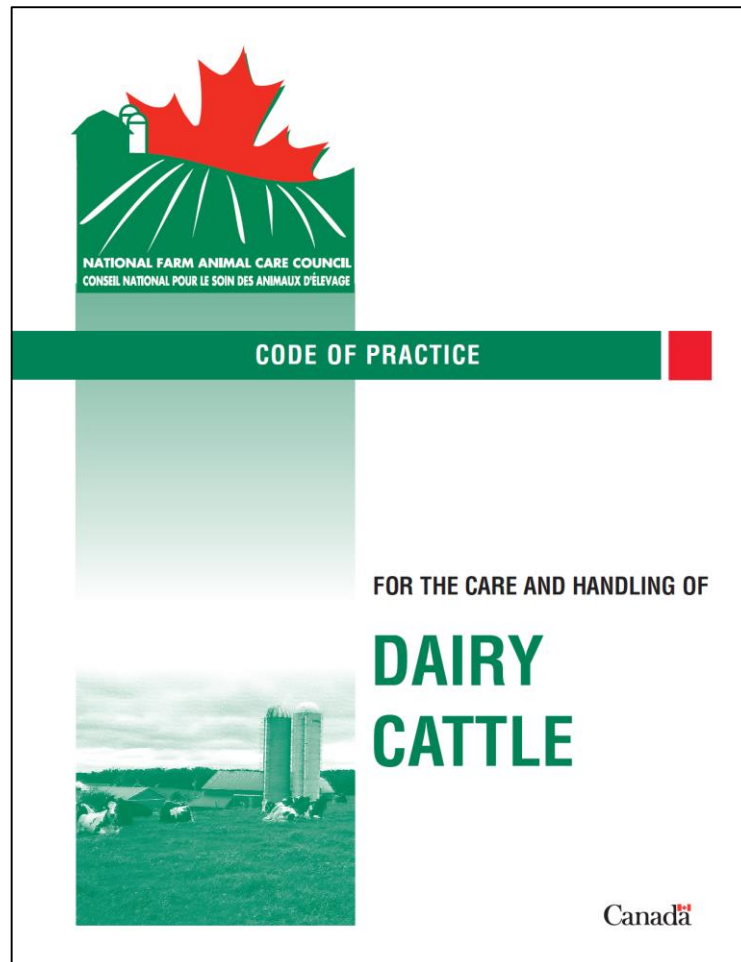
ANIMAL CARE: PROCESS



- 2009 Code of Practice for the Care and Handling of Dairy Cattle with the National Farm Animal Care Council(government, scientists, farmers, Humane Society, CFIA, Restaurant and Food Services Association, Vet Medical Association)
- Animal Care Assessment Framework: Dairy Farmers were the first to develop the Framework (Dec 2013) in Canada for Farm Animals (NFACC – National Farm Animal Care Council)
- 2nd farm pilot has just ended and data is being analyzed

PROGRAM REQUIREMENTS

- The main categories are:



ANIMAL-BASED MEASURES (PROPOSAL)

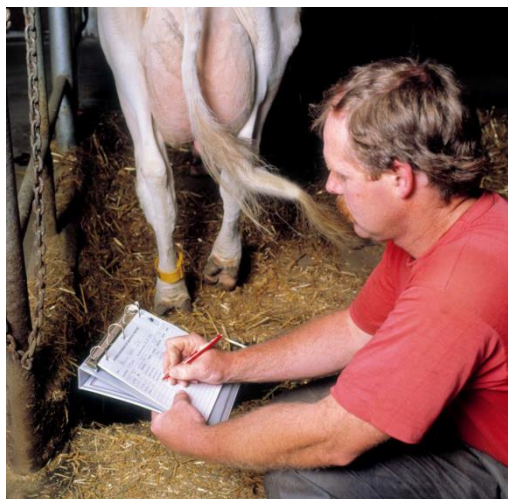


Determine assessor (Classifiers, Vets?)

Assessing your cattle

A qualified 3rd-party must do it every second year (service provider must meet qualification criteria and have undergone DFC training). We are expecting people like vets or classifiers to be interested. You choose who you want or you can have the validator do it.

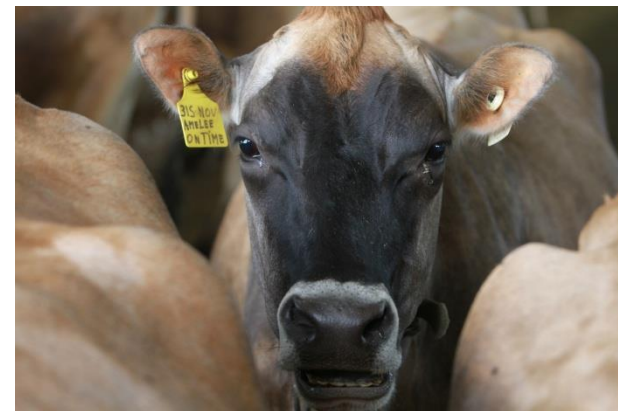
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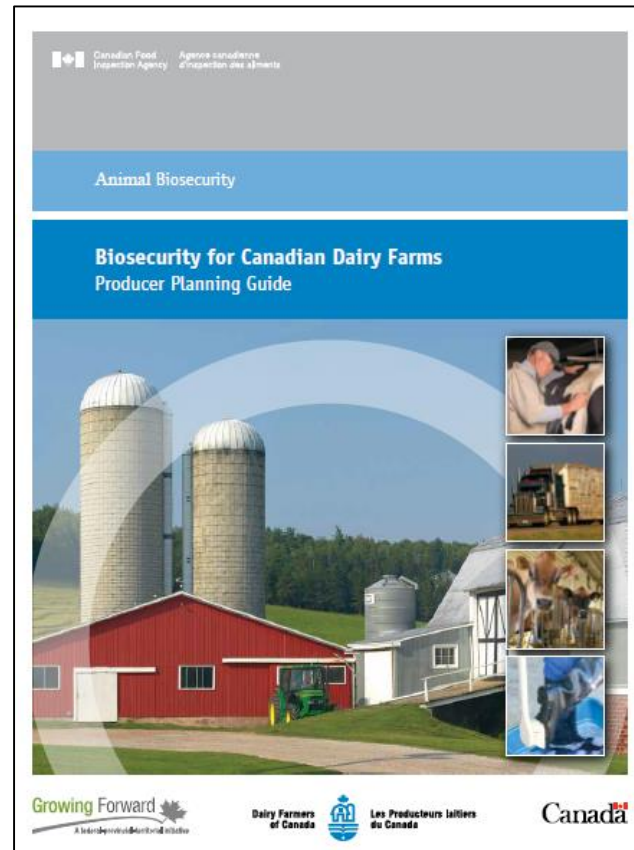
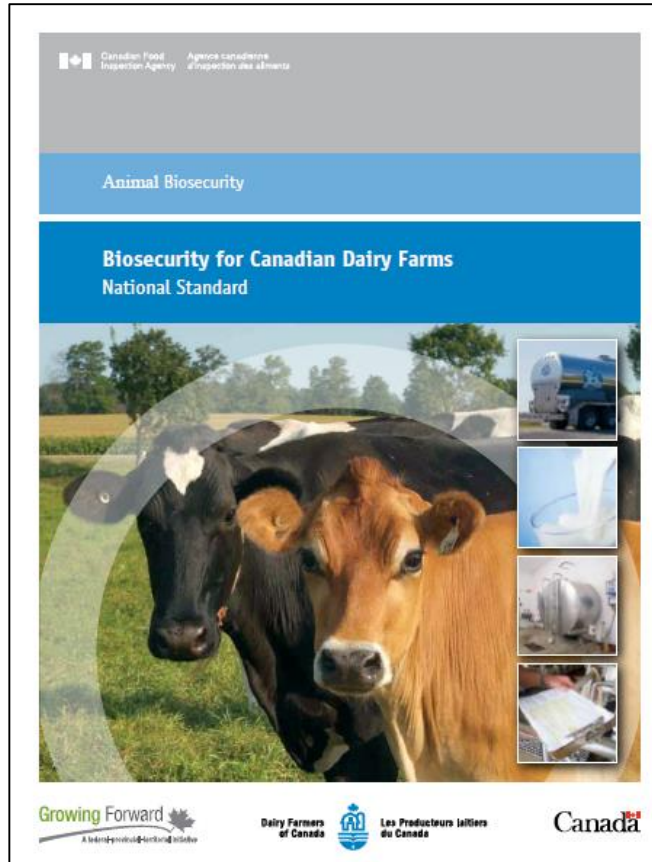


Environment

Biosecurity



THE NATIONAL BIOSECURITY STANDARD AND THE PRODUCER GUIDE



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

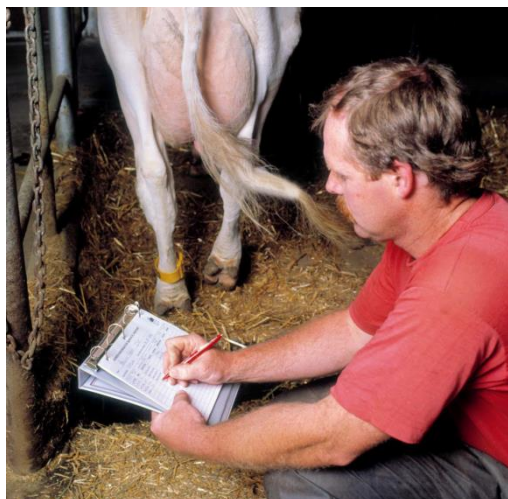
B

Manage the spread
of disease within
your farm

C

Contain disease
to prevent spread
to other farms

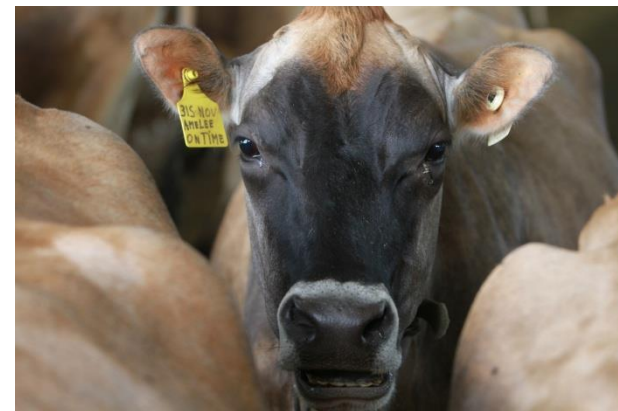
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Initiative

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Growing Forward 2 
A federal-provincial-territorial initiative



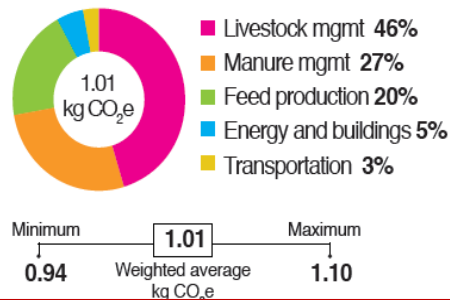
— NOVA SCOTIA —
**ENVIRONMENTAL
FARM PLAN** 

LIFE CYCLE AND SOCIAL ECONOMIC PERFORMANCE

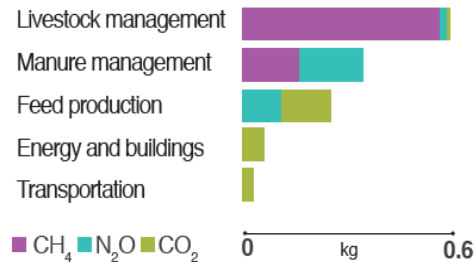


Carbon footprint

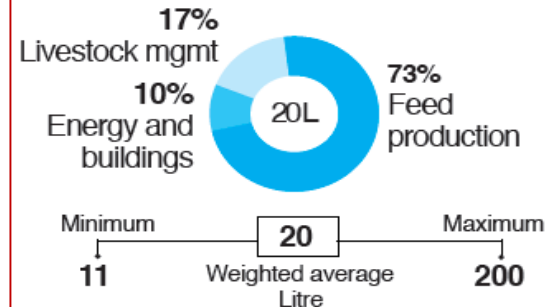
Contribution of each life cycle stage



Breakdown of GHG emissions



Water consumption

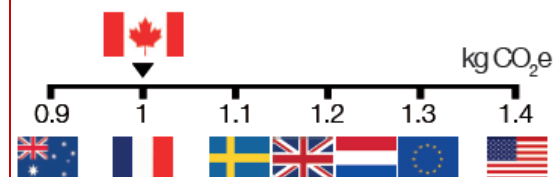


Average land use

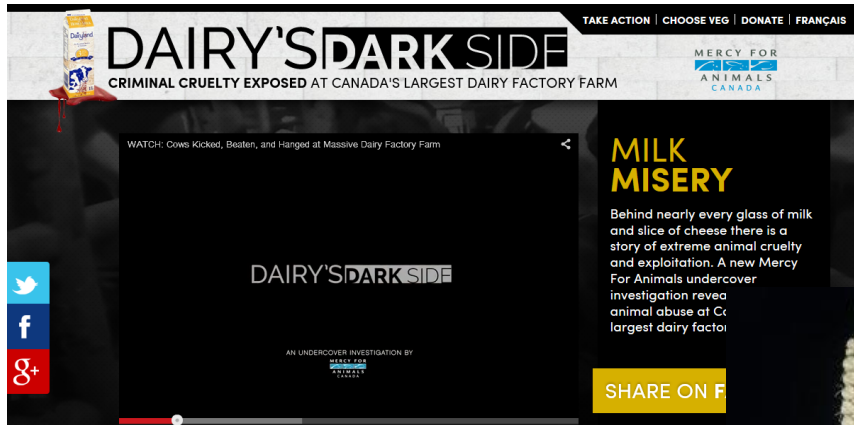


A carbon footprint among the best in the world

By referring to comparable studies in other countries, it can be shown that the GHG emissions generated per unit of milk produced in Canada are among the lowest globally.



MESSAGE #1: CAREFUL OF OVERREACTING TO SHAMING



Undercover investigation reveals horrific conditions within egg industry

MESSAGE #2: CAREFUL WITH THE CERTIFICATION OVERLOAD



MESSAGE #3: CAREFUL OF THE PAPERWORK OVERLOAD







MESSAGE #4: RECOGNIZE THE FARMERS WHEN CONGRATULATIONS ARE DUE

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

May not be a *unique* marketing initiative for our clients



IN SHORT



- proAction® *provides* assurance to customers about what we do
- use existing infrastructure that will allow future integration of programs/modules
- Strong support from our dairymen, processors, stakeholders and clients
- Effective communication to all levels is key to the success of this program
- proAction® is building equity for the support for our national branding





FOR MORE INFORMATION



The proAction Initiative: On-Farm Excellence

Through proAction, Canadian dairy farmers collectively demonstrate responsible stewardship of their animals and the environment, sustainably producing high quality, safe and nutritious food for consumers.

To offer the best milk every day, Canadian dairy farmers have excellent standards and practices. DFO and members initiated the development of proAction to offer a program to farmers that will assure our clients about the good practices on Canadian dairy farms. With proAction, farmers offer proof they work to ensure milk quality and safety, while meeting societal expectations related to animal care, health, welfare as well as environmental stewardship.

Download the [proAction brochure](#)

The proAction Initiative is an efficient and coordinated national framework that brings various best management practices on farms under one umbrella. This approach will allow the Canadian dairy industry to continue its leadership by assuring customers about farm practices. Canadian dairy farmers have collectively and proactively establish terms and timelines for this initiative.

Through proAction, dairy farmers will:

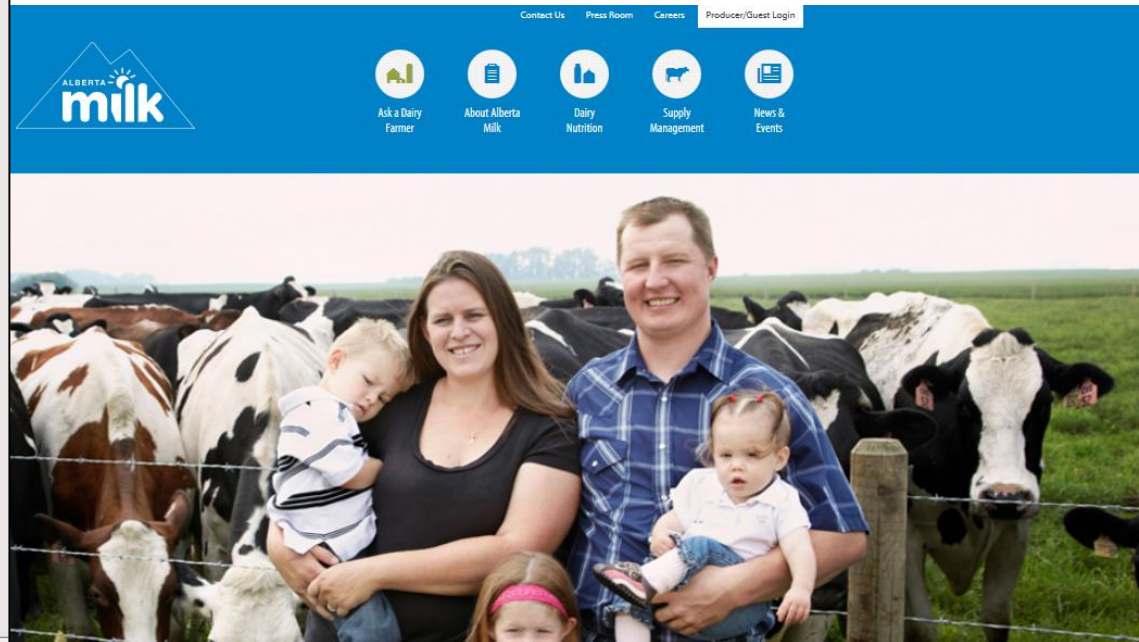
- Implement a single, national, credible, practical on-farm initiative;

[Alberta Milk](#)

www.albertamilk.com

Mike Slomp mslomp@albertamilk.com

780-453-5942



[Dairy Farmers of Canada](#)

www.dairyfarmers.ca

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The image is a collage of three photographs. The left side shows a man in a brown baseball cap and a blue patterned jacket holding a baby, with a cow's head visible in the foreground. The right side is split: the top half shows a woman in a dark jacket and jeans standing in a barn with hay bales in the background, and the bottom half shows a black and white calf in a wooden stall. Overlaid on the center is the text 'DAIRY FARMERS: CARING FOR FUTURE GENERATIONS' in large, white, bold, sans-serif capital letters.

DAIRY FARMERS: CARING FOR FUTURE GENERATIONS