



January 2012

milking TIMES

Published monthly for dairy farmers in Alberta and our industry partners

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Chairman's Message

Source: Hennie Bos, Chairman

Welcome to 2012! This is a time that we stop to reflect, refresh and redirect, as well as set new goals. At the Western Milk Pool (WMP) meetings in mid-December, the board members from the respective western boards held a planning forum where we did that as well. This year all members of the boards from the four western provinces took part and took a lot away from the discussions.

The topics on the agenda primarily centered on what we are currently trying to address in regional and national forums namely: policy harmonization in the areas of raw milk transportation, informatics (computer) technologies, milk allocation, milk receiving and transportation costing models, quota management and policies, and dairy research.

The work to harmonize many facets related to milk movement has been ongoing since 2009. So far we have successfully adopted policies governing milk metering and proportionate sampling, yards and lanes for producers. We are nearing the finalization of a transportation costing model and a plant milk receiving policy.

There was support to continue the harmonization of transportation policies and procedures that have been progressing. The newly formed WMP Quota Management Committee, with the mandate to review and reflect on common policies on quota issuance and flexibility sharing, was tasked with developing further information on how it could be done and benefits and costs of working more as a pool. While it is no mystery that milk allocation is of major importance right now in Canada we must ensure milk is getting to

the right place at the right time. Allocation is an issue that will need to be dealt with at the national level. There was also support to ensure we collaborate on research to avoid duplication, maximize the leveraging of the limited research funds we have and to enhance extension activities.

In his address on the state of the industry, John Core, CEO of the Canadian Dairy Commission, challenged and reminded us that the industry is evolving at a quicker rate than in the past. There are fewer farms, fewer processors and much of the growth will be in ethnic markets. Milk ingredients are the future and the focus on raw milk will have to change.

All board members within the WMP gained a better understanding of the topics we are addressing, got a better understanding of the positions and desired outcomes of our counterparts in Western Canada, and developed stronger relationships between the leaders in the WMP. We were also able to set some priorities for the next year and develop ways to target our resources. To advance some of the files, a cultural shift will have to happen – do we want to start thinking as a region or a nation rather than a province? As with any risk mitigation that can only truly be answered when you fully know the costs.

our mission

"Alberta Milk leads Alberta's dairy industry. We support the effective operation and advocacy of the supply management system in a vibrant, sustainable and market-focused industry."



2011 Alberta Milk Dairy Conference and Annual General Meeting

Source: Karlee Conway, Corporate Communications Coordinator

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Northeast Region

Lorrie Jespersen
780-785-2121
Northwest Region

Nearly 250 producers, stakeholders and other guests joined us for our annual event this year. Hosted at the Fantasyland Hotel in Edmonton, this year proved to be one that will be hard to beat. Our theme, "Agvocracy": Dairy Advocacy from the Boardroom to the Barn, was addressed by speakers from across Canada and resonated in producer conversations to create a stronger, more united dairy industry in Alberta. Instead of a two day event, we moved to three days by having two half days and it appears that this format has been perceived well.

Tuesday, November 21 kicked off with Hennie Bos welcoming everyone to our event. The review of the business plan and budget followed Hennie, as well as the election of Wim Van de Brake as the new DHI director. Albert De Boer was elected as the director at large. The afternoon finished off by having the DFC President, Wally Smith, bring greetings from our national organization.

The dairy conference began with the Honourable Evan Berger, minister of Alberta Agriculture and Rural Development speaking to producers. Alberta Milk is fortunate to have him express his support for supply management. He also discussed the importance of strengthening agriculture and how important the dairy industry is in supporting the economy in our province.



Speakers take questions from the floor.

Following Mr. Berger, we began the plenary sessions. Mr. Gordon Cove, CEO of the Alberta Livestock and Meat Agency (ALMA), discussed the organization and how their support has helped Alberta Milk continue many marketing programs and other initiatives.

He was followed by Clem Samson, president of western operations for Farm Credit Canada (FCC). Clem explained the benefits of supply management from an economic perspective and the various things FCC has and will continue to do to help our industry grow.

Judy Schultz wrapped up the morning session. She is an author and former journalist that brought a different perspective of how a consumer and the media may see our industry and how we should combat negative media coverage. She promoted the idea of having a consistent message and that silence is often assumed as agreement.

Over lunch, the Provincial Quality Milk Award was presented to the Cayley Colony.



Congratulations to the Hutterian Brethren Church of Cayley for receiving the 2011-12 Provincial Milk Quality Award. This is Cayley Colony's second time being recognized for this prestigious achievement.

The afternoon marked the start of the breakout sessions. One of the sessions, how to use social media to strengthen the dairy voice, used the expertise of Lilian Schaeer to help producers understand that people are communicating differently and that there is strong value to participating in these online conversations. The next session was: how new products share our future. Two product specialists discussed ethnic markets and how new ways to market dairy will help increase our market. The final session showcased the expertise of Karen Gingas and Brian Rennie, human resource specialists, on how to manage farm employees. All of these sessions left producers with practical take away ideas. Continuing into the evening brought even more to celebrate. We had the pleasure of

Premier Redford joining us and express her support for the dairy industry in Alberta. We are very appreciative of her attending our event.



Bill Van Rootselaar and Chairman Hennie Bos present a print to Premier Redford.

Her speech was followed by the presentation of the Dairy Industry Achievement Award to Dr. Gordon Atkins. Please go to page 6 for more details about the award.

The policy portion resulted in two resolutions being carried. The first is regarding our New Entrants Assistance Program: "An article be published in MilkingTimes of each new entrant in the same manner as scholarship recipients." The second is about the election of the DHI director: "The DHI director election process be investigated and clarified by all parties involved with options to be presented at the 2012 AGM." There was strong discussion on these topics and was followed by committee elections. Please see the 2011-12 Delegate Directory for the results.

We would like to thank our sponsors, producers and stakeholders that supported our event this year. The Conference and AGM will be hosted in Calgary in 2012 at the Sheraton Cavalier.

Alberta Milk Supports Prostate Awareness Month

Source: Karlee Conway, Corporate Communications Coordinator



Two Alberta Milk staff, Gerd Andres and Jim Eisen, have shaved their moustaches in the name of "Movember" to help raise funds for men's health awareness. \$2,835.00 was raised with the support of Alberta Milk staff, producers and processors to go towards this cause.

The funds raised were directed to programs run directly by Movember and Prostate Cancer Canada. Together, the two channels work together to ensure that Movember funds are supporting a broad range of innovative, world-class programs in the areas of awareness and education, survivorship and research.

Our federal agriculture minister, Gerry Ritz, also raised funds for this cause. His iconic moustache was shaved off after raising over \$16,000.

Thank you to everyone that donated to this cause.



Travis Skriver, the organizer of this event, stands with his clean-shaven colleagues, Jim and Gerd.

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Milk Quality Winners 2010 -2011

Central Region - North

Producer	Consecutive Wins
Adventure Holsteins Ltd.	1
Alix Hutterian Brethren Church	2
Aspenridge Farms Ltd.	1
Bierens Dairy Ltd.	1
Castor Hutterian Brethren	7
Earnewald Holsteins Ltd.	2
Gerri-Jen Dairy Ltd.	1
Goselink, Christiaan	2
Keulen, Sijtze & Louise	1
Lone Pine Hutterian Brethren	1
Meinen, Rien & Gery	1
Nielsen Farms Ltd.	1
Saville, Ellen	1
South Bend Hutterian Brethren	2
Wyntjes, Dustin Or William	2

Central Region - South

Producer	Consecutive Wins
Beiseker Hutterian Brethren Church	2
Bertens Holsteins Ltd.	2
Byemoor Hutterian Brethren Church	2
Hillview Hutterian Brethren Church	2
Huntcliff Dairy Ltd.	1
Kwakernaak, P & S	3
Philipsen Dairies Ltd.	1
Rocky Mountain Holsteins Ltd.	2
Taylor, Eric T. & Elsie	2
Towle's Dairy Ltd.	2
Veteran Hutterian Brethren Church	2
White Spruce Farms Ltd.	2

Northeast Region - East

Producer	Consecutive Wins
Camrose Hutterian Brethren Church	1
Greenbelt Dairy Ltd.	1
Kozak, Henry M. & Brenda	1
Pine Haven Hutterian Brethren Church	8
Reist, John & Wendy	1
Viking Hutterian Brethren Church	1

Northeast Region - West

Producer	Consecutive Wins
1015212 Alberta Ltd.	2
556232 Ontario Ltd.	2
Corenco Holsteins Ltd.	1
Davies, Ellis A & Kathleen S	1
Daystar Dairy Farm 1999 Inc.	1

De With, C Or M	1
Den Oudsten Dairy Ltd.	2
Hatala Farms Ltd.	1
Pilgrim Dairy Ltd.	1
Poly-C Farms Ltd.	3
Ridder Farms Ltd.	3
Rispens #2, S, D, H & M	3
Schrijver, Henk	2
Stamm Dairy Ltd.	1
Wetoka Farms Ltd.	2
Whitefish Dairy Ltd.	1

Northwest Region - North

Producer	Consecutive Wins
Arco Farms Ltd.	1
Dane's Pride Dairy Ltd.	4
Entreprises Lavoie (1999) Inc.	1
Feitsma Farms Ltd.	4
Foothills Dairy Ltd.	1
Steenbergen, Henk & Laura	2
Twilight Hutterian Brethren Church	2

Northwest Region - South

Producer	Consecutive Wins
564762 Alberta Ltd.	1
Alieda Farms Ltd.	6
Barclay, Andrew	1
Gengler, Rudy	2
Grubenmann's Dairy Farm Ltd.	6
Hammer Farms (1997) Ltd.	4
Hofstra, Tom	1
Peeters Dairy Ltd.	1
Riverside Farms Inc.	2
Ruysch, Willem & Jenny	1
Schuurman Dairy Ltd.	3
Ter Borgh Dairy Ltd.	3
University Of Alberta	1
Warburg Hutterian Brethren Church	1

South Region - East

Producer	Consecutive Wins
East Raymond Hutterian Brethren Church	1
Elmspring Hutterian Brethren	2
Garretsen, Johannes & Carolina	1
Lakeside Hutterian Brethren Church	1
Lathom Hutterian Brethren	1
New Rockport Hutterian Brethren	1
Newell Hutterian Brethren	1
Ponderosa Hutterian Brethren	2

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Prairiehome Hutterian Brethren	1
Quintus Dairy Ltd.	1
River Road Hutterian Brethren	1
Rock Lake Hutterian Brethren	1
Rosedale Hutterian Brethren	2
Roseglen Hutterian Brethren	1
Silver Sage Hutterian Brethren	2
South Spring Dairy Ltd.	1
Starbrite Hutterian Brethren	1
Van Diemen Farm Ltd.	1
Wintering Hills Hutterian Brethren Church	1

South Region - West

Producer	Consecutive Wins
Beyer Dairy Ltd.	1
Big Bend Hutterian Brethren	6
Cayley Hutterian Brethren	1
Clear Lake Hutterian Brethren	6
Coulee View Farms Ltd.	6
Deerfield Hutterian Brethren	1
Gdl Farms Ltd.	2
Gerlen Dairy Ltd.	5
Juno Dairy Farm Ltd.	1
Mialta Hutterian Brethren	2
Miami Hutterian Brethren	2
Nicol Dairy Farms Ltd.	6
Nifera Holsteins & 494684 Ab	1
Old Elm Hutterian Brethren	2
Pincher Creek Hutterian Brethren	1
Rockport Hutterian Brethren	6
Selk Dairy Farms (2003) Ltd.	1
Spring Valley Hutterian Brethren	1
Van Der Kooij Dairy Ltd.	1
Van Gunst, Cor & Hieke	1
West Raley Hutterian Brethren Church	1
Willow Creek Hutterian Brethren	8

Accepting Applications Starting January 1 for the New Entrants Assistance Program

Source: Karlee Conway, Corporate Communications Coordinator

The 2012 New Entrant Assistance Program successfully welcomed five new farms into the dairy industry in Alberta. We will begin accepting applications from January 1 until March 31 for the 2012 cycle. This year, a requirement will be to have the entrant's names and photos published in *MilkingTimes*.

This program helps new producers enter the dairy industry by loaning quota to up to five new dairy producers in Alberta. Further details about the program and the application can be found on Alberta Milk's website at albertamilk.com. Applications are also available by mail. Interested applicants can also contact Alberta Milk at 1-877-361-1231.



2012 producer pay dates

- January 20
- January 31
- February 17
- February 29
- March 20
- March 30
- April 20
- April 30
- May 18
- May 31
- June 20
- June 29
- July 20
- July 31
- August 20
- August 31
- September 20
- September 28
- October 19
- October 31
- November 20
- November 30
- December 20
- December 31

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Dr. Gordon Atkins Receives the Dairy Industry Achievement Award

Source: Karlee Conway, Corporate Communications Coordinator

Dr. Gordon Atkins was awarded the top dairy award by Alberta's dairy producers at the Alberta Milk Dairy Conference and Annual General Meeting on November 22-24, 2011. This award celebrates individuals or organizations who have distinguished themselves through their substantial contributions to the leadership and development of Alberta's dairy industry.

"Dr. Atkins is exactly what the DIAA represents," says Hennie Bos, Alberta Milk chairman. "His dedication is unprecedented and we are very grateful to have him as part of our industry."

Atkins grew up on a dairy farm near Calgary and studied at the University of Saskatchewan's Western College of Veterinarian Medicine and graduated with distinction. His passion for the dairy industry has been very prevalent throughout his career which began at Moore and Company, which he became a partner of in 1975.

Following his time there, he began his own practice, Atkins Veterinarian Services, which he operates with the assistance of his wife JoAnne. His practice evolved into a production medicine approach and has been called on to provide specialty surgery to some of the top Holsteins in Western Canada. He was also a fundamental contributor to the creation of "How do we handle structural defects" video, which brought him to over 20 different countries discussing dairy confirmation.

Atkins now also works for the Veterinary School at the University of Calgary as a Senior Clinical Instructor. He dedicates a lot of his time to the education of the new generation of veterinarians that will serve the industry and has been instrumental in developing the curriculum and tirelessly stimulates veterinary students to consider becoming a dairy veterinarian.

"I am extremely honoured to receive this award and it is even more special to be recognized by an industry that has played such a vital role in my entire practice career. Many of the past winners of this award have been true mentors for me and to join this special group is a privilege that I will forever cherish," says Atkins.

The Dairy Industry Achievement Award is open to producers, processors, academics and members of government agencies or industries affiliated with dairy in Alberta. The award has a long history in Alberta dating back to 1940 and through the Award, Alberta Milk seeks to convey the respect that Alberta's dairy producers hold for the people and organizations that help better our industry.



Tim Hofstra presents the DIAA to Gordon and his wife JoAnne.

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Supply Management: A Hot Topic at Alberta Beef Producer's AGM

Source: Karlee Conway, Corporate Communications Coordinator

In early December, Alberta Beef Producers (ABP) hosted their annual general meeting. At this meeting, there were five resolutions brought forward regarding supply management. Two of them were carried:

“Be it resolved that ABP and the Canadian Cattlemen’s Association, working with the appropriate partners, actively lobby both the provincial and federal governments to develop and implement a plan to remove the trade barriers experienced by the beef industry, and the majority of agriculture as a result of Canada’s Supply Management policy.”

The second resolution was introduced the following day by our ABP delegate, Lorrie Jespersen:

“Be it resolved that ABP lobby the Canadian Cattlemen’s Association to approach the national Supply Management commodities to discuss a common acceptable trade position to present to the Canadian Trade negotiating authority.”

ABP has made it clear that the intent of these resolutions was not an attack on supply management, but rather to start a conversation on the subject. As always, Alberta Milk and Alberta Supply Management value our relationship with ABP and are moving forward to continue this discussion and clarify any fallacies regarding supply management and trade.

Do You Know What to do if the Media Calls You?

Source: Karlee Conway, Corporate Communications Coordinator

The phone rings. It’s a journalist and he’s working on a tight timeline. He starts throwing questions at you, one right after the other. Your palms start sweating and you freeze. Do you know how to respond? Are you the right person to do the interview? What happens if you don’t have the answers?

Journalists can often catch you off guard and you might be caught saying something you didn’t mean to or even worse -- didn’t say at all. Although the media is our friend, we need to be sure that the dairy industry in Alberta has a strong, united message. Alberta Milk has media spokespeople and producers that are trained to handle all these situations through media training and key messages.

Karlee Conway is our main media contact. She can assist you with any questions or concerns you have about media in your community. Additionally, she can help put you in the right direction through key messages, or direct the reporter to a more suitable person. She can also help you be proactive about media by helping you write a letter to the editor, assisting you in social media training, or become more involved as a media spokesperson for Alberta Milk in your community.

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Dairy Farmers of Canada Marketing Update

2012 Any Day Magic Campaign

In 2012, Dairy Farmers of Canada (DFC) and Prairie Milk Marketing Partnership will continue to build on the Any Day Magic campaign, extending cream usage to “any day” and encouraging further penetration through the sharing of recipes and cooking tips.

Though the main source of recipe dissemination since 2010 is the **anydaymagic.ca** website, the 2012 campaign will continue to be supported by a print campaign, which helps build a long term relationship with consumers. Four new magazine ads will be featured in *Canadian Living*, *Chatelaine* and *Today's Parent* throughout the year. Television ads will also be used to further the Any Day Magic message. Five-second ads promoting magical meals made with Real Cream and 15-second mock advisories (ex: “This program is brought to you by Real Cream”) will run on the Food Network for four weeks in April.

In order to continue building the Any Day Magic virtual community, a new online activity called the “Recipe Makeover” was created for 2012. This year-long activity invites consumers to submit a recipe they make regularly to **anydaymagic.ca**.

Throughout the year, five of the submitted recipes will be selected to be transformed with cream: three Canadian food bloggers will be challenged to give each selected recipe their best makeover, and the results will be published on the website.

The 2012 Milk Calendar Cuisinart Sweepstakes

DFC's popular Milk Calendar is again the host of a contest: the Milk Calendar Cuisinart Sweepstakes, which starts this month!

Consumers are invited to visit **MyMilkCalendar.ca/Cuisinart** each month to answer a question (the answer can be found in the monthly calendar recipe) and enter a draw to win a Cuisinart gift package valued at approximately \$1,000. At the end of the year, all monthly participants will be entered in a

draw for the Grand Prize. The winner will receive a visit from a chef, who will cook an exquisite five-course meal for six people in their home, as well as an assortment of gifts from Cuisinart.

This new contest is designed to reach all Milk Calendar fans, including those who do not receive a copy of the calendar but like to view the recipes online. As such, it is open to all Canadian residents, except those living in Quebec and the Territories.

DFC Focuses on Online Presence for 2012

Since the re-launch of its websites in 2009, DFC has been embracing online tools and social media as a means to reach consumers, and will continue to do so in 2012.

The monthly Dairy Goodness eNewsletter, which offers readers a host of delicious recipes and articles featuring the goodness of milk products, is now sent to over 85,000 subscribers (up 40 per cent since last year)! In 2011, the eNewsletter was updated to allow subscribers to choose what type of recipes they would like to receive each month. By creating a **My Dairy Goodness** account and logging in, consumers can store recipes and create personalized menus. In recent months, these options have been made available across all of DFC's campaign websites (such as **anydaymagic.ca** and **allyouneedischeese.ca**, thanks to a new header - which means users can add recipes to their My Dairy Goodness when visiting other DFC sites.

Register today to **My Dairy Goodness** to start saving your own menus and recipes and to subscribe to our eNewsletter dairygoodness.ca/my-dairy-goodness.

DFC also shares recipes, contests and nutritional tips and suggestions on 100 per cent Canadian dairy products, on Facebook and Twitter. We invite you to join the conversation at Facebook.com/100percentCanadianMilk and twitter.com/100CanadianMilk.



Alberta Johne's Disease Initiative Update

Source: Emily McDonald, Industry Development Coordinator

For those farms who have completed a risk assessment within the last year- happy anniversary! It's now time to complete this year's Johne's Disease Risk Assessment (RA) and management plan (MP) with your veterinarian. Both you and your veterinarian should have received a letter from University of Calgary's Faculty of Veterinarian Medicine reminding you to complete the RA and MP, at your earliest convenience.

For those of you that have not yet completed your first RA- now is your time!! Now that the crops are off and winter weather is here, it will be much easier to spend some extra time with your veterinarian to complete your on-farm RA. The RA only takes about one hour to complete and a rebate is available to cover your veterinarian's time in completing it. The RA also includes your veterinarian collecting six manure samples to test for the Johne's bacteria at no extra charge to you. So at your next herd health visit, notify your veterinarian that you would like your Johne's RA done at the same time!

Act Now- call your herd veterinarian to have your risk assessment done at your next herd health visit!

Western Canadian Dairy Seminar

Source: Karlee Conway, Corporate Communications Coordinator

The 2012 Western Canadian Dairy Seminar will be hosted at the Capri Centre in Red Deer on March 6-9, 2012.

This annual event is where you can gather the latest information in dairy production and technology advances. It is designed for people who want to improve their knowledge and decision-making abilities in dairy production and management. Dairy producers, extension specialists, researchers, and dairy service and supply representatives will find this seminar extremely valuable. Each year a wide variety of topics are presented ranging from nutrition and reproduction to dairy policy and challenges facing the dairy industry.

The dairy industry looks to this seminar for solutions to emerging issues, and for information about recent research results. The design of the conference is such that timely and relevant issues are the focus of the presentations. In addition to the formal program, there is ample opportunity for one-on-one discussions between the speakers and participants.

This year, experts from across the world will be addressing reproduction; finance, management, and economics; management: calves to cows; dairy production and the environment; and nutrition. Speakers include: Pamela Ruegg, University of Wisconsin; Herman Barkema, University of Calgary, Faculty of Veterinary Medicine; and Marcia Endres, University of Minnesota.

The early registration date is February 6. You can register at wcds.ca or call Joanne Morrison 780-492-3236 for more information.



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Dairy Production Statistics

Producer Pool - Additions/Deductions

November 2011

	Additions \$	Deductions \$
Audit Adjustment	0.00	0.00
Bulk Tank Calibration Costs	0.00	2,730.00
Discarded	0.00	11,322.01
Hauling/PLR	158,807.78	336,232.72
Hauling Recovery	0.00	0.00
Interest	13,270.79	242.86
Metering	80,780.72	0.00
Organic	55,466.25	16,838.34
Trucking	0.00	1,256.70
Violations	25,162.63	0.00

Average deduction per kg total solids (\$0.0050)

Average Milk Prices \$/hl

Nov 2011	83.01
Oct	79.41
Sept	78.07
Aug	77.69
July	80.26
June	80.06
May	80.28
April	78.39
March	76.84
February	79.37
January	78.15

Listed below are the Class 5 prices calculated by the Canadian Dairy Commission.

Class 5 Prices (\$/kg) January 2012

Milk Class	Butterfat	Protein	Other Solids
Class 5a	4.4118	6.9117	1.0549
Class 5b	4.4118	2.8757	2.8757
Class 5c	4.3405	2.2702	2.2702
Class 5d	contract by contract price		
Class 4m	contract by contract price		

2011-2012 Quota Exchange Deadlines

Deadline Date	Effective Date
January 17, 2012	February 1, 2012
February 15, 2012	March 1, 2012
March 19, 2012	April 1, 2012
April 16, 2012	May 1, 2012
May 17, 2012	June 1, 2012
June 18, 2012	July 1, 2012
July 17, 2012	August 1, 2012

Provincial Average Components November 2011

Butterfat	4.0265 kg/hl
Protein	3.4270 kg/hl
Other Solids	5.7048 kg/hl





	Quota Exchange	
	Kg/day	Clearing Price
Jan 2012	255.23	\$32,005
Dec	60.58	\$34,000
Nov	93.66	\$36,000
Oct	83.78	\$36,325
Sept	53.60	\$36,675
August	88.43	\$37,000
July	130.82	\$37,040
June	154.78	\$37,080
May	116.80	\$37,000
April	57.26	\$36,595
March	62.40	\$36,400
Feb	116.99	\$36,210

	Underproduction Credit Transfers	
	Kg	Weighted Avg Price
Jan 2011	97,605	\$5.12
Dec	101,822	\$4.73
Nov	65,748	\$4.56
Oct	76,974	\$4.82
Sept	68,403	\$5.40
August	63,184	\$6.08
July	79,274	\$6.21
June	70,614.80	\$6.99
May	64,389	\$7.62
April	88,609	\$8.18
March	64,155	\$8.25
Feb	71,442	\$8.06

Provincial Quota and Milk Production Summary (BF kg)		
	October 2011 (after pooling)	November 2011 (pre-pooling estimate)
Total Production	2,189,076	2,147,592
Total Monthly Quota	2,221,564	2,202,984
Monthly Over/Under	-32,488	-55,392
Cumulative Over/Under	-385,252 (-1.50%)	-385,900 (-1.50%)
Upper Limit/Lower Limit*	+128,417/-513,669	+128,633/-514,534
Penalized Over/Under	-41,770	-54,744

* The province's upper limit on cumulative overproduction is equal to +0.5% of the province's rolling 12-month total quota and the province's lower limit on cumulative underproduction is (as reported above) is equal to -2.0%. The Western Milk Pool (WMP) is also obligated to maintain a cumulative quota position that is above -1.5% of the pool's rolling 12-month quota.





services

VJV monthly dairy sale.
1st Tuesday of every month. Ponoka, AB.
Consignments welcome.
Phone Andrew Wildeboer at 403-348-9358 or Harry Making at 403-783-1274.

Hoof-Tec Hoof Trimming.
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Phone 780-986-2199.

Bruce's hoof trimming. If your cows can't walk or go to eat you better call Bruce to fix their feet.
Phone 403-625-6638.

Klok Hoof Care, Certified at the Dairyland Hoof Care Institute. Services in Southern, AB.
Phone William Klok at 403-894-9587.

Rominick Livestock Services. Hoof care supplies and equipment. Hoof trimming chute, trimming discs and knives, blocks, adhesives, books and wraps. rlscanada.ca or phone 780-898-3752.

Find out about the Jersey Breed on Jersey West's website at www.jerseycanada.com/jerseywest

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Mastitis Management and Udder Health workshops

Source: Emily McDonald, Industry Development Coordinator

Focus on 400K, be ready for 2012!

As you already know, the regulated Somatic Cell Count (SCC) limit will be lowered from 500,000 to 400,000 cells/mL, as of August 1, 2012. To get support in this challenge, come meet experts and listen to their advice and the latest information in mastitis management and udder health.

These meetings will be held in partnership with the Canadian Bovine Mastitis Research Network (CBMRN). The goal of the CBMRN is to provide the Canadian dairy industry with new tools and knowledge to improve udder health and milk quality, as well as to reduce the significant economic losses due to mastitis. Alberta Milk has supported the CBMRN over the past five years with a total contribution of over \$60,000. Would you like to learn a few things from the research results through the CBMRN? Come out to the meetings to hear all about it.

Talk to your neighbours, your veterinarian, farm employees, feed reps and anyone else you think would be interested/should attend to hear all about Mastitis Management and other Alberta Milk Initiatives. Alberta dairy producers invest a lot of money in research each year and we want to show you some of the results to date!

Each producer attending a workshop will get a collection of practical illustrated sheets on different topics relative to udder health.

Each veterinarian will receive the TACTIC Udder Health Management binder with all kinds of tools and information to help your producers manage mastitis and other on-farm management issues.

You can register online at albertamilk.com by following the link under the "What's New" section or call Kim Skolarchuk at 780-577-3325. For more information, look for the postcard included with this issue of *MilkingTimes!*

February 14, 2012- Lethbridge, Coast Lethbridge Hotel & Conference Centre – Continental Room
February 15, 2012- Red Deer, Black Knight Inn – Mainstage
February 16, 2012- Leduc, Executive Royal Inn – Lancaster Ballroom

The workshops will start promptly at 10 am and be completed by 3 pm. The cost is \$25.



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- With neutral pH, there is virtually no irritation to the animals
- As gypsum binds to ammonia, odor in your barn will be reduced over time
- Manure value is generally increased due to the addition of sulfate, as well as the increase in nitrogen values due to holding of ammonia in the liquid manure
- Increase in nutrient in the manure generally covers the cost of the gypsum.
- Keeping your stalls drier may reduce Clinical Mastitis and overall Somatic Cell Count.

****Try it free. Call or email for details on our demonstration product program****

For further information, contact Brent Tarasoff, P. Ag (403) 318-7266 or email brent@fieldquest.ca

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