

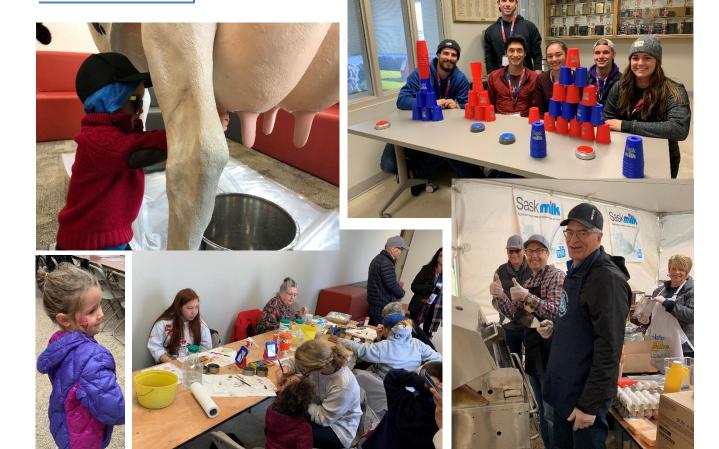
# Newsletter October 2019

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# Very Dairy Breakfast

On Sunday, September 29<sup>th</sup>, SaskMilk hosted the first Very Dairy Breakfast at the University of Saskatchewan Rayner Dairy Research Facility. With nearly 300 attendees, the event was a success and brought many new faces to the Rayner. Thank you to our volunteers who helped in making the day great. We are looking forward to the future of Breakfast on the Dairy Farm in Saskatchewan!



# Save the Date!

#### **FALL PRODUCER MEETINGS**

Registration begins at 9:30 a.m. Meetings begin at 10:00 a.m.

#### **Dates and Locations:**

**November 4<sup>th</sup> – Fort Qu'Appelle** Royal Canadian Legion 197 Company Avenue

Fort Qu'Appelle, SK

November 5<sup>th</sup> – Swift Current F.O.E. Eagles 1910 S Service Rd W Swift Current, SK **November 6<sup>th</sup> – Warman** Legends Centre 701 Centennial Blvd. N. Warman, SK

# SaskMilk Upcoming Promotional Events\*

(\*we are participating in or have sponsored)

October 18	Regina Teachers Conference – Regina
October 21	First Responders Marathon – Saskatoon
November 1-3	SaskFit, Saskatchewan's Fitness and Health Conference – Regina
November 2	Regina Pats & SaskMilk Cup Give-A-Way – Regina
November 13	No Sugar Tonight – Diabetes Canada – Saskatoon
November 25-30	Agribition – Regina

# SaskMilk in the Community



"On behalf of our school I would like to thank SaskMilk for all the great prizes you have sent to our school through the years. We wanted to share with you some pictures of our Kindergarten class playing the Bones & Straws game.



They had a great time. We try to encourage our students to include dairy

products as part of their daily diet. Milk to Go is available at our canteen in both chocolate and white. Our snacks often include cheese and crackers that are handed out to the entire school of 155. Dairy is such an important part of their growth and development.



Thank you once again and I hope you enjoy the pictures." -Shelly Gall, Hafford Central School

## From DFC

The results are in: Dairy's latest campaign changes perceptions, inspires new consumption among millennials

Dairy Farming Forward, the latest marketing campaign undertaken by Dairy Farmers of Canada (DFC) wrapped up in August and the results show a marked change in attitudes towards dairy among the campaign's primary target demographic: millennials.

The campaign reached an impressive 9.4 million Canadians overall, including half of all millennials. Post-



campaign analysis showed that 52% of the millennials reached reported consuming more dairy as a result of the campaign, while 30% took time to research the industry further and 35% shared or talked about the advertisement with others.

"We are extremely pleased with outcomes of the *Dairy Farming Forward* campaign," said Pamela Nalewajek, Vice-President, Marketing at Dairy Farmers of Canada. "The results suggest that campaigns like this can be extremely effective in inspiring attitudinal or behavioral changes that drive additional dairy consumption."

Dairy Farming Forward launched on July 1<sup>st</sup>, 2019 with the goal of combating misrepresentations of the environmental and animal welfare impacts of dairy production and highlighting innovation in the dairy industry. The campaign was specifically targeted at millennials, a demographic of 10.1 million Canadians. Millennials view dairy less favourably than previous generations and as a result, consume less of it. It is especially important to address these misconceptions among this target audience since 41% of millennials are now parents and have the ability to influence the next generation of consumers.

The campaign employed a two-pronged strategy to reframe and enhance perceptions of the dairy industry: first, by responding to some of the concerns held by millennials and addressing misconceptions head-on, and second, by highlighting how dairy farmers continuously embrace innovation on the farm and advance the industry's commitment to environmentally and socially-responsible practices. (*continued on next page*)

The campaign went live on TV, online videos, social media, Spotify, DFC websites and on billboards and bus shelters, and conveyed three key messages:

- 1. Canadian dairy farmers are committed to producing the highest quality milk in the most sustainable and efficient way.
- 2. Canadian dairy farmers are committed to monitoring and ensuring the health of their herd and upholding the highest standards of animal welfare.
- 3. Canadian dairy farmers are innovative, continuously looking for ways to adopt new technologies that will improve farm practices and decrease land and water use.

To assess the effectiveness of the campaign, DFC tested the level of agreement with a series of statements about the dairy industry before and after the campaign. The post-campaign analysis showed a 4% increase in the level of agreement with statements about the industry's commitment to sustainable farming and the care of animals. This translates to an increase of approximately 295,000 millennials agreeing to each statement by the campaign's end. The campaign results also showed that:

- Blue cow logo awareness is at its highest point since introduction, approaching half of all consumers.
- Exceptional breakthrough was achieved in reaching Millennials, increasing the cost effectiveness of the campaign.
- The campaign drove attitudes and behaviours, meaning the message resonated and mattered to consumers.
- The campaign resulted in increased Millennial understanding of the key 'Farming Forward' messages.

The success of the *Dairy Farming Forward* campaign has demonstrated the power of strategically placed, clear messaging in changing the attitudes and behaviours of target audiences. With further campaigns scheduled later this year, it is anticipated that public perception of dairy will continue to improve as a result of DFC's marketing efforts.

To learn more about the *Dairy Farming Forward* campaign, watch the campaign videos at the links below:

- Main campaign video: https://www.youtube.com/watch?v=RRVNfsEuPpQ
- Sustainability: <a href="https://www.youtube.com/watch?v=hHyD8b57Akw">https://www.youtube.com/watch?v=hHyD8b57Akw</a>
- Animal care: https://www.youtube.com/watch?v=cgr-031mpr4
- Quality milk: https://www.youtube.com/watch?v=G8aOw0CS7Qs

#### Stay tuned for DFC's next campaign

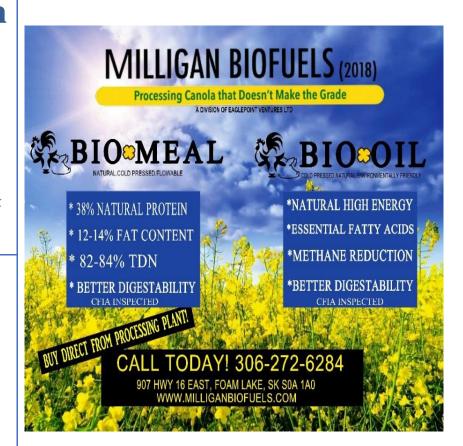
DFC is putting the final touch to its next marketing campaign which will be launched on October 22<sup>nd</sup>. Stay tuned for an exciting concept that will continue building additional awareness of the importance of dairy.

# Saskatchewan Junior Hockey League Tickets

Enter to receive a 10-pack of SJHL tickets (10 prize packs in total).

If interested in receiving a 10-pack of tickets, please email or fax your producer number and mailing address to the SaskMilk office <a href="mailto:info@saskmilk.ca">info@saskmilk.ca</a> or 306-949-2605.

2019-2020 Schedule



# DAIRY FARM WORKERS

#### AVAILABLE IMMEDIATELY!









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1-877-488-4699 or email CLIENTS@ATLANTICJOBS.NET

# Code of Practice

## 3.9 Sick, Injured, and Cull Animals

The comfort and humane treatment of sick, injured or cull animals are priorities. An effective Herd Health Management Program (see Section 3.4) will identify sick or injured animals early and enable the development of protocols for the treatment or timely culling (fattening for slaughter, immediate slaughter or euthanasia) of those animals. Of special concern are downers (non-ambulatory animals) or severely debilitated animals. Prompt decision-making and action are vital to ensure the welfare of special needs animals.

Animal owners, veterinarians and laboratories are required to immediately report the presence of an animal that is infected or suspected of being infected with a reportable disease to a CFIA District Veterinarian. Control or eradication measures will be applied immediately. Reportable diseases are listed in the Health of Animals Act and Regulations (http://laws.justice.gc.ca./en/showtdm/cs/H-3.3) and are usually of significant importance to human or animal health or to the Canadian economy. Anthrax, Bovine Spongiform Encephalopathy and Rabies are examples of reportable diseases applicable to cattle

#### REQUIREMENTS

Cattle that are sick, injured, in pain or suffering must be provided prompt medical care or be euthanized.

Cattle with untreatable conditions, not responding to treatment, or not fit for transport must be promptly euthanized.

Appropriate authorities must be advised of any suspect or confirmed cases of reportable disease.

If animals are culled, drug withdrawal times must be observed.

Apparatus to lift and support recumbent animals must be used with care and according to manufacturer's specifications. Animals must be able to breathe freely and not suffer unnecessary discomfort.

#### RECOMMENDED BEST PRACTICES

- a. have sheltered, segregated and well-bedded sick pens for cattle that are sick, injured or recovering from surgery
- b. monitor sick, injured or recovering animals at least twice daily
- c. consult with the herd veterinarian regarding treatment
- d. identify decision trigger points for culling including:
  - when to stop treating an animal if it is not responding
  - the point past which, if an animal is not meeting target requirements (e.g., milk production), it is to be culled

# Who Should I Call?

# Who at the SaskMilk office should producers call? Here's a handy guide!

For... Call... At...

			110000
A A A	Sponsorship Requests Donation Requests Dairyanna's Costume and Events	Anita Medl	306-721-9483
<b>A</b>	School Milk Program Nutrition Resource Ordering	Bev Eckert	306-721-9490
AAAAAAAA	Quota Exchange and Private Quota Transfers Transfer Credits Security Applications Estimates for production Name Changes Designation of Signing Authority Monthly production numbers for producers Producer information for lending institutions Passwords for quota management sheet access	Bev Solie	306-721-9488
AAAA	Dairy Conference Producer statements Banking info for direct deposit of milk pay Milk pick-up issues –variances in volumes, planning to quit shipping, etc.	Darlene Weighill	306-721-9491
A A A A A	On Farm- licensing, facilities, equipment, driveways, yards, animal care Lab testing results Bulk truck drivers- licensing, complaints/issues Bulk tank calibrations Pro Action- Food Safety (CQM), Animal Care, Traceability, Biosecurity, Environment	Deb Haupstein	306-721-9486
>	Monthly milk prices paid to producers Provincial & National production updates	Doug Miller	306-721-9485
>	Adding, editing information on Producer Transfer Credit List	Jenn Buehler	306-721-9492
A A A A	Media or news stories <i>or</i> if you have been contacted by any media agency or reporter  Trade agreements, international trade updates  DEAP policy/program enquiries  Research enquiries or proposals	Joy Smith	306-721-9482
A A A	Social media enquiries (Twitter, Instagram, Facebook) Website enquiries Newsletter advertising	Julie Ell	306-721-9493

# **QUOTA EXCHANGE**

The market-clearing price established for the October 2019 Quota Exchange was \$35,400.00.

The next Quota Exchange will be held on **November 15, 2019**. All offers to sell and bids to purchase quota through the Quota Exchange must be received at the SaskMilk office by midnight, **November 6, 2019**. SaskMilk recommends that offers and bids be submitted well in advance of the deadline date to ensure adequate time for corrections, if necessary.

When making bids on the Quota Exchange, the price on offers to sell quota is the minimum price that the producer is prepared to accept for that quota. Only if the market-clearing price is equal to or greater than the producer's minimum price will that producer qualify for participation in the Exchange. Conversely, the price on offers to purchase quota is the maximum price that the producer is prepared to pay for that quota. Only if the market-clearing price is equal to or less than the producer's maximum price will that producer qualify for participation in the Exchange. The clearing price is set at the price where the smallest difference exists between the accumulated volume offered for sale and the accumulated volume bid to purchase. The results of the Quota Exchange are outlined in the following Table.

#### OCTOBER 2019 QUOTA EXCHANGE RESULTS

Market Clearing Price per kilogram of butterfat	\$ 35,400.00	
Daily Kilograms offered to Purchase	55.00	
Kilograms offered to Sell	16.00	
Kilograms sold	6.00	
Number of Producers		
- offered to purchase	3	
- purchased quota	1	
- offered to sell	4	
- sold quota	3	

#### OCTOBER 2019 OUOTA EXCHANGE CLEARING PRICE RESULTS

Price (\$/daily kg b.f.)	No. of Sellers	Cumulative Sellers	Daily Kgs b.f. offered for sale	Cumulative sales	Cumulative Sales less Cumulative purchases	Cumulative purchases	Daily Kgs b.f. offered to purchase	Cumulative bidders	No. of buyers
\$34,000.00	1	1	3.00	3.00	-52.00	55.00	0.00	3	0
\$34,500.00	0	1	0.00	3.00	-52.00	55.00	20.00	3	1
\$35,000.00	1	2	2.00	5.00	-30.00	35.00	25.00	2	1
\$35,400.00	1	3	1.00	6.00	-4.00	10.00	0.00	1	0
\$36,000.00	1	4	10.00	16.00	6.00	10.00	0.00	1	0
\$38,000.00	0	4	0.00	16.00	6.00	10.00	10.00	1	1

<sup>\*</sup> Please contact Bev Solie at 306-949-6999 for inquiries dealing with quota management sheets, the Quota Exchange, for transfer credits, or with any other quota transactions.



## TRANSFER CREDIT SUMMARY REPORT

	# OF PRODUCERS	# OF PRODUCERS	TOTAL KGS
MONTH	TRANSFER IN	TRANSFER OUT	BUTTERFAT
September	21	17	23,836
October	27	20	25,667
November	36	36	27,234
December	29	29	26,841
January, 2019	27	27	15,748
February	26	26	18,341
March	25	25	12,480
April	27	23	21,937
May	19	19	13,404
June	22	21	15,814
July	24	24	13,461
August	27	27	18,297
September	29	29	20,166

## PRIVATE TRANSFERS PROCESSED

MONTH	DAILY KILOGRAMS
September	70.92
October	233.45
November	328.00
December	60.00
January, 2019	253.29
February	164.25
March	50.00
April	21.20
May	0
June	35.00
July	158.51
August	55.00
September	5.10

# OVER QUOTA (OVER 5 DAYS) REPORT BY MONTH

MONTH	# OF PRODUCERS	KGS BUTTERFAT
September	4	647
October	2	294
November	4	626
December	6	962
January, 2019	10	2,377
February	13	3,220
March	11	2,701
April	14	2,473
May	10	2,556
June	14	2,559
July	7	1,148
August	4	898
September	4	484

## **SUMMARY REPORT OF CREDITS SEPTEMBER, 2019 – 163 PRODUCERS**

		POSITIVE CREDITS
		ACCUMULATED (KGS OF
DAYS	# OF PRODUCERS	<b>BUTTERFAT</b> )
+ 5	4	888
0  to + 5	35	14,974
TOTAL	39	15,862
		NEGATIVE CREDITS
		ACCUMULATED (KGS OF
DAYS	# OF PRODUCERS	<b>BUTTERFAT</b> )
-15	6	-7,899
-10 to -15	40	-101,882
-5 to -10	34	-63,413
0 to -5	44	-27,194
TOTAL	124	-200,387

#### LOST OPPORTUNITY REPORT

MONTH	# OF PRODUCERS	LOST OPPORTUNITY (KGS OF BUTTERFAT)
September, 2019	6	450
August, 2019	5	1,883
July, 2019	6	2,220
June, 2019	3	1,719
May, 2019	2	1,345
April, 2019	0	0
March, 2019	1	57
February, 2019	1	186
January, 2019	1	18
December, 2018	1	331
November, 2018	3	330
October, 2018	0	0
September, 2018	0	0

#### WEIGHTED AVERAGE COMPONENT TESTS & PRICES SEPTEMBER, 2019

Components	Average Test	Price per kilogram Class
		1 to 5
Butterfat	4.2127	16.949081
Protein	3.2549	2.580780
Other Solids	5.8759	0.714808

The average butterfat price received per kilogram was \$19.94.

#### SASKATCHEWAN MILK POOL RESULTS SEPTEMBER 2019

 Milk Sale Revenue
 \$ 19,243,056.27

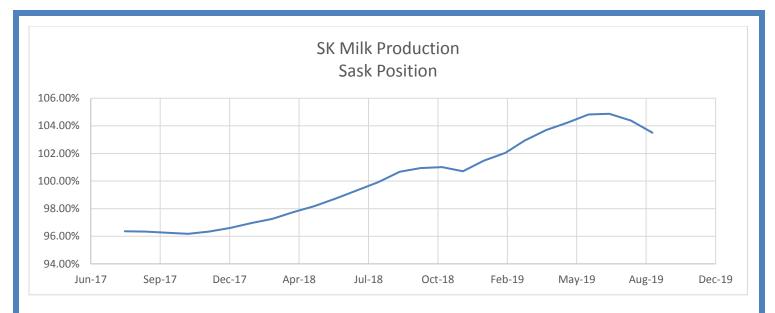
 Western Milk Pool
 \$ 1,130,958.27

 Total Pool Value
 \$ 20,374,014.54

In September, Saskatchewan had a monthly CDC allocation of **1,049,069 kilograms** of butterfat. In the month of September, Saskatchewan production was **26,824** of butterfat **under** and cumulatively **over** by **158,388 kilograms** of butterfat. On a percentage basis, Saskatchewan is **1.32% above** our CDC allocation flexibility limits based on the Continuous Quota model. The -2.00% lower flexibility limit is in effect.

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Monthly	Total	Monthly	Lower	Upper	Cumulative	Cumulative	Rolling 12
	Total	Monthly	Over or	Flexibility	Flexibility	Over or	Over or	Month
	Production	CDC Quota	(Under)	Limit	Limit	(Under)	(Under)	Total
		Allocation	Production	-2.00%	1.25%	Production	Production	Quota
						with limits	with limits	
							(%)	
	Kgs bf	Kgs bf	Kgs bf	Kgs bf	Kgs bf	Kgs bf		Kgs bf
			1.1.2.2	1.0 \( \) 1.50/	1 0 *1 00/		1.6/0	
Aug-18	988,502	974,319	$   \begin{array}{c}     \text{col. } 1 - 2 = 3 \\     \hline     14,183   \end{array} $	col. 8 * -1.5% -230,359	col. 8 *1.0% 143,974	(48,899)	col. 6 / 8 -0.42%	11,517,937
	, ,	,		,	·	` ' '		
Sep-18	979,618	946,287	33,331	-230,593	144,121	(131,409)	-1.14%	11,529,665
Oct-18	1,034,312	1,026,685	7,627	-231,475	144,672	(123.782)	-1.07%	11,573,770
Nov-18	1,005,120	1,074,305	(69,185)	-233,899	146,187	(192,967)	-1.65%	11,694,944
Dec-18	1,050,954	1,052,951	(1,997)	-234,522	146,576	(194,964)	-1.66%	11,726,103
Jan-19	1,053,651	921,393	132,258	-233,846	146,154	(62,706)	-0.54%	11,692,295
Feb-19	952,042	850,527	101,515	-233,155	145,722	38,809	0.33%	11,657,731
Mar-19	1,059,099	1,014,739	44,360	-233,467	145,917	83,169	0.71%	11,673,338
Apr-19	1,014,853	1,037,295	(22,442)	-235,167	146,980	60,727	0.52%	11,758,366
<b>May-19</b>	1,036,056	975,850	60,206	-235,510	147,193	109,973	.93%	11,775,477
Jun-19	1,002,199	921,880	80,319	-235,031	146,894	190,292	1.62%	11,751,546
Jul-19	1,023,972	989,207	34,765	-235,709	147,318	225,056	1.91%	11,785,438
Aug-19	1,038,800	1,078,644	(39,844)	-237,795	148,622	185,212	1.56%	11,889,763
Sep-19	1,022,245	1,049,069	(26,824)	-239,851	149,907	158,388	1.32%	11,992,545

- (1) Monthly Production in Saskatchewan
- (2) Total Monthly Quota = Class 1 sales + Monthly MSQ + Carry Forward
- (3) Difference between the monthly production (1) and the total monthly quota (2)
- (4) The Lower Flexibility Limit is -2.00% of Rolling 12 Month Total Quota (9)
- (5) The Upper Flexibility Limit is 1.25% of Rolling 12 Month Total Quota (9)
- (6) Previous Month Cumulative Over or (Under) Production + Current Monthly Over or (Under) Production (capped at lower or upper limit if applicable)
- (7) Equal to Column (6) expressed as a percentage basis within the flexibility limits
- (8) Total Monthly CDC Quota Allocation for the previous 12 months



#### INHIBITOR TEST STATIONS

SaskMilk has established a number of inhibitor test stations around the province. Producers needing to check their bulk tanks for inhibitors can take a sample to the test station closest to their location.

The test stations have the Charm Trio test strips available for testing. The Charm Trio test is the test that the plant uses. It tests for the following drugs:

Beta-lactam Drug	Detection Level† (ppb*)	US Safe Level or Tolerance / Canadian MRL (ppb*)	Sulfa Drug	Detection Level† (ppb*)	US Safe Level or Tolerance / Canadian MRL (ppb*)
Amoxicillin	3.1	10 / None	Sulfadimethoxine	4.7	10 / 10∞
Ampicillin	7.7	10 / 10	Sulfamethazine	7.7	10 / 10∞
Ceftiofur and Metabolites^	53	100 / 100	Tetracycline Drug	Detection Level† (ppb*)	US Safe Level/Tolerance / Canadian MRL (ppb*)
Cephapirin	14	20 / 20	Chlortetracycline	54	300 / 100
Cloxacillin	7.4	10 / None	Oxytetracycline	66	300 / 100
Penicillin G	2.2	5 / 6 <sup>&amp;</sup>	Tetracycline	21	300 / 100

- † Positive at least 90% of the time with 95% confidence.
- \* parts per billion or ng/mL
- ^ Ceftiofur parent drug sensitivity is approximately 1/2 that reported in the table.
- & Canadian MRL for penicillin G is 0.01 IU/ml, equivalent to 6 ppb.
- $^{\infty}$  Canadian MRL for sulfa drugs are singly or in combination with other MRL listed sulfonamides.

Test stations are located at the following locations:

- Swift Current, SK Agrifoods truck bay 675 Cheadle Street West
   Office 306-773-1097 or Rodger Ruf 306-741-3261
- 2. Star City, SK Star City Colony Reuben Tschetter 306-921-9381
- 3. Grenfell, SK Jim Ross 306-697-2232
- 4. Yorkton, SK Ford Dairy Farms Inc. Bud and Margaret Ford 306-782-7240
- 5. Saskatoon, SK Agrifoods Truck Bay east of the Saputo plant receiving bay lead hand Mike V. or Mike K. 306-664-0202 after hours: 306-668-8135

Charm tests strips and Charm testers are now available for purchase through SaskMilk. Agrifoods is now carrying SNAP test kits for tetracyclines as well as beta lactams.

For further information you can contact: Deb Haupstein 306-721-948

#### Research

## Salmonella dublin: Testing Summary Update

SaskMilk in conjunction with the Ministry of Agriculture has developed a surveillance project of *S. dublin* in Saskatchewan dairy herds.

The first phase of the project was to test all bulk tanks for the presence of antibodies to *S. dublin*. This testing was completed earlier in the year and producers were notified as to the results. 15 bulk tanks tested positive. The second phase of the project is the collection and testing of blood samples from 10 calves in each herd. Producers can sample 10 calves with the suggested ages of 3-10 months. If possible 6-10 months is recommended in order to eliminate the influence of maternal antibodies. All blood sample testing must be completed by March 15, 2020.

#### To date, 32 herds have submitted blood samples, 10 had animals with positive test results.

Producers are encouraged to blood test their young stock. Submission forms have been sent to all producers and a number of veterinary clinics. Funding for this testing is covered under the CAP project. Expenditures approved are:

- Laboratory fees for testing services
- Shipping costs
- Sample collection supplies
- Technician fees for preparing and packaging samples (maximum \$30/hr)

Producers are responsible for any costs related to the collection of blood samples (eg. veterinary fees is applicable)

#### Funding for this project is provided under the Federal Provincial Agricultural Partnership (CAP).

If you have any questions, you can contact:

Deb Haupstein

SaskMilk

Office: 306-721-9486 Cell: 306-536-3860

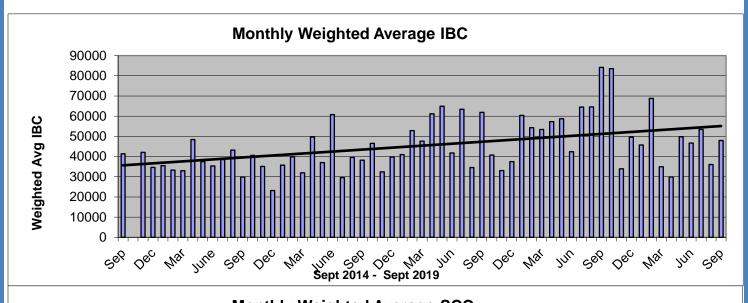
## Dairy Info Day will be held January 22, 2020.

The featured speaker for the day will be Dr. Donald Sockett, Veterinary Microbiologist/Epidemiologist at the Wisconsin Veterinary Diagnostic Laboratory.

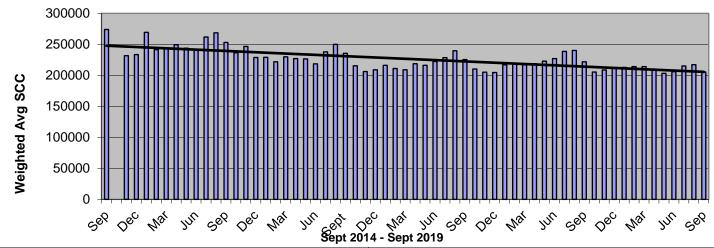
Dr. Sockett grew up on a dairy farm in southern Ontario and graduated veterinary school at the University of Guelph. He completed his internship and residency programs in large animal medicine and surgery at the University of Minnesota and Colorado State University, respectively. He obtained his PhD from the University of Wisconsin and currently works at the Wisconsin Veterinary Diagnostic Laboratory as a veterinary microbiologist/epidemiologist.

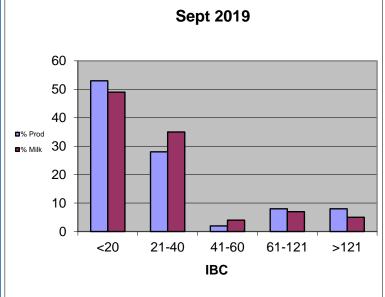
Dr. Sockett has done extensive work with Salmonella dublin in dairy herds in the US and will provide some excellent insight as to steps producers can take to deal with S. dublin in their herds.

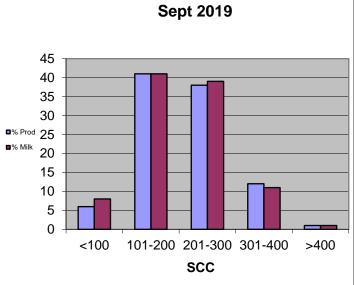
## **Provincial Weighted Average**











# QUOTA LISTING or CLASSIFIED AD SERVICE

SaskMilk offers a free quota listing service as part of its Newsletter. Anyone wishing to sell or purchase quota, cows or miscellaneous dairy equipment is welcome to contact the SaskMilk office at (306) 949-6999. All prices and negotiations will be independent of SaskMilk.

Please note that ads will be posted in two issues and will then be removed unless SaskMilk is notified otherwise.

#### **CLASSIFIEDS**

**For sale:** Delaval neckbands, numbers and transponders; 3 secco 72 inch exhaust fans. **Call (306) 281-8258** 

## Reminder!

The deadline date for Quota Transfer, Quota Exchange, and 10% Transfer Limit Exemptions is the  $6^{th}$  of each month

Your Quota Transfer, and 10% Exemption Applications must be received on or before the 6<sup>th</sup> of the month in order to be effective the 1<sup>st</sup> of the following month

Quota Exchange forms must be received in the SaskMilk office on or before the 6<sup>th</sup> of the month for that month's Exchange

#### **BOARD OF DIRECTORS**

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