

BC MILK BLAST

ISSUES UPDATE



June 17, 2009

Information for dairy farmers and industry partners in British Columbia

Vol. 5, Issue 2

BC's Dairy, Egg, and Poultry Industries contribute over \$5 billion to economy provide consumers with safe, locally-produced quality foods

Abbotsford, BC - British Columbia's dairy, egg and poultry industries account for over \$5 billion of annual economic activity, while generating over 28,000 direct and indirect jobs, according to a new independent socio-economic report prepared by PricewaterhouseCoopers (PWC).

The report, prepared for British Columbia's Dairy, Egg and Poultry Industries (BCDEPI), shows that supply-managed agriculture - dairy, table egg, hatching egg, chicken, and turkey - is a vital component of the province's economy.

"Our industry is at the core of the economic and social fabric of communities throughout British Columbia," said Rick Thiessen, spokesperson for BCDEPI. "We are in almost every region of the province, and the men and women who are part of the industry make a valuable contribution to the communities in which they live and work."

"Given the current economic challenges facing our province, it is essential that all British Columbians, especially our elected decision makers, understand the significant contribution that BC's supply-managed agriculture industries make to our province's economy and quality of life," said Wally Smith, speaking on behalf of BCDEPI. The PWC report examined the social and economic impacts of British Columbia's supply-managed agricultural industry and its associated value chain. The supply-managed chain includes the flow of production for milk, poultry and egg products from the farm gate to processors that result in food products ready for consumption at the wholesale or retail level. "Not only are we a stable, successful part of the economy providing high-quality food products; we do so in the safest

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Mark your calendars! Join us for the 1st Annual BC Dairy Industry Conference

Hosted by BC Milk Producers Association,
BC Dairy Foundation and
BC Milk Marketing Board

November 25 - 27, 2009
at the Pan Pacific Hotel Vancouver
Stay tuned for further information!

Renewable energy workshop highlights need for regulatory change

Technology surpassing regulation
seems to be one of the leading
causes for lack of on-farm Anaerobic
Digestion facilities in B.C.

Source: Paris Thomas

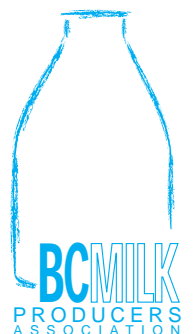
On May 14, 2009, roughly 80 attendees, including government employees and industry representatives, gathered in a brainstorming session aimed at finding ways to facilitate the adoption of on-farm anaerobic digesters in B.C. Anaerobic digestion (AD) is the process where organic waste is broken down by microorganisms in the absence of oxygen. This process results in the production of biogas, a renewable gas that can generate electricity, heat and/or a natural gas substitute.

Suitable for most organic waste streams (including agricultural, industrial and municipal), and due to its multiple benefits, on-farm AD is used throughout Europe and North America. These benefits include reduced greenhouse gas emissions, odour, nutrient runoff and organics deposited in landfills. AD adoption also provides rural economic stimulation

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Dairy Production Technician Training program reaches another milestone

Source: Dairy Apprenticeship Steering Committee

After more than one year of effort and hard work the Dairy Apprenticeship Steering Committee (DASC) has received approval from the British Columbia Industry Training Authority for their proposal to develop and implement the Dairy Production Technician training program. ITA has approved the establishment of the training program and has provided funding for its development. It is anticipated that the program will be available for delivery to apprentices by early 2010.

The proposed Dairy Production Technician program is a progressive credential and two-tiered training program that is largely workplace-based. Level 1 covers core competencies required by both milkers and herdspersons; successful graduates will earn a Dairy Production Technician I Certificate of Qualification and those who complete Level 2 requirements will earn a Dairy Production Technician II (Herdsperson) Certificate of Qualification.

Work done during the summer of 2009 focused on establishing learning outcomes which form the basis of the program to be developed and delivered. During this project, a current Occupational Analysis Chart which states the learning objectives and knowledge an apprentice requires for credential attainment was created with industry support and feedback. With this information now in place, proposals are currently being solicited from potential vendors who will develop the program to be delivered.

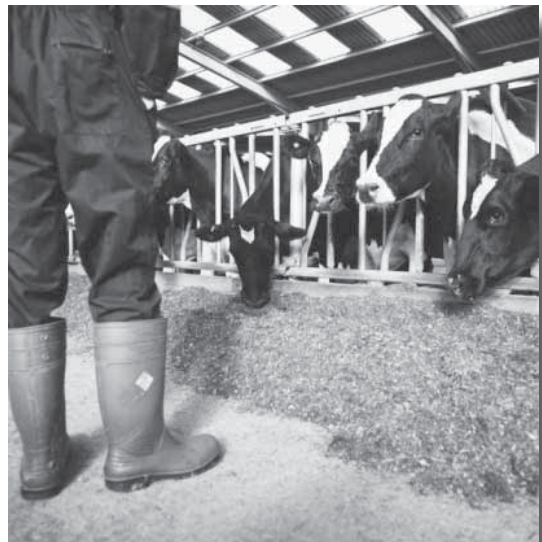
"This is an important milestone for us as it helped determine the direction of the program and also provided an appreciation of the strong support from across the industry for the establishment of the program" Tom Hoogendoorn, BCMPA director and member of the steering committee. "However, we also realize the real work has just begun since developing a meaningful program to attract apprentices and meet current farm employee skill needs is an equally important task."

A subsequent project will be undertaken to establish a human resources strategy to attract and

retain employees in the industry while program development activities are underway. This project funded by Employment & Labour Market Services BC Ministry of Housing & Social Development will ensure the creation and availability of tools and resources for employers in the industry and promote career opportunities across the industry. The Dairy Apprenticeship Steering Committee (DASC) is a stakeholder group representing dairy farm owners/managers and employees with ex-officio representatives from the BC Milk

Producers Association, Ministry of Agriculture and Lands, the Agriculture Labour Pool, and Employment & Labour Market Services BC Ministry of Housing & Social Development. DASC members include Paris Thomas, Tony DeGroot, Barb Hodgins, Tom Hoogendoorn, Joel Stam, Mark Schurmann, Cameron Pollard, Thomas Wynker, Carla DeGroot, Nelson Dinn, Trudy Leishman, and Cornelius Hertgers, Tom Droppo, Karen MacLaren, Carolyn MacLaren and Johann Steinmann.

"This is an important milestone for us as it helped determine the direction of the program and also provided an appreciation of the strong support from across the industry..."



...Continued from page 1. "BC Dairy, Egg..."

manner possible. Together our industries have among the highest food safety standards in the world, incorporating the latest in both bio-security and agricultural practices, ensuring BC consumers are provided with a safe, locally-produced and reasonably priced supply of food," said Thiessen.

"Under supply management, there is fairness for farmers and benefits to processors, consumers, governments and the taxpayer. Farmers work together to produce what consumers need and want, without relying on taxpayers for subsidies. This process ensures that supply matches demand, allowing for a stable supply of food, which is for everyone's long-term benefit," added Smith. BCDEPI is a partnership formed on behalf of the province's five supply-managed agriculture industries: BC Milk Producers Association; BC Egg Marketing Board; BC Chicken Marketing Board; BC Turkey Marketing Board; and BC Broiler Hatching Egg Commission. PWC is one of Canada's leading management consulting firm, helping organizations large and small by providing industry-focused assurance, tax and advisory services to build trust and create value.

Copies of the report are available on our website at:
www.bcmilkproducers.ca

...Continued from page 1. "Renewable energy..."

and diversified agricultural revenue streams while improving animal health, food safety and security. Despite these benefits and unlike in other Canadian provinces and countries, there are no on-farm AD facilities in B.C. This is due to B.C.'s low energy prices, an ineffectual renewable energy feed-in-tariff, challenges related to grid interconnection, and uncertainty faced by project developers in obtaining regulatory approvals from multiple agencies.

The goal of this workshop was to gather interested parties and regulatory agencies together to provide an overview of AD, an update on progress in B.C. to date, and to have an open discussion on the current regulatory process. By providing a greater understanding, the organizers hoped to enable an open and insightful discussion on determining appropriate actions to foster the widespread and sustainable adoption of on-farm AD.

The workshop was organized by the Anaerobic Digestion Initiative Advisory Committee, an industry-government-agency group that was formed in 2008 to facilitate the exchange of AD-related information, and to work towards streamlining processes pertinent to the development of an AD industry in B.C.

During the workshop, ADIAC launched its website, www.bcfarmbiogas.ca which is the first of its kind in B.C. The website will house all relevant information on Anaerobic Digestion for farmers, project proponents and the general public.

For more information on anaerobic digestion visit www.bcfarmbiogas.ca

Countries see supply management as a possible solution

Source: Dairy Farmers of Canada

For several months now, we have witnessed just how volatile international markets can be: escalating global energy and food prices in early 2008 were followed by a financial and commodity market collapse in the fall. Global, often deregulated, markets end up costing taxpayers of the world billions, if not trillions of dollars in bailouts.

Dairy farmers in various countries are also affected by market volatility and are taking action!

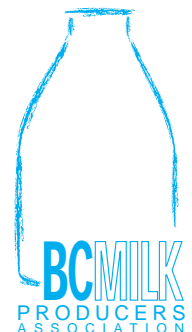
In many European countries, where progressive deregulation of the market - through the gradual elimination of dairy quota, dairy farmers are protesting over the collapse of milk prices,

urgently pointing out to their governments the need to rebalance supply and demand. Producers are calling for a national milk price to be negotiated between producers and processors.

In the U.S., dairy farmers are selling off cows, or leaving the dairy business in an effort to redress milk prices that have significantly fallen in the past year due to several factors including a supply-demand imbalance.

The current situation in Europe, the United States and elsewhere provide an important lesson about the value of regulated systems, of our supply management, but also the value it could bring to farmers in other countries as well!

DFC continues to promote supply management around the world. Several times we have been invited to speak to various farmer forums in other countries to explain how supply management benefits farmers. Supply management is viewed world-wide as a tool that empowers farmers and as a possible solution to limit farmer's losses.



DFC welcomes investment in dairy research

Source: Dairy Farmers of Canada

DFC welcomed the announcement made by the Honorable Jean-Pierre Blackburn, Minister of National Revenue and Minister of State (Agriculture) yesterday morning in Sherbrooke (Lennoxville), Quebec. The Federal Government is investing \$12 million dollars to build a new dairy barn complex for research in dairy production.

"This is great news for dairy producers," said Jacques Laforge, President of Dairy Farmers of Canada. "New investments to build a modern, ecological, high-tech dairy barn facility will advance the possibilities of research in dairy production in Canada."

The Dairy and Swine Research and Development Centre is the only federal government-owned research facility which includes a dairy barn. Other research dairy barns in several locations across Canada are affiliated with post-secondary education institutions. All of these institutions and their reputable researchers have contributed to the significant advancement of high quality research in dairy production that has been realized over the last 25 years.

DFC has a long history in supporting research, contributing about \$2 million a year to research in dairy production, animal care and improvement as well as the role of dairy products in human nutrition and health.

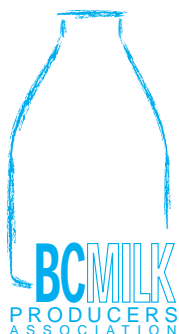
DFC looks forward to continue to partner with Agriculture and Agri-Food Canada, the National Research Council and other partners to invest in research in sustainable dairy production to be conducted in the new facilities. DFC hopes the new Lennoxville facilities will help attract and train new researchers specializing in dairy production priority issues, including sustainable development, environment, greenhouse gas reduction, production efficiency, genetic improvement, animal nutrition and controlling animal diseases that limit dairy production.

Changes to manure spreading advisories

Source: David Poon, BC Ministry of Lands and Agriculture

In May 2009, the Manure Spreading Advisory Committee (consisting of government and industry representatives) reviewed its manure spreading advisory process. The outcomes of the review will be more timely advisories, content that is more useful to farmers and others, and a more complete list of recipients.

There have been and will continue to be about five "Advisories" per year. In addition to these, "Updates" will now be released on the first business day of every month, starting in June 2009. These Updates are meant to be educational reminders and will indicate when the next Advisory will be released.



DFC hosts key partners to discuss dairy traceability

Source: Dairy Farmers of Canada

On June 4, 2009, DFC hosted a meeting of dairy farmer groups, including Holstein Canada, OnTrace and Agri- Traçabilité Québec, as well as government representatives to discuss the future of traceability in the dairy and livestock in Canada. Under Growing Forward, there is \$125 million available to implement traceability in Canada, from databases to preparing the regulatory framework to make traceability mandatory.

Traceability has proven useful in containing the most recent foot-and-mouth outbreak in the UK in 2007 more rapidly than the previous one, with obvious public health and economic benefits.

The 3 pillars of traceability:

1. Animal Identification
2. Premise Identification
3. Animal Movement Recording

The dairy industry is already well positioned in animal identification with the double-tagging of all dairy animals before they leave their farm of origin. At the 2006 Federal-Territorial- Provincial meeting, the provincial ministers agreed that provincial governments would lead on work on a premise identification program, where all farms, abattoirs, fairgrounds, auction barns, research centres, etc -even Parliament Hill and the Assemblée nationale, where dairy cows have been brought during dairy rallies - have a unique premise number. Once the two first pillars are well established, and farmers fully participating in the identification of all animals and premises, the recording of movement from one premise to another can take place, completing the traceability requirements.

Recording movement of cattle is important in the case of an outbreak, as the example of FMD mentioned above. Looking at the information in databases, we can look at all animals that have been in contact with a "case" animal. The current identification system, while mandatory, has not allowed Canada to retrace all animals that may have been in contact with a BSE cow for example. This is a situation DFC and dairy groups in Canada feel is very important to improve in the next few years.

DFC will now ensure this issue is taken to the General Assembly in July 2009 for examination and plan of action.

More CQM validators trained; reading TTRs made easy

Source: Carla DeGroot

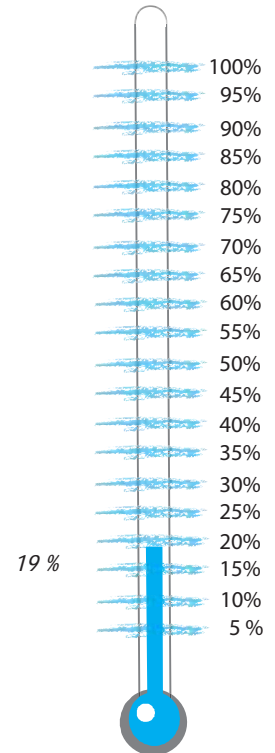
In May, BC was the host province for a national training program for CQM validators. Nine new validators from five provinces were trained to carry out the validation process across Canada. Four of these trainees were from BC, to accommodate the ever growing demand for CQM registration across the province. Having four new validators available will help us get to all farms requiring validation by the August 1st deadline. With 20% of producers in the province already registered and many more in the process, we are optimistic that the August 1st milestone registration will be met.

The new and existing validators were also trained to read MilkGuard Time Temperature Recorders with a computer program. This is a very important part of the validation process, as having a TTR only fills the requirements if the information can be read. The validators will now be able to assist in the collection of the information if the TTR is a MilkGuard. If the TTR is any other brand, or if you have any questions, please contact Carla for assistance.

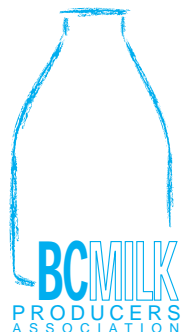
If your farm is ready to be validated and registered, or you have any questions, contact Carla DeGroot at 604-293-2390, fax 1-866-873-7720 or email cdegroot@bcmilkproducers.ca.

Reminder:
August 1st deadline
for CQM registration.

CQM Registration Meter June 2009



Percentage of producers
that are registered.



Agriculture comes to the city

Source: Nadia Shah

From March 27th to 29th BC's largest entertainment and shopping complex, Metrotown Shopping Center, was invaded by agriculture enthusiasts from all corners of BC. As a part of this educational event, the BC Milk Producers Association took



Delilah strikes a pose at Ag, in the City.

Delilah, our life-sized fiberglass cow, to educate the public about the importance of the dairy industry and agriculture as a whole.



Children of all ages had the opportunity to try milking Delilah. Atum, quam con te, tam

The event was kicked off on Friday March 27th with press coverage and an agricultural based relay race. The relay included a 'Milk-Off', in which participants

one another. Competitors were given 20 seconds to milk Delilah and produce as much milk as possible. Our very own Executive Director Robin Smith competed in the relay and showed off his vast knowledge of agriculture in the trivia portion of the race.

Other highlights of the event included a 'Cooking with Cream' demonstration sponsored by the BC Dairy Foundation, as well as line ups of children eager to meet and milk Delilah. Roughly 68,000 people attended the event over the three days and 25+ industry associations participated. Delilah was definitely a highlight of the event and BCMPA is eager to begin planning for next year.



More than 140 people gathered around for each cooking demonstration.

Celebrating Dairy Farmers of Canada's 75 years

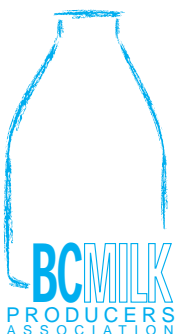
Source: Dairy Farmers of Canada

Dairy Farmers of Canada has created a special section on its website to celebrate its 75th anniversary.

Called "DFC's 75 years of existence", the section has an illustrated timeline of key moments and evolutions of the Canadian dairy industry.

Please visit this special section and don't forget to write and share with us your own personal story about dairy farming in our online 75th anniversary guestbook!

<http://www.dairygoodness.ca>



Mobile Dairy Classroom Experience heads to the school yard!

Source: Nadia Shah

On May 6th, 2009 the Mobile Dairy Classroom Experience made its very first school visit. After months of hard work and preparation the MDCE headed to Sir William Vanhorn Elementary school to teach over 400 hundred students about the milking process and the dairy industry.



A kindergarten student gets a boost to feel the warm tummy of Susie the cow.

Three demonstrations were conducted and children from kindergarten to Gr. 7 had the opportunity to ask questions about cows and milk production. Each milking demonstration educated the audience on the basic biology of cows and its ability to produce milk, the milking process and some of the nutritional benefits to consuming milk products. For some of the audience this was the first time they had seen a cow in real life.

Accompanying the two milking cows was Stanley, a one week old male calf. The audience was able to watch Stanley be fed breakfast and take an early morning nap.

As the word spreads about the Mobile Dairy Classroom Experience requests for school visits have already begun to come in for next year. Feedback from Sir William Vanhorn Elementary teachers was positive and was a pleasure to visit.



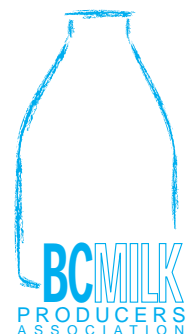
Carla DeGroot takes questions from the crowd.



Students at Sir Vanhorn Elementary watch as dairy classroom facilitator, Daryl Cherry, sets up the milking parlour.

Watch out for our website
www.dairyclassroom.ca
coming soon!

*400 school kids watch
a live cow get milked!*



Christy Goldhawk is our new summer communications coordinator!

We would like to welcome Christy Goldhawk to our team as the Summer Communications Coordinator for the 2009 season! Christy is originally from Ontario, graduating as a proud Aggie from Guelph in 2007. She then made the trek out to BC to pursue a Master's Degree with the Animal Welfare Program at UBC. Her research has focused on the health of dairy cows during the transition period and behaviour as an early indicator for metabolic disease.



In addition to a strong background in the dairy industry, Christy has previously been responsible for many events, both small and large, that have focused on public education and engagement in agriculture. To say that she is extremely passionate about dairy cows is an understatement! She is looking forward to being able to talk cow all summer long and spreading the good word about the dairy industry!

Questions? Comments? Your feedback is always welcome

BC Milk Producers Association
3236 Beta Avenue
Burnaby, BC V5G 4K4

T. (604) 294-3737
F. (604) 294-8199
Toll Free in BC 1-877-46-BCMPA (22672)
Email ContactUs@bcmilkproducers.ca

Our Mission:

To provide industry leadership in advancing the legitimate business interests of British Columbia dairy producers.

Our Vision:

Continue to promote a vibrant, sustainable industry which supplies high quality dairy products to the consumer.

Board members stay in touch! Feel free to contact our Board of Directors

Name	Location	Phone	Fax
Allan Martens	Vanderhoof	(250) 567-5189	(250) 567-2188
Cornelis Hertgers	Agassiz	(604) 796-9235	(604) 796-9277
Dick Adema	Smithers	(250) 847-3491	(250) 847-3401
Dick Klein Geltink	Langley	(604) 856-7435	(604) 856-3324
Fred Lehmann	Fort Saint John	(250) 785-8177	(250) 785-8177
Joe Taylor	Courtenay	(250) 334-7276	(250) 897-1519
Kevin Davison	Maple Ridge	(604) 467-6563	(604) 467-1851
Lorne Hunter	Enderby	(250) 546-6158	(250) 546-8732
Morris Hanson	Creston	(250) 428-4892	(250) 428-4892
Stan Van Keulen	Surrey	(604) 596-2921	(604) 596-2921
Tom Hoogendoorn	Agassiz	(604) 796-2773	(604) 796-8438
Tom Veldhuisen	Armstrong	(250) 546-6831	(250) 546-6831
Wally Smith	Chemainus	(250) 246-4839	(250) 246-4819
Wayne Reitsema	Abbotsford	(604) 852-9004	(604) 852-9004

