

April 15, 2025



MILK MATTERS

The official newsletter for New Brunswick milk producers.



IN THIS ISSUE

Scholarships &
Summer Jobs

Farming for
Mental Health

Market Update

And more ...

Credit Exchange “0” Limit Removal effective May 1, 2025

The credit exchange “0” limit will be removed effective on the May 2025 credit exchange allowing producers to decide between buying or selling regardless of their ending credit position.

For example, a producer who’s in a negative credit position can decide to purchase credits to reduce their credit balance down towards the lower limit because the farm’s production is forecast to be strong in the coming months and this purchase will provide additional underproduction credit room ahead of time. Similarly, a producer whose credit balance is positive may decide to sell credits and move closer to the maximum credit position with the knowledge that the farm’s production is going to drop significantly in the coming months and this sale will avoid the need to sell credits later.

BLEND PRICE MARCH 2025

\$101.13 hl or
\$22.67/kg of BF

BF: 4.4602 kg/hl,
PRO: 3.3692 kg/hl
LOS: 5.8952 kg/hl

CREDIT EXCHANGE DEADLINE

April 17, 2025, 4:00
PM

Please submit credit
bids/offers on
DFNB Portal at
www.nbmilk.org

QUOTA EXCHANGE DEADLINE

May 1, 2025
4:00 PM

Please send bids to
quota@nbmilk.org

DFNB OFFICE 506-432-4330

Steve Michaud <i>General Manager</i>	Ext. 22
Ashley Baskin <i>Policy Analyst</i>	Ext. 23
Veronica McEwen <i>Transportation</i>	Ext. 24
Luke Chase <i>Producer Services</i>	Ext. 25
Delaney Lewis <i>Office Clerk</i>	Ext. 26
Katie Bleakney <i>Promotion Coordinator</i>	Ext. 27
Natasha McKillop <i>proAction</i>	Ext. 28

Market Update

The CDC publishes a monthly market update on the public facing side of their website. These reports are available at the following link:

<https://www.cdc-ccl.ca/en/2025-market-updates>

Overview of January 2025:

- Total Requirements forecast shows an average growth of between 1.3% and 3.0% for January-December 2025.
- Total Requirements for the 12 months ending January 2025 were 2.86% higher than those of the previous 12 months but saw a decrease of 4.79% compared to December 2024.
- Compared to December 2024, apparent consumption decreased for cream, cheese and butter while it increased for milk, yogurt and ice cream. For the 12 months ending January 2025 all products saw an increase in consumption.
- Total Quota decreased from December 2024 by 4.52% and had an increase of 3.3% for the 12 months ending January 2025.
- P10 production increased by 0.82% in December compared to November 2024. This represents a 2.48% increase for the 12 months ending January 2025.
- Butter stocks increased in January 2025 by 4,068 tonnes to 36,295 tonnes

DFNB BOARD OF DIRECTORS

Wietze Dykstra <i>Chair</i>	506-325-8192
Gilbert Matheson <i>Vice Chair</i>	506-434-2357
Becky Perry <i>2nd Vice Chair</i>	506-435-0651
Denis Cyr <i>North West</i>	506-426-0788
George Wesselius <i>Moncton</i>	506-227-0463
John Schuttenbeld <i>Fredericton</i>	506-461-9254
John Best <i>Woodstock</i>	506-425-0765
Mike Bouma <i>North East</i>	506-547-5843
Paul Gaunce <i>At-Large</i>	506-650-9595

DFNB MISSION

To represent the interests of New Brunswick dairy farmers in their pursuit of operating sustainable dairy farms that produce high quality milk within a supply management system.

UPCOMING EVENTS

DFNB Board Meeting
April 29, 2025



P5 Messages

– 2025 Fall Incentive Days - Conventional

To meet the demand for milk in the Fall, the P5 Boards announce the following conventional incentive days to be issued on a non-cumulative basis for the Fall of 2025: 1 day in September, 2 days in October, and 1 day in November.

The P5 provincial boards' primary objective is to continuously monitor the milk market situation and meet demand in the most optimal way and will continue to adapt production signals to address market changes, as required. The following table summarizes the incentive days:

	Conventional
March 2025	
April 2025	
May 2025	
June 2025	
July 2025	
August 2025	
September 2025	1
October 2025	2
November 2025	1
December 2025	

Summer Jobs

DFNB will be hiring two summer students to help with local promotions. The positions are Marketing Specialist starting in June and Event Marketing Specialist starting in July. For more details find job descriptions here:

[Link to Marketing Specialist](#)

[Link to Event Marketing Specialist](#)

2025 DFNB Scholarships

Dairy Farmers of New Brunswick opens their scholarships to Grade Twelve students across the province. Three scholarships are offered for various fields of study. Information, requirements and applications on the DFNB Memorial Scholarship, the DFNB Scholarship, and the George B. Whalen Memorial Scholarship can be found on the DFNB webpage.

[Link to scholarships \(found at bottom webpage\)](#)

Scholarship applications are due May 1st, 2025

SPRING WEIGHT RESTRICTIONS

Spring weight restrictions have taken effect. The new routes are expected to remain until the end of May after the restrictions have been lifted.

RANDOM DAIRY FACT

🧀 The holes in Swiss cheese are called "eyes" – and if there are no holes, it's called "blind" cheese. Ironically, those "eyes" used to be seen as a defect, but now they're a signature of quality!

Link to article on this random fact:

<https://www.smithsonianmag.com/smart-news/scientists-have-finally-figured-out-why-swiss-cheese-has-holes-180955450/>

LACTANET CALENDARS

Looking for a Lactanet calendar? Please contact the office 506-432-4330, or your proAction Coordinator 902-890-8348 to get yours today!

BUY & SELL

Please send for sale and wanted items to
nbmilk@nbmilk.org

P5 Messages

Changes in Solids-Non-Fat (SNF) Tier 2 Prices Payment Policy

The P5 Boards have approved the following change in the price paid for SNF in tier 2:

- Protein: monthly 4a price
- Lactose and other solids: \$0.90/kg

SNF below the 2.00 SNF/BF market ratio will continue to be paid at within-quota rates, as per the payment policy.

The change in price will be effective on May 1, 2025, in Ontario and Prince Edward Island and effective on August 1, 2025, in Quebec, New Brunswick and Nova Scotia.

The P5 Quota Committee will continue to evaluate the payment policy and update its parameters as necessary, to ensure objectives continue to be met.

Background:

Since 2023, the price paid for SNF with a SNF/BF ratio between the market ratio and the maximum ratio (SNF in tier 2) has been paid at 70% of the monthly class 4a SNF price for protein and of \$0.90/kg for other solids (\$0.63/kg). There has been a faster than anticipated decrease of the farm production ratio in the last 18 months. This has resulted in shifts in the skim milk available to serve all markets, and a significant decrease in surplus skim milk. As part of the annual assessment of the payment policy parameters, the conclusion was reached that, while the actual market compensation for all surplus SNF is still lower than the full 4a price, different factors could lead to an adjustment to the current policy. The faster than anticipated decrease of the farm production ratio generating less surplus, the growth in profitable markets that utilize SNF and a better global revenue for the decreasing SNF surplus, lead the P5 Boards to adjust the Tier 2 prices. The objectives of the component payment policy remain to better reflect market revenue and the components that best contribute to yield, to limit the growth of surplus SNF and to maintain the quality of dairy components, while aiming to ensure a greater equity between producers. The change in the tier 2 price will increase the value of SNF produced between the market and maximum SNF/BF ratios.

Further Background:

On January 1, 2020, the P5 provinces adjusted the maximum no pay SNF/BF ratio to 2.30.

In 2021 the P5 provinces established the current component payment policy with two price levels, depending on the SNF/BF ratio (a market ratio and a maximum ratio). As a result, there is no payment for solids non-fat (SNF) when produced above the maximum SNF/BF ratio. On August 1, 2022 the maximum SNF/BF ratio eligible for payment was reduced from 2.30 to 2.25. The maximum SNF/BF ratio eligible for payment was reduced from 2.25 to 2.20 on February 1, 2023 in Ontario, Nova Scotia and New Brunswick and on August 1, 2023 in Quebec and Prince Edward Island. On August 1, 2023, the P5 simultaneously changed the price references for Tier 2. Changes to the component payment policy since 2020 aim to better reflect market requirements and ensure greater fairness between producers, while considering the structural surplus of SNF in the market.

The Social Media Scoop



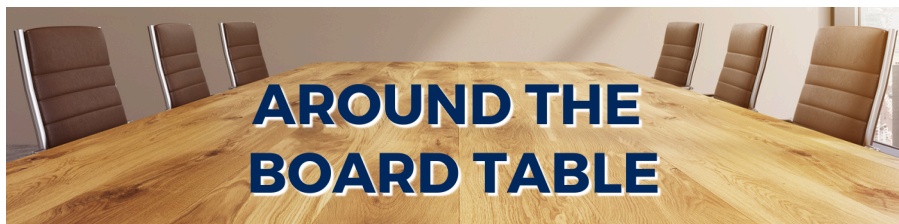
We are on the hunt for local legends - producers who do more than milk cows! 🐄 Are you a community volunteer, firefighter, 4-H leader, sports coach or someone with an unexpected passion outside the barn? DFNB wants to feature real farmers with real stories on our social media... and that could be YOU!

✉️ If you've got a unique hobby or role in your community, send Michelle Kempton an email by April 25th, 2025 at michelle.kempton@dfc-plc.ca

Let's show the New Brunswick the many faces (and talents!) of dairy. Your feature would look like this AND you get to keep all the professional photos too!



Find Dairy Farmers of New Brunswick on Facebook and Instagram to see how we show our commitment to our consumers!



KEY DISCUSSIONS & MOTIONS:

- Approved agenda with added items: Quota Availability, DFNS AGM, CCA AGM, P5 Quota Recommendation, and DFC Update.
- Approved minutes from February 25, 2025.
- Approved changes to SNF payment policy (protein paid at 4a price; LOS at \$0.90/kg), effective August 1, 2025. Producers will be informed April 2.
- Removed zero-credit limit from credit exchange policy (effective May 1, 2025).
- Amended Daily Quota Transfer Order to clarify rules for multi-farm ownership.
- Approved updates to the Producer Milk Pooling Order, Director Roles, Code of Conduct, and motion handling process.

ATTENDANCE

Directors, DFNB Leaders
Julie Vanderlaan and Nancy Colpitts.

DATE

March 31, 2025 Sussex, NB

PRESENTATIONS

Manager's Report: Covered DFNL financial assistance request and P10/plant capacity issues.

Financial Report: January report reviewed; discussion on new MPS system.

DFNB Spring Meeting: Kit reviewed.

DFC Update: Ongoing projects, continued trade work.

CCA AGM: Highlights from March 17-18

Production/Quality/Transportation/Promotions reports presented.

NATURAL PRODUCTS ACT REGULATIONS

Plans for construction, extension, alteration, installation or replacement

50(1) Plans for the construction, extension or alteration of a dairy farm, including a dairy barn, milking parlour or milk house, shall be submitted to the Commission or an inspector for approval before the work is undertaken.

50(2) Plans for the installation or replacement of a farm bulk tank shall be submitted to the Commission or an inspector for approval before the work is undertaken.

<http://laws.gnb.ca/en/ShowTdm/cr/2010-19//>

QUALITY MILK

Additional testing is available from RPC.

Please contact RPC directly by email
dairy.rpc@rpc.ca
Or 506-452-1212

Bulk milk graders are trained and licensed to grade milk. They only reject milk according to regulations. Once rejected a producer is required to dispose of that milk and correct the problem that contributed to the rejection and clean their tank before adding their next milking.

Producers are welcome to reach out to the public safety inspectors for assistance in determining the causes for the rejections.



FARMING FOR THE FUTURE

ZOE FOURNIER

DVM - Atlantic Vet College

HOW DID YOU GET INVOLVED IN AGRICULTURE?

I grew up riding horses at my local lesson barn but never had much exposure to other livestock. When I got to the AC I was immersed in the world of agriculture, gained a deeper understanding of the meat and dairy industries and really fell in love with production animals. By the time I got to veterinary school there was no doubt in my mind that I wanted to be a large animal veterinarian and work alongside the producers of New Brunswick.

DO YOU HAVE A FAVOURITE PART ABOUT FARMING OR AGRICULTURE?

I love the people. I get to work with some fantastic producers and I consider myself incredibly lucky.

MILK PENALTY FUNDING

Pro-active funding: Producers advised of second or subsequent milk quality infraction, prior to a penalty assessed, is allowed to offset, once per year, cost of a visit from milk quality technician to a maximum of \$1000. Producers may apply for funding by forwarding paid invoices to DFNB office.

Farming for Mental Health: Cultivating Mental Wellness in Six Simple Steps

The Third in a Three-Part Series by John Fletcher

We are now on the last two pillars in the FARMER Model of Mental Health: Exercise and Resistance. Let's get right into it.

Pillar # 5: Exercise

We are living an incredibly sedentary existence, and it is wreaking havoc on our mental health and well-being. We are a moving species, and our mental health deteriorates when we do not move enough. The good news is the solution is quite simple: get moving. Research shows that it doesn't matter the type of exercise; what matters is that our bodies are moving on a regular basis. So, what can we do?

1. Past

Think of an exercise you enjoyed in the past that you can get back into. For example, I used to really enjoy mountain biking. I plan to get back into that this summer.

2. Present

Think of an exercise you are currently doing. Staying consistent is key to maintaining good mental health. For me, I have been walking for years and plan to continue doing so in the future.

3. Future

Think of an exercise that you have always wanted to try but never got around to. For example, I have always wanted to try stand-up paddle boarding, and I am planning to give it a go this summer.

*Farming is a physically active profession, which is great; however, similar to the Mother Nature Pillar, the time spent exercising on the farm may be associated with the stress of the job. To get the most bang for your buck, it is recommended to spend time each week where your exercise is not associated with the farm. Some examples are going for an evening walk to unwind, strength training at a local fitness centre, or attending a fitness class. *

Pillar # 6: Resistance

We live in an ever-increasing automated world, and although there are many benefits, there are also many costs associated with the growing

convenience. We have survived plagues, droughts and famines while living in primitive shelters and being hunted by large predators. We are a gritty and resilient species by nature. But we must push back against the growing "comfort creep" as things have gotten quite unbalanced and it is reducing our stress tolerance and resilience. So, what can we do?

1. Physical Resistance

Exercise is a big one, but cold and hot therapy are popular ways to get some healthy physical resistance.

2. Intellectual Resistance

Learning a new skill, reading or writing, and brain games like crosswords and Sudoku are great ways to tap into some intellectual resistance.

3. Emotional Resistance

Many of us avoid heavy emotions like the plague, which works well in the short term but causes many long-term problems. We must lean into these heavy, vulnerable emotions and let them run their course. A great tip is the "name it to tame it" technique. When a heavy emotion bubbles to the surface, name it and lean into it instead of avoiding or pushing it down. Feel the feels. Yes, it can be pretty uncomfortable in the short term, but it is incredibly beneficial over the long term.

There you have it folks, the six universal pillars of mental health: Food, Attachments, Rest, Mother Nature, Exercise & Resistance. Put it together and you get FARMER.

To close this out, I will quote a wise farmer I know: "If you want profound results in farming (and life), do the simple things extraordinarily well."

Ain't that the truth!

I will bet the farm that if you prioritize these six pillars, you will be well on your way to obtaining and maintaining good mental health.

Happy Farming,
John B. Fletcher,
The Therapeutic Farmer





Quota Exchange Results

4 Apr 2025

DAILY KGS QUOTA EXCHANGE

Price Per KG Butterfat	No of Sellers	Cumulative Sellers	KGs BF Offered For Sale	Cumulative Sales	Cumulative Sales Less Cumulative Purch	Cumulative Purchases	Kgs BF Offered to Purchase	Cumulative Bidders	No of Bidders
\$24,000.00	0	0	0.00	0.00	-602.70	602.70	602.70	53	53

Clearing Price Per Daily Kg of Butterfat

No Clearing Price

KGs Offered to Purchase

602.70

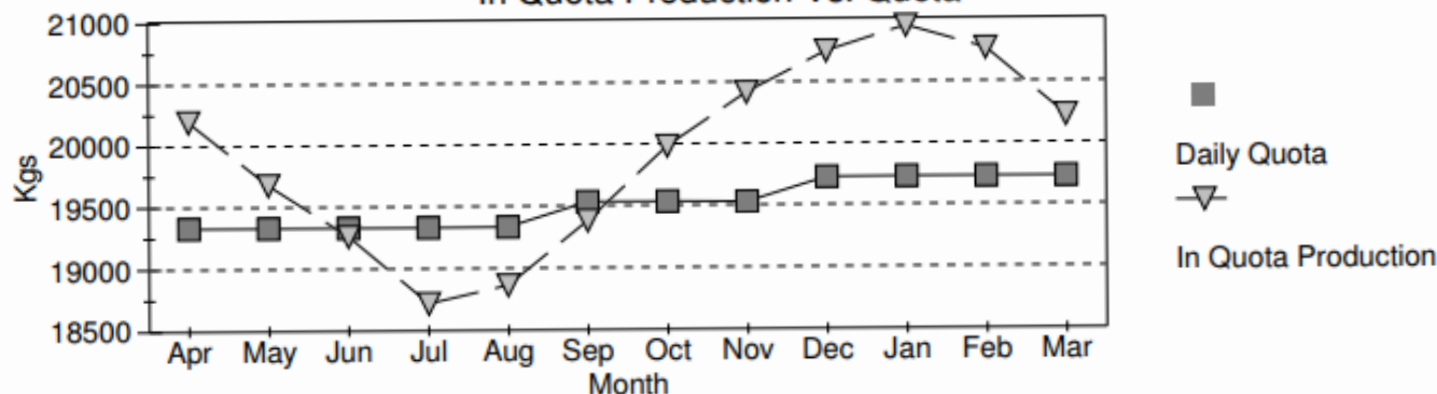
KGs Offered to Sell

0.00

KGs Sold

0.00

In Quota Production Vs. Quota



QUOTA CORNER

Quota Exchange Procedures

Bids/Offeres must be submitted on forms provided prior to 4:00 p.m. on 1st working day of month. All bids must be accompanied by confirmation of funds from your lending institution if bid is greater than prior month's "Due Producer". Producers will not be allowed to combine their "Due Producer" amount with their confirmation of funds from a financial institution to bid for quota equal to the combined amounts. Bids or offers above \$24,000 will not be accepted. Producers selling all of their quota on an exchange will be subject to a security deposit of \$1000/kg that will be returned 30 days after effective date of the transfer.

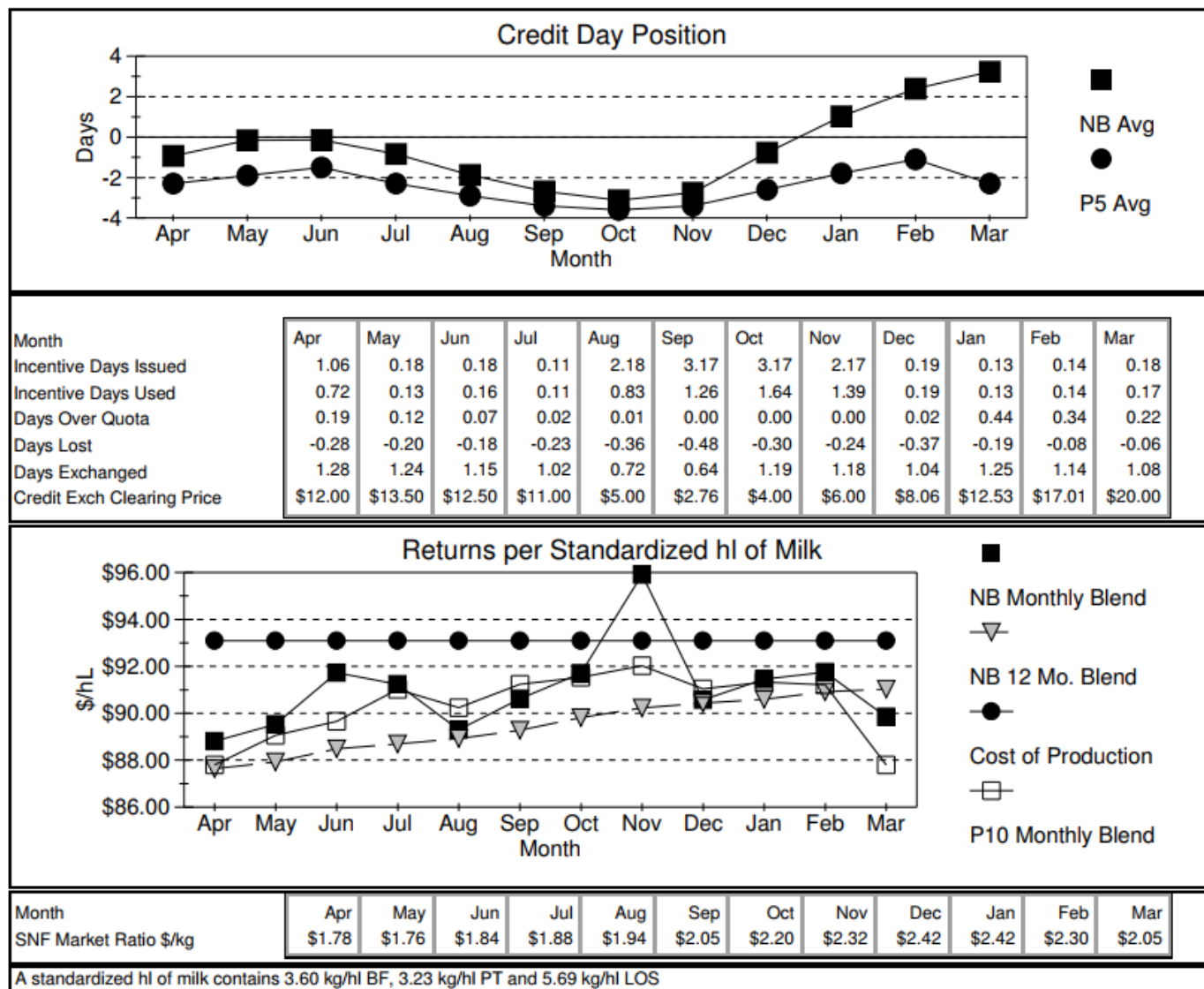
Minimum Quota Holdings Policy

The Board will cease picking milk up when the farm's total daily quota falls below ten (10) kilograms.

An over quota penalty of \$20/hl is in effect.Daily Quota Transfer Order

Section 3 b) j); Producers must pay the Board the QESP for the Daily Quota so purchased on or before noon of the 20th day of the month or noon of the first working day thereafter if the 20th falls on a holiday or weekend. Payment received after that is subject to a 2% penalty applied on the value of the purchased Daily Quota and deducted from the producer's statement. The producer will also be prohibited from purchasing on the following month's exchange. If payment is not received by the last working day of month, that purchased quota will be revoked and be offered for sale on the next month's exchange. Any losses incurred from the resale of the revoked Daily Quota will be charged back to the producer along with an additional 2% penalty.

Credits



CREDIT CORNER

Credit Exchange Procedures

Bids/Offeres must be submitted on forms provided prior to 4:00 p.m. on the 2nd working day after the 15th of the month. Results are available on the morning of 4th working day after the 15th. Producers exiting industry may purchase/sell credits one month following effective date of sale. If you do not receive your statement in time to review your credit position, please call the office and we will fax /email your statement to you.

March 2025 Credit Exchange \$20.00/kg

21,261 of 21,527 kgs wanted at or below the CESP were purchased.

Producers above 0 days of credits are eligible to buy credits.
Producers below 0 days of credits are eligible to sell credits.

Effective May 1, 2025 the 0-day limit will be removed which will allow producers to buy or sell regardless of their credit positions.

At a later date, producers with quality penalties will also have the percentage of credits that they can buy reduced for a number of months. DFNB will notify producers 2 months prior to this policy taking effect.

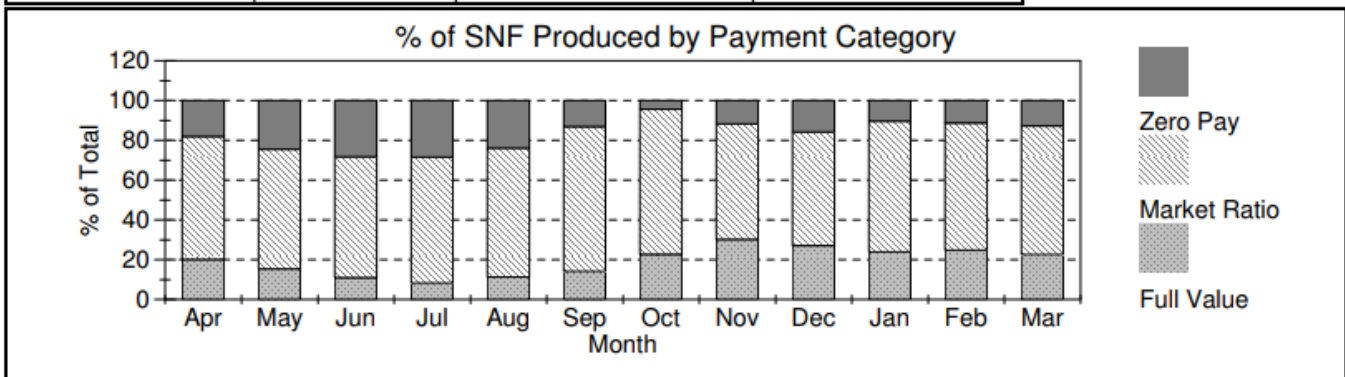
NB Domestic Milk Pool									
Over Quota	BF Kg	BF \$/kg	BF \$	PT Kg	PT \$/kg	PT \$	OS Kg	OS \$/kg	OS \$
March 2025	4,257	-\$2.7327	(\$11,634)	3,146	-\$1.9107	(\$6,010)	5,533	-\$0.3917	(\$2,167)
12 Months	27,914	-\$2.7327	(\$76,280)	20,782	-\$1.9107	(\$39,708)	36,608	-\$0.3917	(\$14,339)
SNF > 2.20									
March 2025				1,834	\$0.0000	\$0	3,315	\$0.0000	\$0
12 Months				26,393	\$0.0000	\$0	48,523	\$0.0000	\$0
SNF 2.00<=2.20									
March 2025				19,093	\$2.0527	\$39,191	34,115	\$0.6300	\$21,492
12 Months				248,630	\$2.0497	\$509,624	446,871	\$0.6300	\$281,529
Domestic Market									
March 2025	622,497	\$13.6548	\$8,500,069	449,372	\$10.7882	\$4,847,919	785,474	\$9.0000	\$706,926
12 Months	7,243,836	\$13.9673	\$101,176,961	5,209,362	\$10.8071	\$56,298,204	9,173,359	\$9.0000	\$8,256,023

Production & Payment

Revenue	\$/HL	BF \$	PT \$	OS \$				Total Paid \$
March 2025	\$101.13	\$8,488,435	\$4,881,100	\$726,251				\$14,095,787
12 Months	\$101.06	\$101,100,681	\$56,768,120	\$8,523,213				\$166,392,014
Deductions	Transport	Promotion	Admin	Lab Fee	Research Levy	Total Ded Per HL		Total Deductions
	Per HL	Per Kg of Total Solids						
March 2025	\$3.80	\$0.1015	\$0.0786	\$0.0085	\$0.0016	\$6.41		\$900,810
12 Months	\$3.75	\$0.1015	\$0.0772	\$0.0085	\$0.0016	\$6.30		\$10,452,100
Quality	Somatic Cell Count	Standard Plate Count	Lab Past. Count	IBC				Rejected Loads
March 2025	160,535	0	0	38				0
12 Months	177,530	0	0	45				0
Production & Component Tests	Production Volume	Butter Fat	Protein	Lactose & O.S.	Total Solids	SNF Ratio		
March 2025	14,052,207	4.4602	3.3692	5.8954	13.7248	2.0772		
12 Months	165,386,216	4.3968	3.3287	5.8683	13.5938	2.0917		

SNF Policy

Current SNF Ratio Values	Full Value: < 2.00	Market Ratio: 2.00<=2.20	Zero Pay: > 2.20
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SNF/BF: Avg Ratios

Month	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Full Value	1.93	1.94	1.95	1.95	1.93	1.93	1.92	1.93	1.93	1.93	1.92	1.93
Market Ratio	2.10	2.10	2.11	2.11	2.11	2.10	2.09	2.09	2.08	2.09	2.08	2.09
Zero Pay	2.25	2.26	2.26	2.27	2.27	2.27	2.31	2.25	2.23	2.27	2.26	2.26
Provincial	2.09	2.12	2.13	2.14	2.13	2.10	2.06	2.06	2.06	2.07	2.06	2.08

Maritime Quality Milk

Maritime Quality Milk (MQM) is a research and service program at the Atlantic Veterinary College, located at the University of Prince Edward Island in Charlottetown.
www.milkquality.ca

Milk 2020

MILK 2020's mission is to develop and enhance knowledge and innovation, through its leadership and its actions, with a view to encouraging the sustainable growth of New Brunswick's dairy industry.
www.milk2020.ca

Co-operators Group Insurance

Group rates as of Dec 1, 2024
Monthly single coverage: \$140.94
Monthly family coverage: \$369.74
Claims, rates, enrolment:
Emily Murphy 506.850.1643
emily.murphy@gotoinsure.ca
David Scott 506.458.1220
1.800.994.5155

NB Research & Productivity Council

RPC is New Brunswick's provincial research organization (PRO), a research and technology organization (RTO) offering contract R&D and technical services at our locations in Fredericton and Moncton, New Brunswick.
506.452.1212

NB Environmental Farm Plan

Contact Likhita Potluri
by phone at:
506.452.8101
506.259.0020
or by email at:
efp-pfe@fermeNBfarm.ca

Composition & Microbiology Testing

Composition testing
contact Jill Hay at:
jill.hay@rpc.ca
Microbiology testing
contact Corrie Maston at:
corrie.maston@rpc.ca

Hoof Trimming

Contact E. Duivenvoorden
Phone:
506.433.1864
or
Peter Jones
Phone:
506.866.0531

Crop Specialist

Contact Jason Wells
Phone:
506.434.2543
Email:
Jason.Wells@gnb.ca

Milk Matters

Any producer who wishes to receive a copy of the Milk Matters Newsletter by mail monthly should make their request to the DFNB office by email nbmilk@nbmilk.org or by phone 506 432-4330.

If you have photos that could be featured in future Milk Matters please email katie.bleakney@nbmilk.org

Dairy Specialist

Contact
David Dykstra
Cell phone:
506.434.5755
Email:
David.Dykstra@gnb.ca

Links

GNB Livestock Sector Development
https://www2.gnb.ca/content/gnb/en/contacts/dept_renderer.137.203310.4073.html#employees

Bob Calve Prices
<https://www.fpbq.upa.qc.ca/infoprix/BovinReforme/BRInfoPrixHebdo.asp?Langue=A>

Research Council: Free webinars
<https://www.beefresearch.ca/resources/webinars.cfm>

Canadian Dairy Commission
<https://www.cdc-ccl.gc.ca/>

Dairy Farmers of Canada News Centre
<https://www.dairyfarmers.ca/news-centre/document-library>

AgriStartNB
<https://www2.gnb.ca/content/dam/gnb/Departments/10/pdf/Agriculture/FarmingInNewBrunswick-RoadMapForNewEntrants.pdf>

BULK MILK TANKS

All bulk milk tanks needing calibrated will be coordinated by DFNB staff using the calibration services of both Dairy Farmers of Ontario (DFO) . If you are planning to install a new tank or have installed one recently, please call 432-4330 so your farm can be added to the schedule. Before replacing your bulk milk tank remember: New tanks of 1000 US gallons (3780 liters) must have a minimum outlet of 3 inches with a butterfly valve; New tanks less than 1000 must have a minimum tank outlet of 2 inches with a butterfly valve; Used tanks of any size must have a minimum tank outlet of 2 inches with a butterfly valve.

TRANSPORTATION

If you have concerns about your scheduled pickups, you can contact:

Kingsco Transportation:
(506) 435-2293

Fisher Transportation:
Troy Mason
(506) 435-0500

Dairy Farmers of New Brunswick:
Veronica McEwen
(506) 432-0092

For any milk transportation questions or issues please call DFNB at
(506) 432-4330 ext 24

DAIRY FARMERS OF CANADA'S 2025 ANNUAL GENERAL MEETING



SAVE THE DATE

July 13 to 16, 2025
Toronto, Ontario

Westin Harbour Castle

Registration and Agenda to come



**Club of Excellence
Animal Welfare Award**

Agropur is proud to announce the launch of the 6th edition of the Animal Welfare Award from the Club of Excellence. This competition was created to recognize the concrete and exemplary actions in animal welfare implemented by Agropur members. It will also be an opportunity to highlight the initiatives of our dairy producer members in the field of sustainable development.

During this competition, nominations will be evaluated by a jury made up of Agropur employees and experts in animal welfare.

Nominations should demonstrate the implementation of actions by members that:

1. Reflect excellent standards of animal welfare
2. Can inspire producers to reproduce this model on their farm
3. Project a positive image of the dairy industry to consumers

The finalists and the Grand Champion will be recognized by our cooperative for their successes. In addition, they will be invited at Agropur's Annual General Meeting where they will be honoured for the time and effort devoted to animal welfare.

Visit the [Sustainable Farms / Club of Excellence section](#) of the Members' Extranet to download the nomination package and to obtain more information or email cooperation@agropur.com.

Nominations must be submitted online by 4:00 p.m. (EDT), Friday, May 2, 2025.



What role does DairyTrace play in managing Highly Pathogenic Avian Influenza (HPAI)?

DairyTrace is an important tool in managing Highly Pathogenic Avian Influenza (HPAI) outbreaks. DairyTrace enables the rapid tracking of animal movements and history. In the context of HPAI, which can spread quickly and have devastating effects, the ability to trace the origins and movements of potentially infected animals is critical. This helps in identifying the source of the infection and preventing further spread.

How can I help to ensure rapid animal tracking?

There are several ways you can help:

1. Keeping an accurate animal inventory- if you have older unused tags in your inventory please contact DairyTrace to help with an inventory clean up
2. Report move-outs
3. Ensure to report move-ins within 7 days
4. Report all on farm deaths/disposals within 7 days

Have more questions about the proAction program? Make sure to reach out to your proAction Coordinator:

Jennifer Dillman

DFPEI, DFNL, DFNS Zones 1,2,& 3

jennifer.dillman@atlanticproaction.org

(902) 957-4494

Natasha McKillop

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ARE YOU READY FOR A POTENTIAL CANADA POST STRIKE?

**Review your DairyTrace tag inventory
and place your order now.**

Following the 2024 strike, there are ongoing negotiations between Canada Post and its union. There is a significant possibility of a second strike starting May 22, 2025. To prepare for this risk, **it is recommended that dairy farmers ensure they have at least a 4-month supply of tags on farm**, enough to last to the end of the summer.

Not sure if you'll need more dual or single button tags?
We recommend ordering now to guarantee you'll have what you need.

**To ensure timely delivery ahead of the possible strike:
Be prepared. Take action now and order
DairyTrace tags before the end of April.**

There are multiple options for ordering tags:

- Directly through your DairyTrace account
- DairyTrace Customer Services
1-866-558-7223 | tags@dairytrace.ca | mail in paper order forms
- Holstein Canada WebServices account

If you live in Quebec, order from Attestra through your SimpliTRACE Account
OR phone: 1-866-270-4319 or 1-450-677-1757

**Visit our website for more information:
www.dairytrace.ca/order-tags/**

