

July 15, 2025



MILK MATTERS

The official newsletter for New Brunswick milk producers.



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And more ...

Honoring a Legacy in the Industry

DFNB proudly shares that the New Brunswick Dairy Hall of Fame is now featured on our website. Established in 1984, the Hall of Fame recognizes individuals who have made lasting contributions to the dairy industry through leadership in areas like production, education, research, marketing, and policy.

As we launch this new page, we also honour the recent passing of Derek Stephen Roberts, a 2016 inductee known for his transformative impact on dairy processing in New Brunswick. Derek began his career at Farmers Dairy Cooperative in Nova Scotia before joining Dairytown Products Ltd. in Sussex in 1985. As General Manager and CEO, Derek introduced world-class production standards and led the company through major growth and diversification—including the acquisition of Dunster's Donuts and R&G Transport.

Under his leadership, Dairytown achieved international recognition, including the World's Best Butter award in 2004, and was the first food processor in the region to receive HACCP accreditation. In 2014, he helped guide the merger of Dairytown with Agropur, securing long-term market stability for New Brunswick producers.

You can read more about Derek and other Dairy Hall of Fame inductees at <https://www.dfnbplnb.com/dairyhalloffame>

BLEND PRICE JUNE 2025

\$97.31hl or
\$22.58/kg of BF

BF: 4.3089 kg/hl,
PRO: 3.2746 kg/hl
LOS: 5.8754 kg/hl

CREDIT EXCHANGE DEADLINE

July 17, 2025, 4:00
PM

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

QUOTA EXCHANGE DEADLINE

August 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

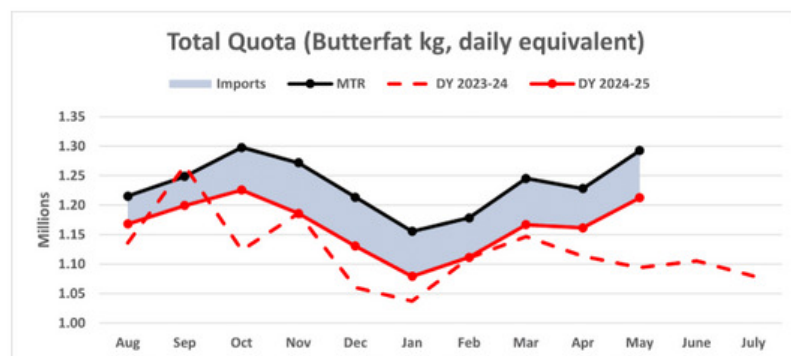
Market Update

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 May 2025:

- Total Requirements forecast shows an average growth of between 1.6% and 2.6% for April 2026.
- Total Requirements for the 12 months ending May 2025 were 3.22% higher than those of the previous 12 months and saw a 5.25% increase since April 2025.
- Compared to April 2025, apparent consumption decreased for milk, cream, yogurt and cheese, while it increased for ice cream and butter. For the 12 months ending May 2025 all products saw an increase in consumption.
- Total Quota increased from April 2025 by 4.4% and had an increase of 3.4% for the 12 months ending May 2025.
- P10 production decreased by 1.12% in May compared to April 2025. but saw an increase of 2.9% for the 12 months ending in May 2025.
- Butter stocks decreased in May 2025 by 1,521 tonnes to 39,442 tonnes. Butter stocks are expected to be between 44,634 and 49814 tonnes in April 2026.



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
July 29 - July 30

P5 Message

– Additional 2025 Fall Incentive Days - Conventional

To continue to meet the stronger demand for fresh dairy products in the Fall, specifically yogurt and fresh cheese, the P5 Boards announce one additional conventional incentive day to be issued on a non-cumulative basis in each of the months of July to November. This adjustment aims to continue to maintain the production level forecasted for the period.

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
June 2025	
July 2025	1
August 2025	2
September 2025	3
October 2025	3
November 2025	2
December 2025	



SUMMER SUN

Reminder to turn down coolers for the summer temperatures.

Promotions Team – Summer Events



This year, the Promotions Committee purchased a brand-new milking cow! She's getting a brand-new name too—and you can help choose it. The naming contest ends today, and the winner will be announced on our TikTok page! Check out this video to see some of the top name suggestions: <https://www.tiktok.com/@nb.milk>

Our new cow will be traveling across the province, making appearances at fairs, community events, and DFNB's own Ice Cream Days. You can find the full event schedule on our website: www.nb milk.org/events

Be on the lookout for the DFNB team at an event near you! Mary Ann Drummond is also back for a second year. Her passion for dairy farming and dedication to sharing the story of Canadian milk—produced with high quality standards—is always a crowd favorite.

Don't forget to spread the word about our Ice Cream Day events on Facebook—and be sure to stop by for a free ice cream sandwich!



SAMPLE TESTING CONTACTS

Samples to Dairytown for inhibitor testing.
Receiving Bay Supervisor -
Kris Byers 506-424-0769

Samples to RPC for further testing.
Sample Receiving 506-452-1212

BUY & SELL

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

P5 Message

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.

Profilab Update

Milk 2020's funding of Profilab testing and the Profilab tool that started August 1, 2024 comes to an end on July 31, 2025.

Those farms who wish to continue this service after July 31, 2025 will need to sign up for the service and be subject to a monthly fee for service.

The monthly fee is estimated to be between \$45 to \$80 per month depending on the number of farms that sign up to the service.

A sign up sheet was emailed to all producers July 9 to help DFNB determine if there is sufficient interest for the labs to provide this service.

DFNB will inform producers of the final monthly fee once it knows the level of interest.

Please forward your signup sheet to luke.chase@nbmilk.org

HOLSTEIN CANADA -

I hope everyone is having a great summer and enjoying the warm weather. There are some shows coming up and social events, I hope you all can take some time to get out there and socialize

Connexion app - polled is now included FREE in every genomic test. As always you can use the Connexion app to register calves in the palm of your hand, order replacement ear tags and submit genomic samples.

Classifier - The Holstein Canada classifier is currently in the province. If you would like to have a visit (new or existing member) please reach out to myself, Claudia or Holstein Canada to schedule a visit. Ask the classifier to review the end of visit classification report with you to get great insights into herd trends and performance
Holstein Canada is currently researching animal measurement using cameras and AI.

The website will be getting an update this fall.

If you need help this summer getting caught up on registrations and other herd activity or service needs please reach out to Claudia.

Karen



Karen Versloot
National Director for
Holstein Canada in Atlantic
kversloot@holstein.ca



Claudia Perdomo
Atlantic Holstein Canada
cperdomo@holstein.ca
519-865-8172





AROUND THE BOARD TABLE

DATE: JUNE 24, 2025,

Virtual via MS Teams &

Email vote on June 27th

Meeting chair: Gilbert Matheson
(1st Vice)

DISCUSSION HIGHLIGHTS

- Reviewed the P10 Strategic Plan documents: Directors provided their feedback that will be shared with the P10 Strategic planning group.
- DFC Sustainability: Directors were informed of some upcoming information sessions on the sustainability initiatives. More discussion time will be allotted during the July in person meeting to discuss the DFC Sustainability survey.
- proAction: DFC exploring a national Environmental Farm Plan to streamline standards

ATTENDANCE

Directors: Gilbert Matheson, Becky Perry, Denis Cyr, George Wesselius, John Schuttenbeld, Paul Gaunce, Mike Bouma, Robert Speer
Staff: Steve Michaud, Ashley Baskin, Sharon Beasley
Regrets: Wietze Dykstra, John Best

REPORTS & UPDATES

Managers' Report: Delivered by Steve Michaud.

Financial Report:
Reviewed financials and draft 2025–2026 budget.

DFC Updates: Reviewed mission and mandate; provided CEO hiring update

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.

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.





Quota Exchange Results

7 Jul. 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	-628.20	628.20	628.20	54	54

Clearing Price Per Daily Kg of Butterfat

No Clearing Price

KGs Offered to Purchase

628.20

KGs Offered to Sell

0.00

KGs Sold

0.00

Number of Producers

Offered to Purchase

54

Purchased Quota

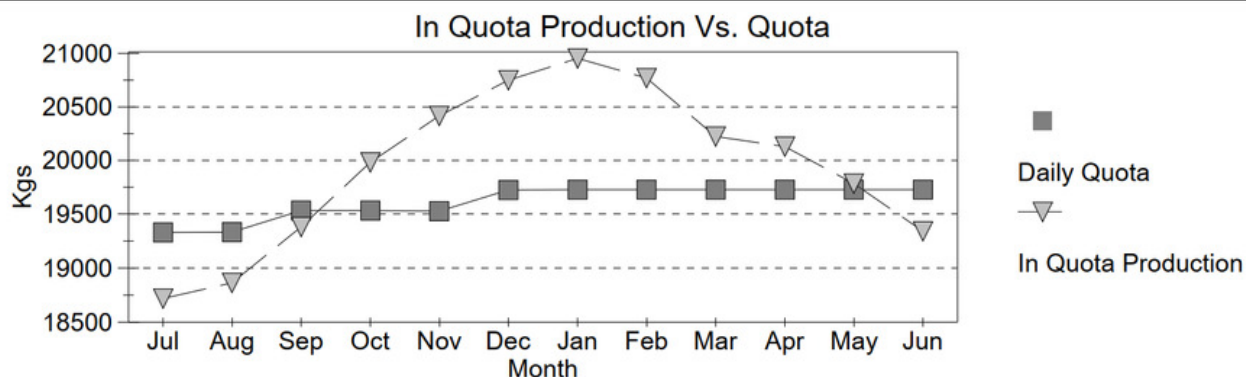
0

Offered to Sell

0

Sold Quota

0



QUOTA CORNER

Quota Exchange Procedures

Bids/Offer 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.

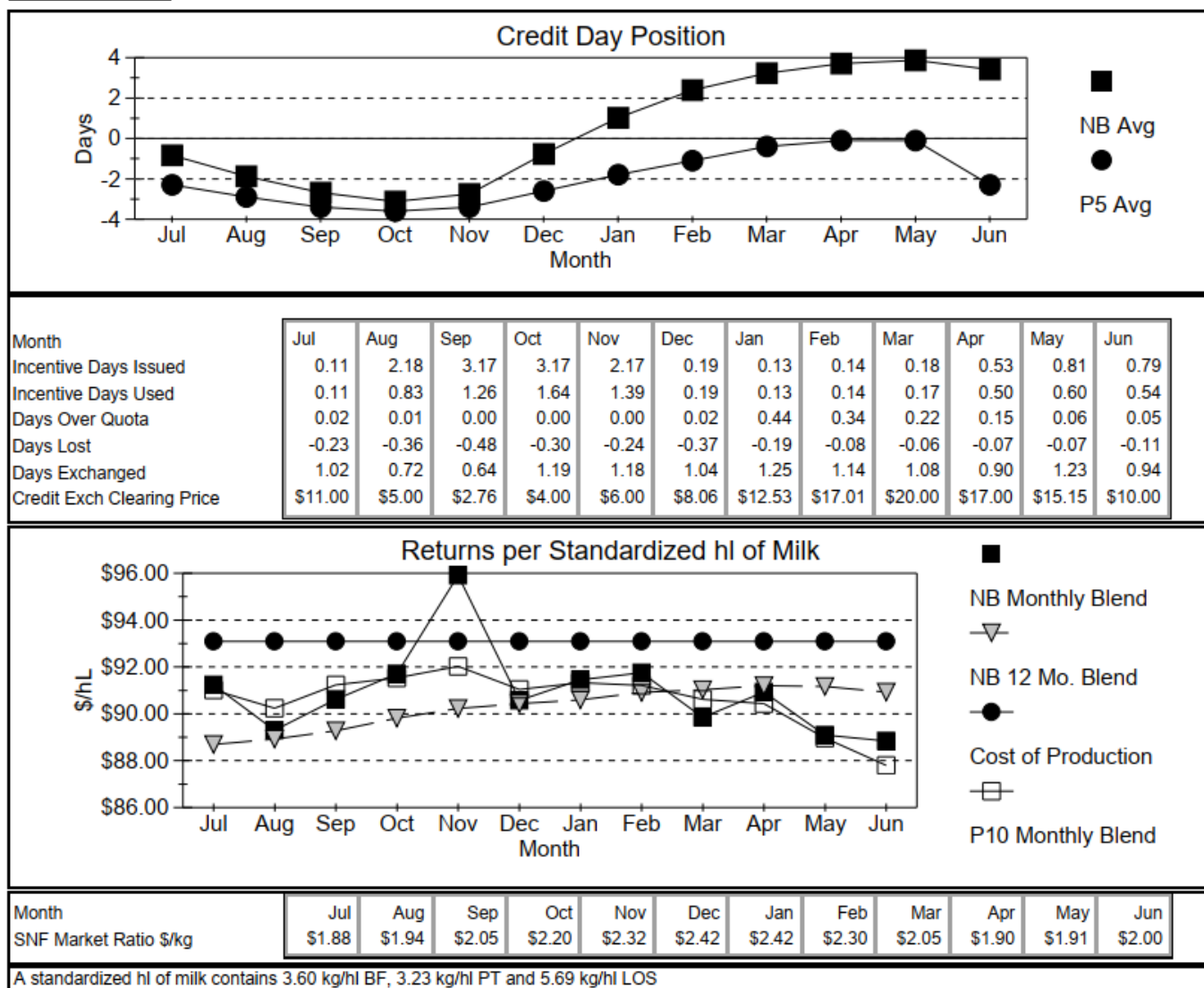
Minimum Quota Holdings Policy

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/Offers 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.

June 2025 Credit Exchange \$10.00/kg

18,591 of the 19,979 wanted at or below the CESP were purchased.

Effective May 1, 2025 the 0-day limit was removed which allowed 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.

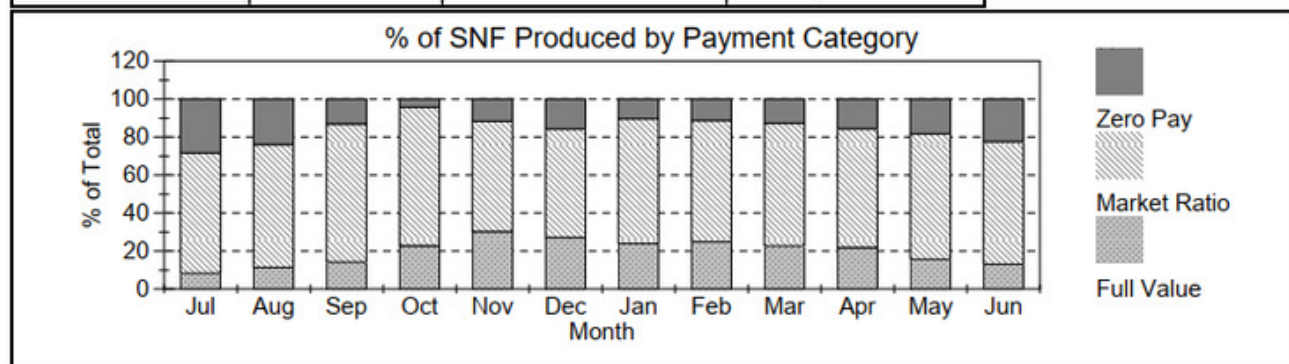
NB Domestic Milk Pool									
Over Quota	BF Kg	BF \$/kg	BF \$	PT Kg	PT \$/kg	PT \$	OS Kg	OS \$/kg	OS \$
June 2025	932	-\$2.7327	(\$2,548)	717	-\$1.9107	(\$1,369)	1,372	-\$0.3917	(\$537)
12 Months	25,687	-\$2.7327	(\$70,196)	19,241	-\$1.9107	(\$36,763)	33,964	-\$0.3917	(\$13,304)
SNF > 2.20									
June 2025				2,717	\$0.0000	\$0	5,072	\$0.0000	\$0
12 Months				25,041	\$0.0000	\$0	45,993	\$0.0000	\$0
SNF 2.00<=2.20									
June 2025				23,872	\$1.9989	\$47,718	43,411	\$0.6300	\$27,349
12 Months				244,152	\$2.0917	\$510,682	438,633	\$0.6300	\$276,339
Domestic Market									
June 2025	579,325	\$13.4384	\$7,785,205	413,677	\$11.0095	\$4,554,375	741,359	\$0.9000	\$667,223
12 Months	7,249,688	\$13.8638	\$100,508,513	5,216,303	\$10.8794	\$56,750,169	9,176,830	\$0.9000	\$8,259,147

Production & Payment

Revenue	\$/HL	BF \$	PT \$	OS \$				Total Paid \$
June 2025	\$97.31	\$7,782,657	\$4,600,723	\$694,034				\$13,077,414
12 Months	\$101.09	\$100,438,317	\$57,224,088	\$8,522,182				\$166,184,588
Deductions	Transport	Promotion	Admin	Lab Fee	Research Levy	Total Ded Per HL		Total Deductions
	Per HL	Per Kg of Total Solids						
June 2025	\$3.82	\$0.1015	\$0.0786	\$0.0085	\$0.0016	\$6.38		\$859,152
12 Months	\$3.76	\$0.1015	\$0.0783	\$0.0085	\$0.0016	\$6.32		\$10,466,482
Quality	Somatic Cell Count	Standard Plate Count	Lab Past. Count	IBC				Rejected Loads
June 2025	174,670	0	0	43				0
12 Months	177,478	0	0	40				0
Production & Component Tests	Production Volume	Butter Fat	Protein	Lactose & O.S.	Total Solids	SNF Ratio		
June 2025	13,466,567	4.3089	3.2746	5.8754	13.4589	2.1235		
12 Months	165,082,302	4.4071	3.3345	5.8731	13.6147	2.0893		

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

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:

Dispatcher –
Bliss Price 506-435-1584
Hauler Supervisor –
Conrad Hachey 506-435-2293
General Manager –
Kris Aiton 506-434-3006

DFNB Transportation:

Coordinator –
Veronica McEwen (506) 432-0092
For any milk transportation questions or issues please call DFNB at
(506) 432-4330 ext 24



CYBER SECURITY RISKS AND RESOURCES:

Safeguarding Canadian agriculture and agri-food

As agricultural and agri-food businesses become more digitized and connected online, the need to safeguard against cybercrime increases. Precision agriculture, automation and smart farming technologies contribute to efficiency and productivity, but without proper safeguards, the door opens to cyber vulnerabilities that can range from disruptive to devastating effects, including paralyzing business and impacting profitability and consumer trust.

In this digital landscape, it's critical to **understand and guard against cyber risks**.



What is **cyber security**?

Cyber security is the practice of safeguarding computer systems, networks and data from digital disruptions. Examples of cyber incidents affecting the agriculture and agri-food industry include **fraudulent texts, phishing emails that seek to gain private info and access to systems, and ransomware demands**, to name just a few.



What **agricultural systems** are at risk?

Targets can include production, financial, customer and other data, wireless sensors, automated and robotic machinery, autonomous and semi-autonomous vehicles and equipment, and heating, refrigeration, lighting and ventilation controls and systems.



Quick tips to **minimize your risk**

- Have different passwords for each account, preferably 12 characters-long, including 1 upper and 1 lower case letter, and 1 special character. Change passwords frequently.
- Enable multi-factor authentication on all your accounts, wherever possible.
- Back up vital information regularly, including vendor and client data and information. Store backup information offline or in an external drive.
- Don't open unknown emails, and don't click on links or attachments unless you're sure of their origin and legitimacy.
- Don't save personal or financial data on browsers if prompted and avoid auto-fill features.
- Access more tips at agriculture.canada.ca/cyber-security-farming-business.



Get started today with these **tools** and **resources**

Canadian Centre for Cyber Security

A go-to resource for expert advice, guidance, services and support, and to report cyber incidents

cyber.gc.ca

Public Safety Canada

Access the Canadian cyber security tool assessments. Select "National Security" then "Cyber Security".

publicsafety.gc.ca

Community Safety Knowledge Alliance

Access targeted resources to help protect your farming business.

cskacanada.ca/projects/strengthening-the-cyber-security-capacity-of-canadas-agricultural-sector



Agriculture and Agri-Food Canada

Agriculture et Agroalimentaire Canada

Canada