

January 15, 2025



MILK MATTERS

The official newsletter for New Brunswick milk producers.



Photo submitted by Matthew Clarke

IN THIS ISSUE

Around the Board Table

Exploring the Media's
Portrayal of Supply
Management

In Store Promotions

And more ...

Important Update: Transition to the New MPS Producer Portal

Starting **February 15th**, the January producer statement will be available exclusively on the **new MPS Producer Portal**. After this date, all future producer statements will also be accessible only through the new portal.

Additionally, beginning on **February 15th**, the **Credit Exchange**, **Quota Exchange**, and all future exchanges will be available solely on the new MPS Producer Portal.

We encourage all producers to register and set up their accounts as soon as possible to ensure smooth access to these features. The current producer portal will no longer be in use after this transition.

Stay tuned for further updates as more sections of the MPS Producer Portal are made available in the coming months.

Please email: luke.chase@nbmilk.org to request a link to register your producer account, please include the name to be the primary account holder (*must be a registered business representative with DFNB*) and confirm the email in which the registration should be sent to. This user will be responsible for setting up all other additional user accounts under your producer number.

BLEND PRICE DECEMBER 2024	CREDIT EXCHANGE DEADLINE	QUOTA EXCHANGE DEADLINE
\$101.73 hl or \$22.59/kg of BF BF: 4.5035 kg/hl, PRO: 3.4027 kg/hl LOS: 5.8825 kg/hl	January 17, 2024, 4:00 PM Please submit credit bids/offers on DFNB Portal at www.nbmilk.org	February 3, 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.

Overview:

- Total Requirements forecast shows an average growth of between 1.6% and 2.8% for January-December 2024.
- Total Requirements for the 12 months ending November 2024 were 1.89% higher than those of the previous 12 months but saw a decrease of 2.01% compared to October 2024.
- Compared to October 2024, apparent consumption decreased for all products except ice cream, compared to the 12 months ending November 2024 we see increases in all products.
- Total Quota decreased from October 2024 by 2.01% and had an increase of 1.89% for the 12 months ending November 2024.
- P10 production increased by 1.11% in November compared to October 2024. This represents a 1.98% for the 12 months ending November 2024 compared to the 12 months ending November 2023.
- Butter stocks decreased in November 2024 by 548 tonnes to 30,427 tons.

To view the reports follow the link below:

<https://www.cdc-ccl.ca/en/2024-market-updates>

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
 January 27-28, 2025

The updated committees and DFNB Board representatives for 2025 have been finalized. See the listing below.

COMMITTEE	REPRESENTATIVES
DFC Board	Gilbert
DFC Delegate to AGM	Wietze, Gilbert
proAction National Committee	John S
P10 Pricing Steering Committee P10 Pricing Negotiation Committee	Gilbert
CMSMC, P5 SB, P5 Chairs	Wietze, Gilbert, Becky
P10 Pooling	Wietze
P10 Strategy	Wietze
Market Committee	Wietze
P5 Quota	John B, Becky(observer)
P5 Quality	John B
NB Dairy Industry Council	Paul, George , Wietze, Mike (alt)
Audit Committee	Denis (chair), Wietze, George, Mike
NB New Entrant Selection	Paul, Mike; Producer Reps: Frances Freeze, Jerry Bos
Scholarships	Paul, Denis
NB Promotion	Becky, John S, John B, Denis Cyr
NB School Milk	Becky, Denis + 2 producer reps selected from LMCs nominees
Milk 2020	Wietze, Paul, George
NB Cattle	John S
NB Ag Alliance Advisory	Mike
NB Emergency Measures	John S



Photo submitted by Terri-Lynn MacDonald

APPLICATION DEADLINES

NEW ENTRANT

Interested individuals must submit their application and fee to DFNB no later than January 20, 2025.
 More info: nbmilk@nbmilk.org

DAIRY LEADERSHIP

Dairy farmers are asked to submit their names and a short biography to DFNB by January 31, 2025.
 More info: stevem@nbmilk.org

COOPERATORS BENEFITS

Rate Changes starting December 1st 2024.

Due to the increased costs of medications and dental services the Co-operators have found it necessary to increase the rates. Two years ago we were able to lower your rates but, unfortunately we have to increase them this time.

Family cost \$369.74 per month
 Single cost \$140.94 per month

Please call or email us with any questions.

Emily Murphy 506-850-1643
Emily.murphy@gotoinsure.ca
 David Scott 506-458-1220
David.scott@gotoinsure.ca

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


In Store Promotions

From Dec 30 – January 27 you can find our retail aisle blade in Sobey’s stores with the headline “Appetizers love Canadian dairy” and a recipe for taco cups using Old El Paso ingredients. There is also an offer for \$2.00 off the purchase of shredded cheese containing the Blue Cow Quality Milk Logo and an Old El Paso taco kit. This is a partnership with General Mills that allows both teams to leverage each others brand recognition and to share the cost of the blade and coupon redemption.




HOLSTEIN CANADA -I hope everyone had a wonderful Christmas and that your winter is going well so far. Here are some updates and upcoming events at Holstein Canada:

Friday, January 17 (9pm in Atlantic Canada) – Master breeder reveal - Live from Brantford see the Master Breeders reactions as they find out they have won this prestigious award. The link can be found on Holstein Canada's Facebook page. Congratulations to Pascobac (Hugh O'Neill) for being in the top 10 in their category. **Friday January 24** – deadline to apply for scholarships at Holstein Canada. There will be 6 \$1000 scholarships given to post-secondary students across the country. Find the application on the Holstein Canada website. **Friday February 7** – deadline to apply for the Young Leader (ages 19-30) convention in Halifax. Come network, learn about the future of the industry and make new friends from across the country. Convention will take place from April 1-5. More information on our website.

 **New! Immediate Classification Reports**

Farmers who classify can now request an instant herd report right after the visit! Get a breakdown of strengths & weaknesses of your herd and have a direct discussion with the classifier.

 **Genomic Testing Discount Coming Soon!**

A special seasonal offer for new herds wanting to try genomic testing is on the way—stay tuned! Upcoming Workshop Alert! Mark your calendars! Between late October and early November, we’re hosting a workshop with industry partners and farmers on how to achieve success by using and understanding industry tools. Stay tuned for details!



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



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



The Social Media Scoop



People in New Brunswick love seeing photos and videos from local dairy farms. Does your farm have social media accounts? We’d love to follow you and share your amazing posts on DFNB social! Please send your farm social account info to Michelle Kempton via text at 902-877-9355 or email at michelle.kempton@dfc-plc.ca



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



AROUND THE BOARD TABLE

KEY DISCUSSIONS & MOTIONS:

- Minutes Approval: Approved the minutes from December 2-3 and December 5, 2024
- Harmonized Pricing Order: Approved the Harmonized Milk Classification Pricing Order 2025-05, to enact the price decrease effective February 1, 2025.
- School Milk Committee: Created a new School Milk Committee to manage the school milk program, terms of reference to be developed, the committee will consist of two board members and two producer representatives nominated by their local milk committees.
- Change Management Training: Approved to undergo further governance training as a board on change management training during the October 2025 board meeting.
- Strategic Planning: Dedicated time at the March 2025 board meeting to finalize the details of DFNB's strategic plan.
- Daily Quota Transfer Order: Amended the order to remove recapturing proceeds of quota transfers for catastrophe farms not re-entering.
- Bulk Milk Pickup Order: Updated Bulk Milk Pick-Up Order with amended terminology.

ATTENDANCE

All directors were in attendance.

DATE

January 8, 2025
Sussex, NB

PRESENTATIONS

Transportation Report:

Clarified calibration plan with the transportation team.

Promotion Report:

Reviewed ongoing promotional efforts and discussed future Anti-Microbial Resistance initiatives.

proActionReport:

Highlighted required updates for producer in the updated code and practice related to housing and planned for further discussion on TTRs.

OTHER TOPICS DISCUSSED

- Committees for 2025 were reviewed and updated.
- Leadership Program
- Credit Exchange Order updates to alignment with Maritime Harmonized Credit Exchange Program to be finalized as system updates become completed.

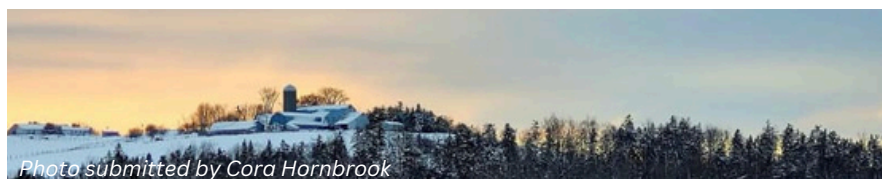


Photo submitted by Cora Hornbrook

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.

Research Highlights – Exploring the Media’s Portrayal of Supply Management

By Grace Ashworth

Over the 2023-24 school year, I completed a thesis entitled “Media Analysis of Canadian Supply Management.” The project was completed as a graduation requirement from the International Food Business program at Dalhousie University Faculty of Agriculture and was supervised by Dr. Steven Dukeshire. Here, I will present some project highlights.

Supply management aims to match national production (supply) of the SM5 commodities to national demand. There are 3 pillars that work cohesively to achieve this goal; farm gate & production quotas, international trade, and consumer pricing.

Supply management is an enduring agricultural policy (1970s until present) with a plethora of stakeholders. The goal of my research was to explore and understand what information is available to the public about supply management and how it is presented.

Why did I choose to do a media analysis?

Public thoughts, interpretations, evaluations, and actions to issues are often influenced by media frames.

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Media coverage is selective; it is not possible to include all angles, quotes, or facts in one article.

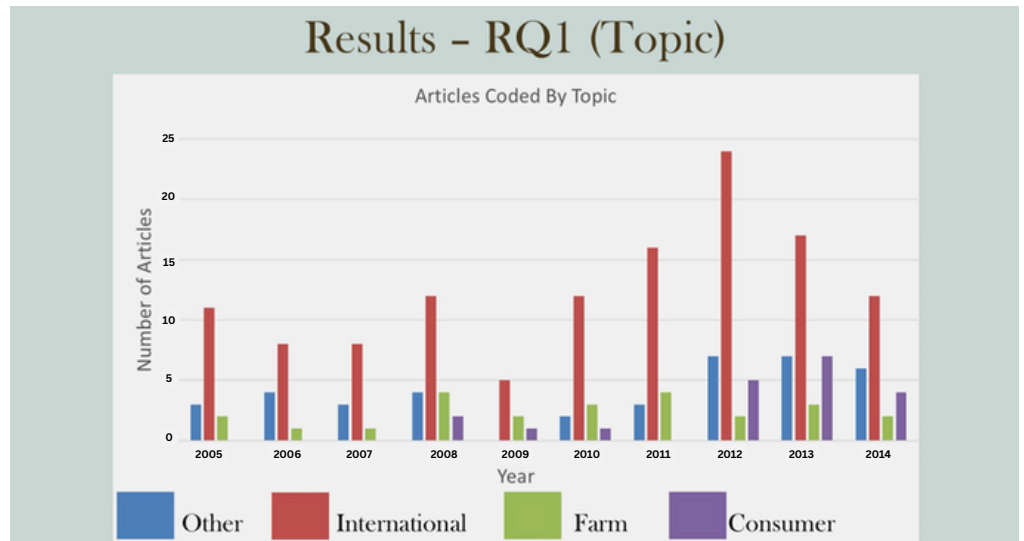
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We rely on frames in media for the organization and coherence of complex subjects. Frames influence how we think and by completing a media analysis we can systematically review media to find patterns and better understand what frames are used for important topics.

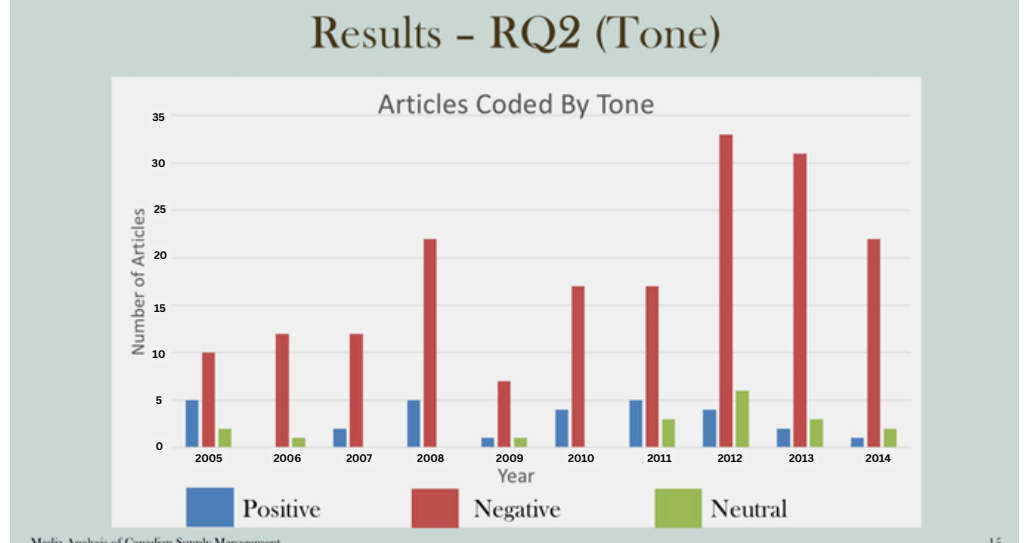
I created 3 research questions, read 230 articles from the Globe and Mail national newspaper (2005-2014 timeline of CETA) and coded them for my research questions. Each article was coded for what supply management topic it mainly addressed (International, Farm, Consumer, Other), what tone was used to present the information (Positive, Negative, Neutral), and what major themes were presented.

The result was that the international topic frame was most often portrayed, and all topics were most often presented in a negative tone. This research begins to ask the question of how the public understands, questions, and discusses the supply management policy.

Below are two excerpts from my final presentation. These graphs illustrate what topic an article was predominantly written about and what tone was predominantly used to write the article.



Media Analysis of Canadian Supply Management



Media Analysis of Canadian Supply Management

**Dairy Farmers of New Brunswick
Milk Matters: Production and Payment Summary Report for December 2024**

Quota Exchange for January, 2025							
Price in Dollars	# of Sellers	Kgs Offered By Sellers	Total Cum. kgs	Difference Between Sellers/Buyers	Total Cum. kgs	Kgs Wanted By Buyers	# of Buyers
\$24,000.00		.9	.9	566.3	567.2	567.2	
TOTALS	1	.9				567.2	38

QESP = Quota Exchange Selling Price

.9 of 567.2 kgs wanted at or above the Quota Exchange Selling Price of \$24,000.00 were purchased.
There was a total of .9 kgs offered for sale and total bids to purchase of 567.2 kgs.

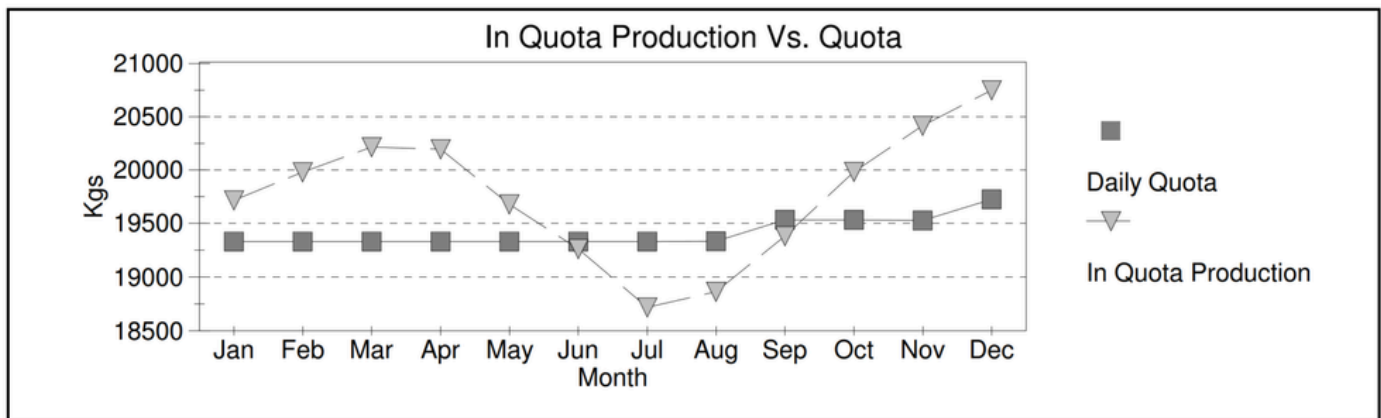
QESP = Le prix de vente de quota

.9 des 567.2 kilos demandé au prix de vente de \$24,000.00 ou au dessus ont été acheté.
Il y avait un total de .9 kgs proposés à la vente et le total des offres pour l'achat de 567.2kg.

Next Exchange closes at 4:00 p.m., Monday February 3, 2025

Results are available Thursday February 6, 2025

Month	Jan	Dec	Nov	Oct	Sept	Aug	6 month avg.
Clearing Price	\$24,000	\$24,000	\$24,000	\$24,000	\$0	\$24,000	\$24,000
Kgs on Exchange	.9	.5	.5	3.6	.0	2.0	1.5
Kgs by Transfer	.0	.0	.0	.0	.0	29.5	4.9



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

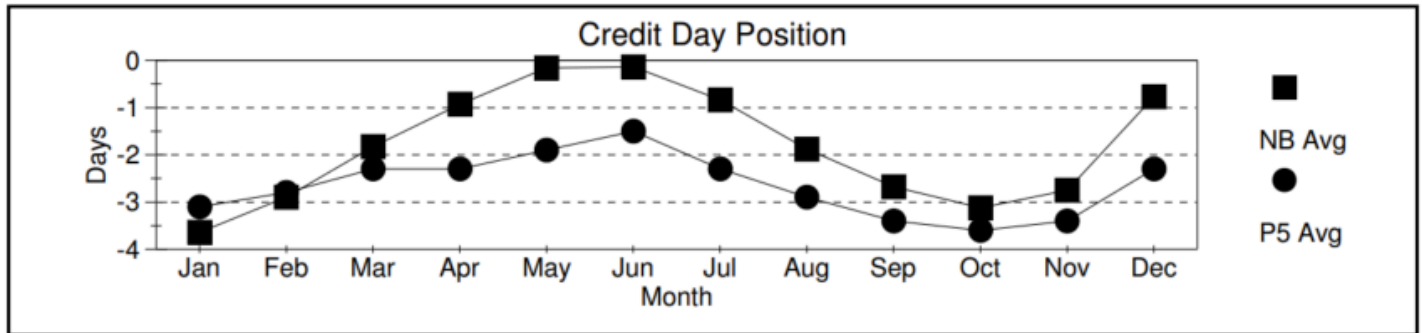
The Board will cease picking milk up when the farm's total daily quota falls below ten (10) kilograms.

An over quota penalty of \$20/hl is in effect.

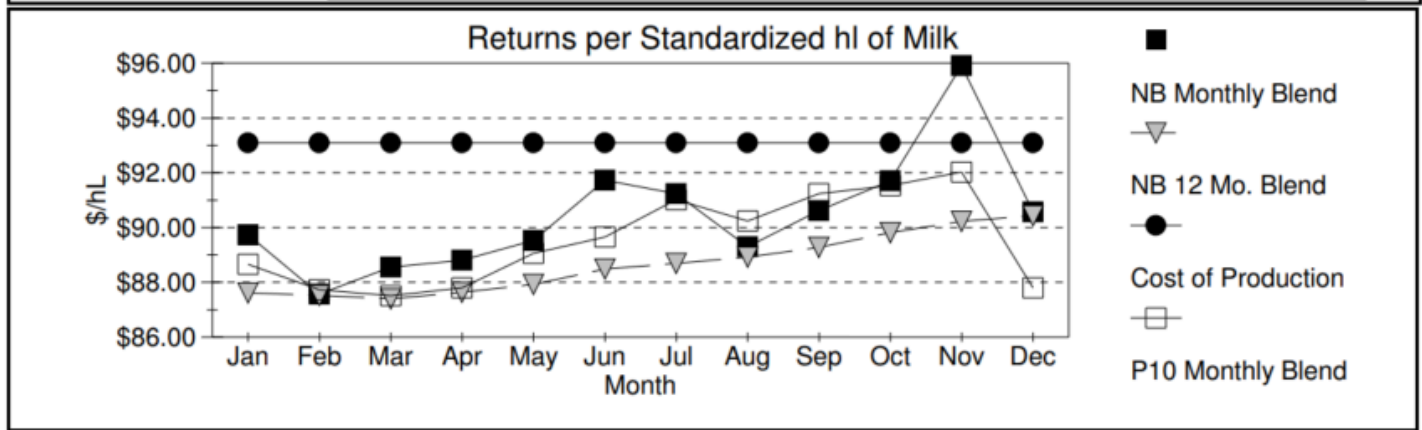
Daily Quota Transfer Order

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



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Incentive Days Issued	0.07	1.06	1.07	1.06	0.18	0.18	0.11	2.18	3.17	3.17	2.17	0.19
Incentive Days Used	0.07	0.67	0.71	0.72	0.13	0.16	0.11	0.83	1.26	1.64	1.39	0.19
Days Over Quota	0.02	0.13	0.00	0.19	0.12	0.07	0.02	0.01	0.00	0.00	0.00	0.02
Days Lost	-0.57	-0.31	-0.26	-0.28	-0.20	-0.18	-0.23	-0.36	-0.48	-0.30	-0.24	-0.37
Days Exchanged	1.02	1.17	1.61	1.28	1.24	1.15	1.02	0.72	0.64	1.19	1.18	1.04
Credit Exch Clearing Price	\$5.00	\$8.01	\$9.14	\$12.00	\$13.50	\$12.50	\$11.00	\$5.00	\$2.76	\$4.00	\$6.00	\$8.06



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SNF Market Ratio \$/kg	\$1.86	\$1.88	\$1.83	\$1.78	\$1.76	\$1.84	\$1.88	\$1.94	\$2.05	\$2.20	\$2.32	\$2.42

A standardized hl of milk contains 3.60 kg/hl BF, 3.23 kg/hl PT and 5.69 kg/hl LOS

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.

December 2024 Credit Exchange \$8.06/kg

20,598 of 20,926 kgs wanted at or below the CESP were sold. Producers above 0 days of credits are eligible to buy credits. Producers below 0 days of credits are eligible to sell credits. Please review your statement to determine kgs eligible to sell / buy on the next Credit Exchange.

**DFNB encourages all producers to submit credit bids/offers on the Portal at www.nb milk.org - click on LOGIN link. **

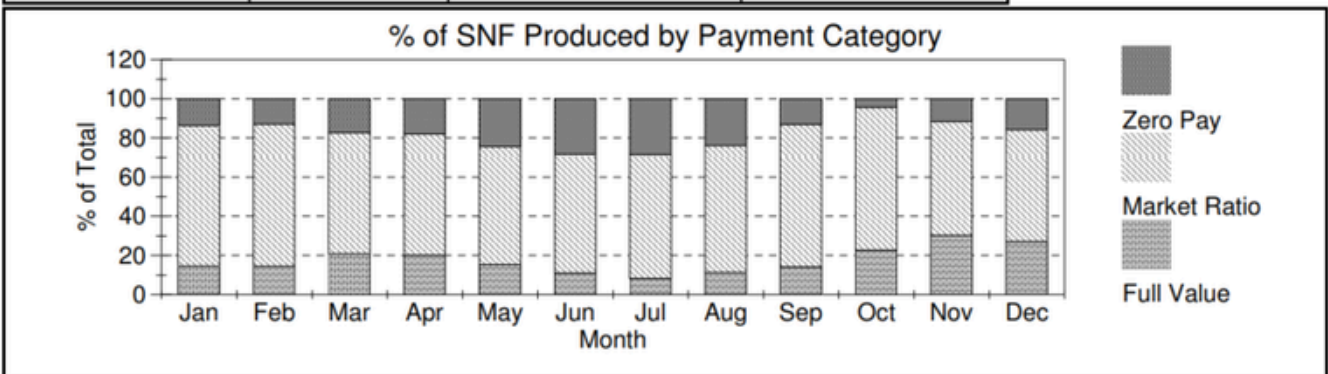
NB Domestic Milk Pool									
Over Quota	BF Kg	BF \$/kg	BF \$	PT Kg	PT \$/kg	PT \$	OS Kg	OS \$/kg	OS \$
December 2024	479	-\$2.7327	(\$1,308)	367	-\$1.9107	(\$701)	616	-\$0.3917	(\$241)
12 Months	11,090	-\$2.7327	(\$30,305)	8,182	-\$1.9107	(\$15,633)	14,605	-\$0.3917	(\$5,721)
SNF > 2.20									
December 2024				1,102	\$0.0000	\$0	1,961	\$0.0000	\$0
12 Months				26,996	\$0.0000	\$0	49,898	\$0.0000	\$0
SNF 2.00<->2.20									
December 2024				17,739	\$2.4203	\$42,935	31,292	\$0.6300	\$19,714
12 Months				256,800	\$1.9625	\$503,978	462,753	\$0.6300	\$291,535
Domestic Market									
December 2024	642,409	\$13.5690	\$8,716,850	466,536	\$10.7298	\$5,005,843	805,870	\$0.9000	\$725,283
12 Months	7,220,391	\$13.8971	\$100,342,280	5,183,717	\$10.6751	\$55,336,738	9,165,229	\$0.9000	\$8,248,706

Production & Payment

Revenue	\$/HL	BF \$	PT \$	OS \$			Total Paid \$
December 2024	\$101.73	\$8,715,543	\$5,048,077	\$744,756			\$14,508,375
12 Months	\$99.88	\$100,311,976	\$55,825,084	\$8,534,520			\$164,671,580
Deductions	Transport	Promotion	Admin	Lab Fee	Research Levy	Total Ded Per HL	Total Deductions
	Per HL	Per Kg of Total Solids					
December 2024	\$3.59	\$0.1015	\$0.0786	\$0.0085	\$0.0016	\$6.21	\$886,862
12 Months	\$3.75	\$0.1015	\$0.0762	\$0.0085	\$0.0016	\$6.27	\$10,393,030
Quality	Somatic Cell Count	Standard Plate Count	Lab Past. Count	IBC			Rejected Loads
December 2024	170,635	0	0	66			0
12 Months	178,059	0	0	51			0
Production & Component Tests	Production Volume	Butter Fat	Protein	Lactose & O.S.	Total Solids	SNF Ratio	
December 2024	14,275,161	4.5035	3.4027	5.8825	13.7888	2.0618	
12 Months	165,175,397	4.3781	3.3151	5.8680	13.5611	2.0975	

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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Full Value	1.94	1.93	1.94	1.93	1.94	1.95	1.95	1.93	1.93	1.92	1.93	1.93
Market Ratio	2.09	2.09	2.10	2.10	2.10	2.11	2.11	2.11	2.10	2.09	2.09	2.08
Zero Pay	2.26	2.28	2.25	2.25	2.26	2.26	2.27	2.27	2.27	2.31	2.25	2.23
Provincial	2.09	2.09	2.09	2.09	2.12	2.13	2.14	2.13	2.10	2.06	2.06	2.06

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
emilymurphy@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.gc.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:

Agropur Transportation:
 (506) 432-9128

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



Call for Volunteers!!

The Dairy Code of Practice was updated on April 1, 2024, with significant changes that will be adopted into the proAction® program and requirements. To fully test the new requirements on farm, we are conducting a Pilot Program throughout January, February and March 2025.

We need your help

We are looking for several herds to participate in the Pilot Program to provide real farm-level feedback on the new requirements. An on-farm mock validation will be held on only the Pilot Program topics.

Some of the proposed changes include:

- Freedom of Movement (new construction and existing barns)
- Calf Housing (indoor and outdoor)
- Animal Health Practice SOP – hoof trimming, acute mastitis, medically required tail docking
- Disbudding/Dehorning
- Lactating Cow Housing

Contact your proAction® Coordinator by January 15, 2025, if you would like to participate.

A survey will also be circulated to all producers so that we are able to gather as much information and potential impact of these proposed changes as possible. Please keep an eye out for it!

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