

August 15, 2024



MILK MATTERS

The official newsletter for New Brunswick milk producers.



Photo: Dairy Sweet Holstein

IN THIS ISSUE

Incentive Days

Provincial Dairy Show

TikTok: A farmers guide

And more ...

DFNB Scholarships Awarded

The \$1000 DFNB Scholarship was awarded to Payton Schenkels, of Whitney, NB, who is taking a bachelor of science with a major in Agriculture in the Animal Science program at Dalhousie University.

The \$1000 DFNB Memorial Scholarship was awarded to Hannah Howe of Burton, NB, who is taking a bachelor of science in the Bio veterinary Science program at Dalhousie University.

The \$1000 G. B. Whalen Memorial Scholarship was awarded to Lisa Wiechmann of Wickham, NB who is enrolled in the Doctor of Veterinary Medicine program at the Atlantic Veterinary College, through the University of Prince Edward Island.

Congrats to the 2024 DFNB Scholarship winners!



**BLEND PRICE
JULY 2024**

\$98.10 hl or
\$23.27/kg of BF

BF: 4.2123 kg/hl,
PRO: 3.1787 kg/hl
LOS: 5.8485 kg/hl

**CREDIT EXCHANGE
DEADLINE**

August 19, 2024
4:00 PM

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

**QUOTA EXCHANGE
DEADLINE**

September 2, 2024
4:00 PM

Please send bids to
quota@nbmilk.org

DFNB OFFICE 506-432-4330

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



Corn Boil Invite

The Fredericton local milk committee would like to invite you to a corn boil social evening at the farm of Janet Walker and Jason Cleveland in Bear Island (3154 Route 105, Bear Island) on Friday, August 23 at 7:30. Refreshments will be provided.

DFNB BOARD OF DIRECTORS

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



Boost your calves' **nutrition, growth, and health** with our **Milk Replacer**

Specially formulated for optimal development, it provides essential nutrients for strong bones, a robust immune system, and overall well-being.



MilCare 22/17 - 24/18 - 26/18 - 28/20. 100% Milk Protein.



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4 Slemmon Park Dr, Miscouche, PE, Canada C0B 1T0

605 New Glasgow Road, Ebenezzer, PE, Canada C1E 0S8



For more information please contact ADDICAN at:
902-964-3226 OR contact@addican.com

www.addican.com

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
August 27 - 28, 2024

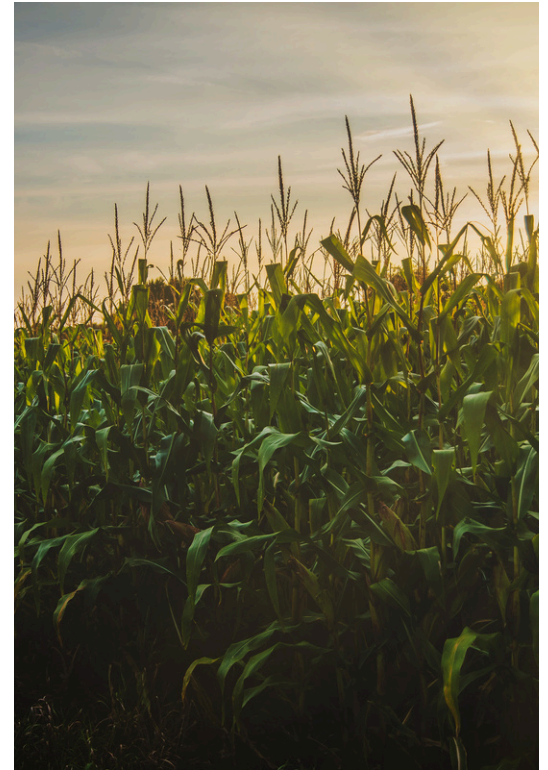
P5 Message - Fall Incentive Days - August and November- Conventional

Due to a continued higher than usual market demand in 2024, the P5 Boards announce an additional incentive day in each of the months of August and November, to be issued on a non-cumulative basis.

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
July 2024	
August 2024	2
September 2024	3
October 2024	3
November 2024	2
December 2024	



Buy & Sell

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

New Brunswick Provincial Dairy Show

(Holstein and colored breed heifer show)

Monday, September 2 at the Fredericton Exhibition Grounds as part of the NBEX. Show will start at 9am with junior classes followed by peewee, junior and senior showmanship. Judge will be Brian Yuill of Cobequid Holsteins (NS). Lots of prize money to be won. The NB provincial 4-H show will be the day before so exhibitors are welcome to leave animals there if they are participating in both.

Please send entries to:
Diane Boonstoppel
drboon75@gmail.com by August 26

For more information contact:
Matt Edmondson
506-262-4123

The Social Media Scoop

We are looking for photos of you or your family grabbing lunch in the field or on the go to share on DFNB social. Please share photos with Michelle by text 902-877-9355 or email: michelle.kempton@dfc-plc.ca - for privacy your farm name and family name will not be used in the post.

<https://www.facebook.com/dairyfarmersofnb>
<https://www.instagram.com/dairyfarmersofnb>

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



#FarmTOK – The Farmers Guide

Written by Grace Ashworth

What is TikTok?

TikTok is a social media platform, launched globally in 2018, with the aim to “inspire creativity” and “bring joy” to users. It is an app where users create, share, and watch short videos. TikTok is widely used with an estimated 1 billion global monthly users. With a global reach, users can watch and share trending videos on TikTok continuously. The more a user interacts with TikTok, watching, liking, and commenting on videos, the more the app shows videos aligned to the users’ interests. Gaining TikTok followers is done by posting videos that other users like, watch, and interact with. Total TikTok usage continues to increase with the average daily time spent on the app in 2019 ~27 minutes and in 2024 the average grew to ~58 minutes. TikTok is the app of choice for Generation Z and Alpha (born 1997-2009 and 2010-present).

Using TikTok for business is proving to be effective due to the high volume of users, simplicity of the software, popularity among younger demographics, and ability to optimize the distribution of content. “TikTok Marketing” can take many different forms and is a good tool to increase public awareness and engagement for products, brands, and businesses alike; in turn increasing sales.

How does DFNB want to use TikTok?

Through engaging TikTok content, we aim to boost milk consumption and forge stronger producer-consumer relationships in New Brunswick. By spotlighting the beauty and heritage of NB, diversity of our products, and innovative farms, we will inspire our community's love for dairy and support in the industry.

What is trending today?

TikTok allows users to follow hashtags (#) that are interesting to them. Trends and popular videos often use hashtags to engage more people with the video. Below is information about trending hashtags and types of videos that are relevant to DFNB.

#FarmTok is a community of users interested in Farming and there have been 797.7 thousand posts using the hashtag.

#FoodTok includes perfect recipes, incredible restaurants, and delicious food and has accumulated over 2.9 million posts (a strong majority of which cheese is a key ingredient).

ASMR videos (autonomous sensory meridian response) sound effects that are pleasant to listen to total 30.3 million posts

https://www.tiktok.com/@nb.milk/video/7392654247478693126?is_from_webapp=1&sender_device=pc&web_id=7387008773821466117

[Follow @NB.Milk on TikTok today and email social@nbmilk.org if you want to get involved!](#)

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.

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

Quota Exchange for August, 2024

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		2.0	2.0	557.6	559.6	559.6	
TOTALS	1	2.0				559.6	35

QESP = Quota Exchange Selling Price

2.0 of 559.6 kgs wanted at or above the Quota Exchange Selling Price of \$24,000.00 were purchased.

There was a total of 2.0 kgs offered for sale and total bids to purchase of 559.6 kgs.

QESP = Le prix de vente de quota

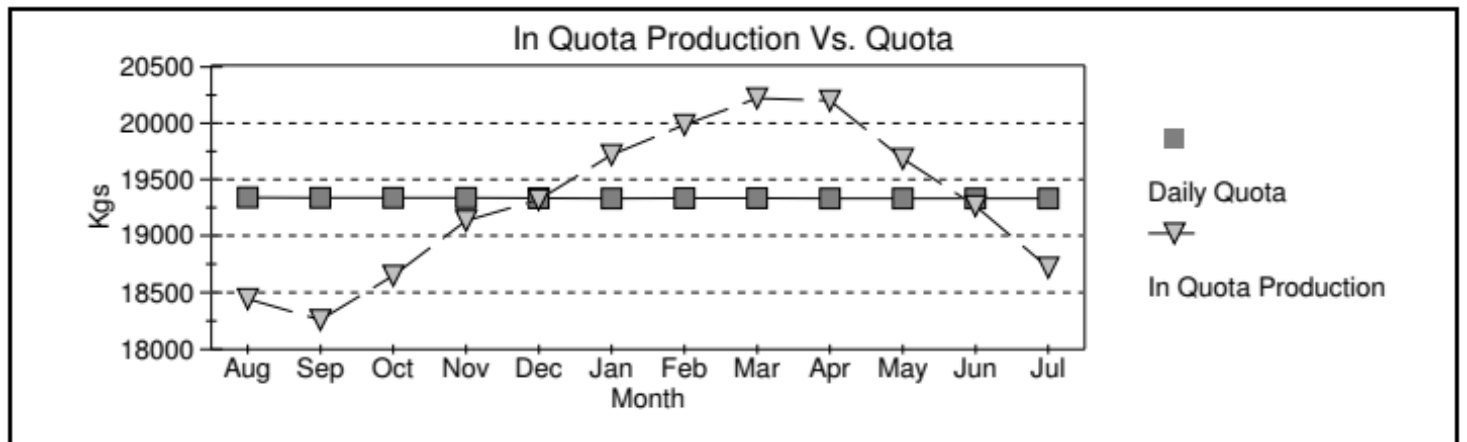
2.0 des 559.6 kilos demandé au prix de vente de \$24,000.00 ou au dessus ont été acheté.

Il y avait un total de 2.0 kgs proposés à la vente et le total des offres pour l'achat de 559.6kg.

Next Exchange closes at 4:00 p.m., Monday September 2, 2024

Results are available Thursday September 5, 2024

Month	Aug	Jul	Jun	May	Apr	Mar	6 month avg.
Clearing Price	\$24,000	\$0	\$0	\$24,000	\$24,000	\$24,000	\$24,000
Kgs on Exchange	2.0	.0	.0	13.0	49.6	11.6	19.1
Kgs by Transfer	.0	133.0	.0	69.5	.0	.0	33.7



QUOTA CORNER

Quota Exchange Procedures

Bids/Offers 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

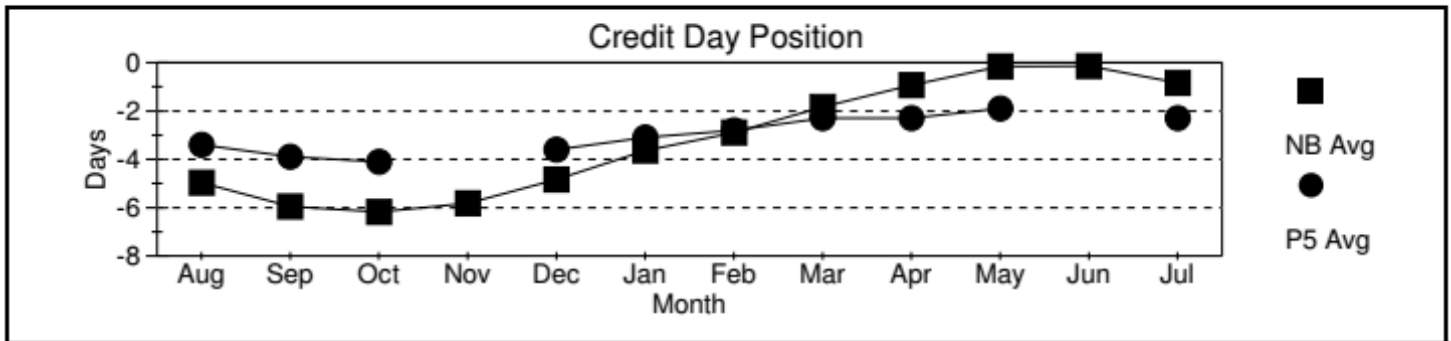
The Board will cease picking milk up when the farm's total daily quota falls below ten (10) kilograms.

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

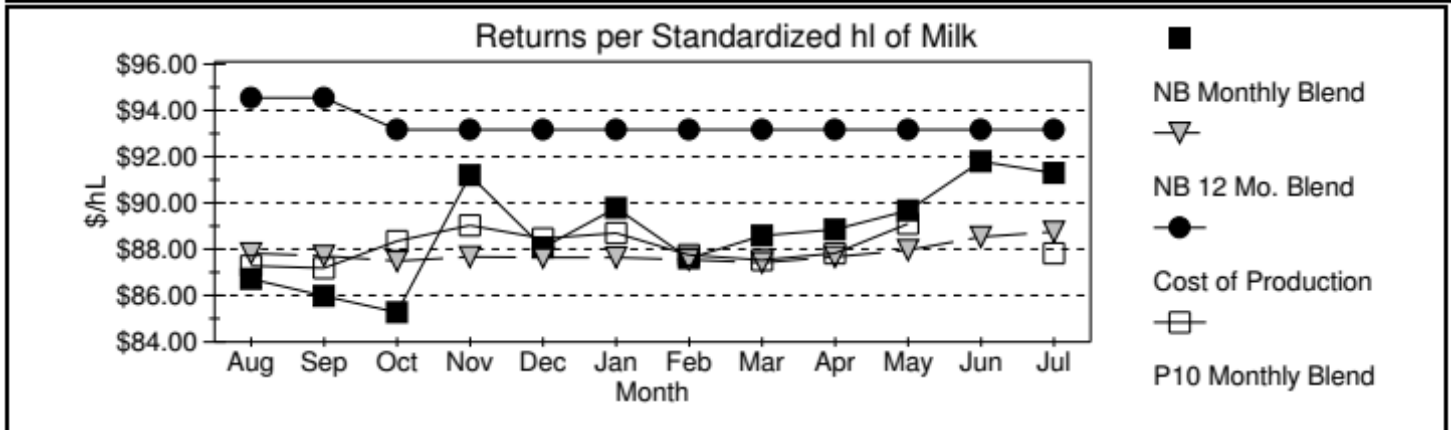
Daily Quota Transfer Order

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	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Incentive Days Issued	0.04	1.07	1.07	1.06	0.07	0.07	1.06	1.07	1.06	0.18	0.18	0.11
Incentive Days Used	0.04	0.43	0.52	0.54	0.07	0.07	0.67	0.71	0.72	0.13	0.16	0.11
Days Over Quota	0.00	0.00	0.01	0.00	0.00	0.02	0.13	0.00	0.19	0.09	0.07	0.02
Days Lost	-0.78	-0.84	-1.28	-0.89	-0.71	-0.57	-0.31	-0.26	-0.28	-0.20	-0.18	-0.23
Days Exchanged	0.72	0.92	0.61	0.66	0.92	1.02	1.17	1.61	1.28	1.24	1.15	1.02
Credit Exch Clearing Price	\$1.25	\$1.00	\$0.50	\$0.49	\$1.50	\$5.00	\$8.01	\$9.14	\$12.00	\$13.50	\$12.50	\$11.00



Month	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
SNF Market Ratio \$/kg	\$1.72	\$1.69	\$1.80	\$1.86	\$1.83	\$1.86	\$1.88	\$1.83	\$1.78	\$1.76	\$1.84	\$1.88

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.

July 2024 Credit Exchange \$11.00/kg

19,719 of 20,674 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. **

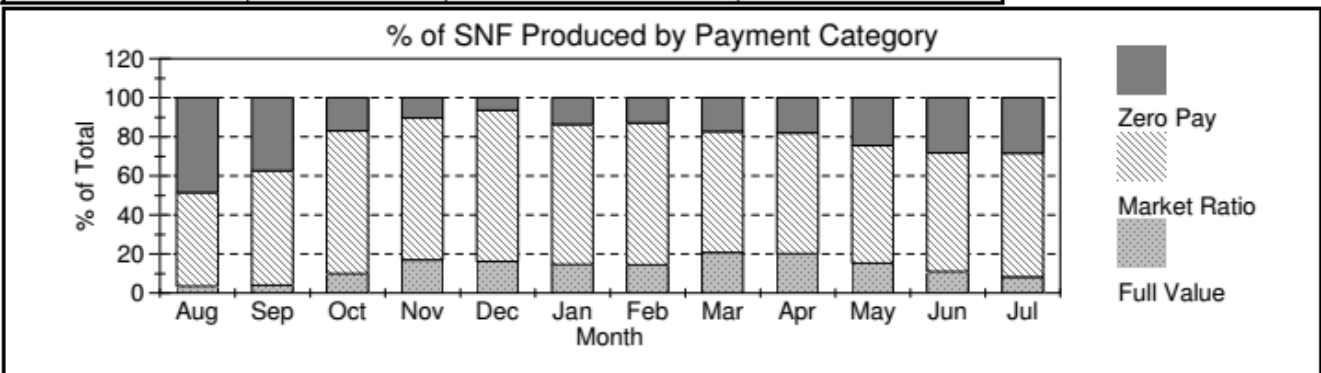
NB Domestic Milk Pool									
Over Quota	BF Kg	BF \$/kg	BF \$	PT Kg	PT \$/kg	PT \$	OS Kg	OS \$/kg	OS \$
July 2024	335	-\$2.7327	(\$915)	251	-\$1.9107	(\$480)	463	-\$0.3917	(\$181)
12 Months	10,333	-\$2.7327	(\$28,237)	7,621	-\$1.9107	(\$14,561)	13,652	-\$0.3917	(\$5,348)
SNF > 2.20									
July 2024				3,828	\$0.0000	\$0	7,241	\$0.0000	\$0
12 Months				34,049	\$0.0000	\$0	63,139	\$0.0000	\$0
SNF 2.00<=2.20									
July 2024				26,080	\$1.8792	\$49,010	48,462	\$0.6300	\$30,531
12 Months				278,628	\$1.8061	\$503,241	504,516	\$0.6300	\$317,846
Domestic Market									
July 2024	579,934	\$14.0884	\$8,170,344	407,730	\$11.2358	\$4,581,176	749,497	\$0.9000	\$674,548
12 Months	7,050,903	\$13.6547	\$96,277,893	5,047,115	\$10.5810	\$53,403,718	8,990,553	\$0.9000	\$8,091,498

Production & Payment

Revenue	\$/HL	BF \$	PT \$	OS \$				Total Paid \$
July 2024	\$98.10	\$8,169,429	\$4,629,706	\$704,897				\$13,504,032
12 Months	\$97.67	\$96,249,656	\$53,892,398	\$8,403,996				\$158,546,051
Deductions	Transport	Promotion	Admin	Lab Fee	Research Levy	Total Ded Per HL		Total Deductions
	Per HL	Per Kg of Total Solids						
July 2024	\$3.81	\$0.1015	\$0.0744	\$0.0085	\$0.0016	\$6.27		\$864,080
12 Months	\$3.70	\$0.1015	\$0.0744	\$0.0085	\$0.0016	\$6.20		\$10,114,860
Quality	Somatic Cell Count	Standard Plate Count	Lab Past. Count	IBC				Rejected Loads
July 2024	193,448	0	0	66				0
12 Months	177,556	0	0	63				0
Production & Component Tests	Production Volume	Butter Fat	Protein	Lactose & O.S.	Total Solids	SNF Ratio		
July 2024	13,775,561	4.2123	3.1787	5.8485	13.2396	2.1431		
12 Months	162,604,349	4.3426	3.3009	5.8866	13.5301	2.1157		

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	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Full Value	1.90	1.88	1.92	1.92	1.93	1.94	1.93	1.94	1.93	1.94	1.95	1.95
Market Ratio	2.13	2.11	2.12	2.09	2.09	2.09	2.09	2.10	2.10	2.10	2.11	2.11
Zero Pay	2.29	2.26	2.25	2.24	2.28	2.26	2.28	2.25	2.25	2.26	2.26	2.27
Provincial	2.20	2.15	2.12	2.08	2.08	2.09	2.09	2.09	2.09	2.12	2.13	2.14

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 Jan 2024
Monthly single coverage: \$128.44
Monthly family coverage: \$335.74

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