

Future of the Dairy Industry

Deputy Agriculture Minister Kim MacNeil presented an overview of the One Nova Scotia- Ivany Report, which "challenges us to grow the economy for the benefit of all Nova Scotians".

There are 19 goals for growth and renewals outlined in the report, which reflect a call for action and the need for everyone to work together to make a quantum leap and change our extended period of economic decline.

Two of the goals outlined in the report are particularly significant for the dairy industry. These include a doubling of the Fishery and Agricultural exports and a need to increase the domestic markets for agricultural products. "You need to work together to make dairy one of the success stories," says the Deputy Minister.

The Ivany Report outlines twelve "Game Changing Strategies" which includes renewing rural industries. "46% of the population of Nova Scotia still lives in rural communities," says MacNeil, "This is not a message you usually hear."

The Deputy Minister thanked the dairy farmers for their work in modernizing their industry and said the government recognizes the dairy industry's strong contribution to the province's wealth. "The dairy industry has been innovating for many years. The Ivany Commission asks you to continue to do this."

Patrice Dubé, Economist with Dairy Farmers of Ontario, discussed the need for a new market environment, called The National Ingredients Strategy. "The Ingredients Strategy will take some powdered milk out of animal feed and sell at a higher price. This will help improve the picture and the problem of structural surplus will turn into an opportunity," he says. In order for the strategy to proceed, there needs to be a collective response from all parties and create a forum of discussion.

Dubé suggests the biggest gain for both producers and processors is "the creation of a sustainable market environment, well positioned for market growth."

Jim Burrows, a dairy producer and Chair of the Board at Scotsburn, cautioned the future outlook under the Ingredients Strategy, as he explained the need for trading of ingredients between processors to meet their needs. "There is not enough cream in Nova Scotia to support our ice cream plant, so we must pay to get cream shipped back," he said, adding it would be

ideal for a world class ice cream plant such as Scotsburn to be situated next door to a skim milk powder plant, but everything can't be processed in every province.

Havey Whidden, past Chair of DFNS, congratulated Patrice Dubé for the

extensive work on the National Ingredient Strategy, and referred to the benefits of a small province like Nova Scotia working with the other provinces. "We cannot do things like this alone. This is why we need the P5 and P10, we need to work together nationally."



Patrice Dubé, Economist with Dairy Farmers of Ontario, gave a presentation on the National Ingredient Strategy.



Deputy Minister of Agriculture, Kim MacNeil gave an update on the Ivany Report and how it concerns the future of the Dairy Industry.



Havey Whidden, Chairman of the Board, welcomes everyone to the AGM.

Unanimous Vote to Continue School Milk Program

All schools in the province will continue to have access to discounted milk for students, thanks to a joint partnership between the government, processors, and Dairy Farmers of Nova Scotia.

A vote at the AGM passed unanimously, with milk producers agreeing to contribute up to \$180,000 to the program, and the provincial government contributing another \$400,000.

Currently, 90% of the 408 Nova Scotia schools participate in the program, with over 4.3 million 250 ml carton-equivalents of white milk sold in 2012/2013.

"Our goal is to see 100% participation from the schools," says DFNS Board Member John Vissers.

The unanimous vote indicates dairy farmers are willing to take money out of their own pockets to ensure the School Milk Program continues and all students in Nova Scotia have access to an affordable nutritional beverage.

The selling price will increase from 35 cents to 40 cents per 250ml this fall, the first change since 1996 leaving it still significantly under the retail price.



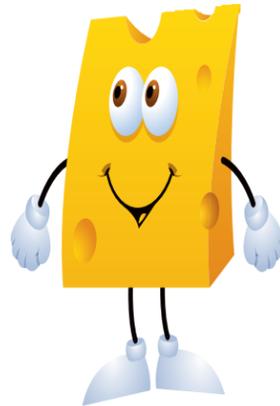
John Vissers gives a presentation on the Provincial School Milk Program.



Spread the news of your Community

The Shoreline Journal

Deadline for the March issue is February 17



GCG Diamond Pattern Grooved Floors

GROOVING KEEPS YOUR LIVESTOCK... LIVESTOCK!

We cut NON-SKID floors for dry healthy hooves

WE PROVIDE YEAR ROUND SERVICE

WE CUT NON-SKID FLOORS FOR DRY HEALTHY HOOVES

DIAMOND PATTERN CUT GROOVING

MAXIMUM TRACTION ADDED BENEFITS

- Maximum Traction
- New Barns
- Cleanest, Driest Floors
- Reduced Culling
- Zero Maintenance

For information call Toll Free: Kim Jones 1-888-447-6684

www.cowcomfort.com

penergetic

the natural biotechnology

Get r Done!

Products for:

- * water
- * health & production
- * manure treatment
- * crops & more

To find out more, contact: Peter Maxner Atlantic Penergetic (902) 798-3707 www.penergetic.ca peter.maxner@gmail.com

VISIT US AT ATLANTIC FARM SHOW (Mezzanine Level, Booth M609)

