

ProAction to Show “Farmers Responsibly Produce Milk”

By Linda Harrington

With food product recalls, rumors about unsafe food additives and videos of animal cruelty facing consumers on a regular basis it is paramount to have a plan in place to ensure your industry is doing its best.

Nancy Douglas, Atlantic proAction Coordinator, told DFNS “in the past consumers were content with the milk quality they had, they knew the farm where their milk comes from...as time has gone on, consumers are more and more removed from where their milk comes from and we are all aware of that. Today customers not only want more but they expect more.

She went on to add, “they (the customers) have expectations of what they buy is wholesome and safe, and has been produced responsibly.”

Dairy Farmers of Canada and member provinces initiated the development of proAction to show how farm-



Nancy Douglas, Atlantic proAction Coordinator.

ers responsibly produce milk. With proAction, farmers offer proof to customers that they work to ensure milk quality and safety, and to continually improve animal health and welfare as well as environmental stewardship.

The program has six modules in various stages of implementation. Milk Quality was one of the first to be addressed. All dairy farmers in

Canada are licensed and inspected. Dairy farmers monitor bacteria level, SCC, fat, protein and other quality criteria every day. Farmers improved somatic cell count levels, and now Canadian milk is among the best of the major milk-producing countries.

Food Quality component is designed to help prevent, monitor and reduce food safety risk on farms. All milk is tested for several antibiotics before it is unloaded at the processing plant and should a test come back positive for antibiotic residue, the whole truck load is discarded. The farm at fault has to pay for the load, plus a heavy fine.

Under proAction, all farms are undergoing an animal welfare assessment program, based on the requirements in the Code of Practice for the Care and Handling of Dairy Cattle. Over \$200 million is invested on-farm annually in housing, technology and equipment to improve cow comfort.

Currently, milk is traceable from farm to plate across Canada. The Livestock Traceability component of proAction begins right on the farm. All animals are

tagged at the farm to allow industry to trace back any potential issues that may arise after milk leaves the farm.

The Biosecurity component is not only important for maintaining the health of the herd, farm-level biosecurity management practices minimize or prevent the introduction of infectious disease agents which could have an adverse effect on the economy, and human health. Dairy farmers are committed to cleanliness to safeguard animal health, and minimize risk of disease.

The sixth component is the Environment. Environmental sustainability is among Dairy Farmers of Canada’s priorities. Over 70% of dairy farmers have completed an environmental farm plan, which provides them with an action plan to mitigate, manage or address risks on their farms.

Countries have looked to Canada’s proAction plan to set their own dairy standards and several major stakeholders, including the Global Dairy Agenda have issued statements of support.

For more information on the proAction visit www.dairyfarmers.ca/proaction/

This Thief Steals a Little from You Each Day

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macho image, whereas woman will more often seek out help and get diagnosed.

His message was difficult to deliver but he feels it is important to talk about depression. By actually writing the speech and standing up before a room full of people, he says it helped prove to himself he is winning his battle with the disease. He wanted to raise awareness, give his peers some insight into how depression looks and feels and give a

greater level of acceptance to those who have it.

“If you have depression or mental illness, please know you are not alone. I will not judge. No one should judge. You are not weak, you are not soft. You should not feel like less of a person and you do not need to feel ashamed. If you have depression, it is not your fault.”

For more information on mental health resources visit <https://www.mentalhealthns.ca/resources/>

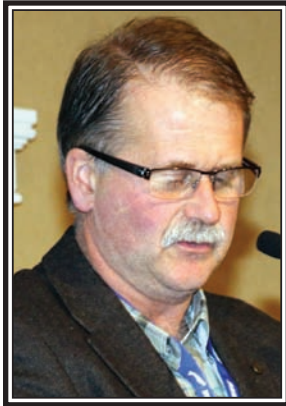


DFNS General Manager, Brian Cameron presents Bob Adams with a DFNS Honourary Member Award.

Speakers at the 2019 DFNS AGM



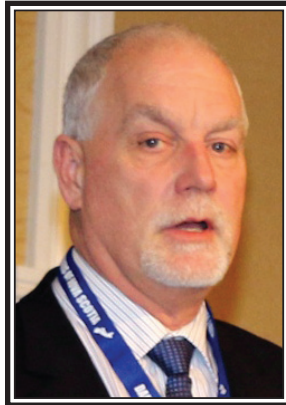
The Honourable Keith Colwell, Minister of Agriculture and Minister of Fisheries and Aquaculture, was guest speaker at the DFNS AGM Banquet and Awards Program.



Byron Lamb presents the Board of Directors report.



Gerrit Damsteegt, DFNS Board Chair, provides the Chairman’s Address.



DFNS General Manager, Brian Cameron presents his report.



Derick Canning, Chair of the A4 Committee gives a report on recent activities.



Hans Vermeulen, DFNS Board member, chaired the opening day session of the AGM.



Jennifer Hayes, Commissioner, Canadian Dairy Commission.



Bruce Young, RBC Vice President, Commercial Financial Services, Cape Breton and Eastern Nova Scotia welcome dairy producers to the AGM Banquet. RBC Royal Bank was a sponsor of the Banquet.



Brooke McNeil, a fourth year Animal Science student at Dalhousie Faculty of Agriculture, presented interesting research findings from her honour’s project.



Phil Vanderpol, Vitalus Nutrition Inc., gave an informative presentation on Accelerating Innovation and Competitiveness in the Canadian Dairy Industry.



Devon Forshner, Consultant at Morneau Shepell, gives an update on recent changes to the health benefits program.



Jacques LeFebvre, CEO for Dairy Farmers of Canada.



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