

proAction Validation

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proAction is continuous improvement. This is true, not only at the producer level, but throughout the entire program structure. The results indicated the need for additional details to be added to portions of the provincial SOPs. Provincial Coordinators were recognized for their consistency and good working relationship.

Another area of continuous improvement is the Environment module. The environment module builds on the success of provincial environmental farm plan programs. These plans have been successful and have greatly improved the impact of farming practices on the local environ-

ment. Over the past 20 years, about 70% of dairy farms in Canada have completed one of these plans. Lindy Brown noted the implementation of Phase 1 (Environmental Farm Plan) is scheduled to roll out with validations beginning September 1st, 2021. A Phase 2 is currently under review and being piloted across Canada from January to March 2020. DFNS held a round table discussion during breakout sessions on the proposed Phase 2 requirements (6 questions) during the AGM. Information gained from these round table discussions will be sent back to the Environment Working Group for consideration of how to improve the requirements within the module.



Nancy Douglas gives an update on the success of proAction to date with all farms completing one round of the program.



Lindy Brown gives a proAction update on the new Biosecurity module.

DFC Engaging Consumers to Support Dairy Farmers

By Linda Harrington

This past year has been one of challenges and change for the dairy industry: uncertainty over trade agreements; shifting consumer demands; and changing government policies were just some of the issues faced. But with the support of producers from across the country, Dairy Farmer's of Canada (DFC) has been working tirelessly to assure the long-term viability of the dairy sector.

A reengineered DFC, under the direction of the Board of Directors and in consultation with provincial members, dairy farmers and other stakeholders, implemented a new strategic plan called DFC 2.0. The strategic plan charted a new course for DFC's future that took into consideration the many pressures and challenges facing the dairy sector. DFC 2.0 identified four strategic objectives: ensuring effective governance; engaging Canadians so they better understand the value of dairy and the value of supply management; marketing to millennials; and strengthening the value chain. Pierre Lampron, President DFC, says under the robust strategic planning process of DFC 2.0 they have learned to do more with less,

operating with 45% less revenue than 2017 and 40% less staff. He called the revised DFC as "streamlined" to focus on objectives.

Awareness of the Blue Cow Logo, profiled in all of DFC's campaigns, has reached an all-time high, with four out of five Canadians now recognizing the logo, an exceptional success for a brand only 2.5 years old. Today, over 7,600 products carry the logo, and the number continues to grow!

Several ad campaigns over the past year were aimed at shifting perceptions of dairy farmers and farming amongst Millennial and Generation-Z consumers. DFC's two marquee ad campaigns Honest Canadian Dairy and Dairy Farming Forward addressed some of the myths and misconceptions around dairy production by shining the light on the industry's contributions in areas such as animal welfare, on-farm sustainability, quality and innovation. DFC's innovative fall campaign, Milk. It's In The Stuff You Love, reinforced the presence of milk in foods that people already enjoy every day. DFC's also launched two holiday campaigns, Santa Surprise and Both Sides of the Glass.

In 2019 DFC renewed its partnership with Tim Horton's, featuring the Blue Cow logo in their coffee, ice cappuccino and iced beverage innovations throughout the year. DFC entered into a partnership with Cineplex this past July, leveraging the Blue Cow logo to encourage moviegoers to switch to real Canadian butter rather than oil-based topping on their popcorn.

The DFC nutrition team continued to highlight the health benefits of dairy consumption by meeting with health professionals, organiz-

ing conferences and webinars and developing various educational tools for different target audiences. DFC reached out to teachers and early childhood educators in Nova Scotia throughout the year offering new resources, programs and events. Farm tour programs allowed nutrition and dietician students the opportunity to learn more about the industry and the proAction program. DFC reached the health and fitness community with unique interactive displays and giveaways at community events throughout Nova Scotia, at events such as Valley Harvest Marathon, Blue Nose Marathon, Maritime Race Weekend and Heartland Tour.

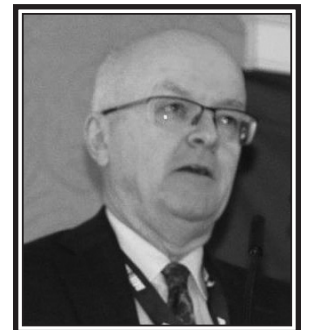
DFC also worked with its counterparts in NS and NB to develop a marketing campaign to promote the School Milk Program to parents. The campaign was well received and is part of an ongoing effort by DFC to support the School Milk Program. DFC is developing a series of fiction books for children that encourage proper nutrition, which is expected in-market in Fall of 2020.

Bobby Matheson, VP Operations, spoke at the annual meeting and noted the size of Canada makes communication a challenge, despite the best efforts and he encouraged producers to speak up and make themselves heard. "Hearing from you and DFNS staff will ensure the views of Nova Scotia are always considered. This collaboration is essential if we are to succeed." Throughout Canada's negotiations on the European, Trans-Pacific and North American trade agreements, Matheson said DFC worked tirelessly to bring dairy farmers' concerns to the forefront. It was through a series of tough negotiations that on August 16th, 2019, DFC welcomed the federal government's announcement of \$1.75 billion dollars to compensate dairy farmers for the losses incurred by the European and Trans-Pacific trade agreements. The \$1.75 billion was in addition to the \$250 million from the Dairy Farm Investment Program which brings the total compensation to \$2 billion, over eight years. While producers would greatly prefer to make the milk

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Pierre Lampron, President Dairy Farmers of Canada brought greetings and ensured dairy producers DFC is working tirelessly on issues to ensure the viability of the industry.



Bobby Matheson, V-P, Operations at Dairy Farmers of Canada talking about present and future objectives of the DFC.

DFNS Special Recognition for Retiring Ann Landers



Ann Landers offers her gratitude following a presentation in recognition of her honour.

By Linda Harrington

Ann Landers' dairy career began in 1978 when Farmers Dairy Cooperative hired her into a permanent accounting position. Landers worked closely with Miss Florence Cox for the next 20 years learning the inner workings of Farmers Dairy. Ann specialized in the industry side of the business which included the cheese plant, raw milk accounting, the quota system and policy development.

In 1990 Landers had learned enough about industry relations and policy development to replace the retiring Miss Cox, her long time protégé, as Corporate Secretary. Ann quickly became the resident expert on dairy policy for the co-operative, attending Farmers Milk Producer Association meetings and participating in developing policies at the national level.

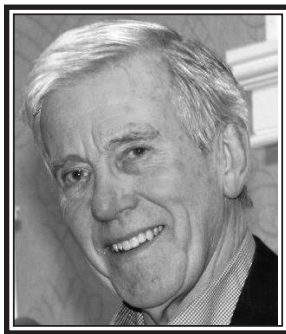
Ann has represented the Nova Scotia processing industry for many years at both the national and Natural Products Marketing Council tables. She was part of the team that negotiated Nova Scotia's entry into the P5 Pool in the late 1990s.

In 2007, Landers was appointed Vice-President of Corporate Affairs keeping her Corporate Secretary role and also becoming responsible for Human Relations and Quality Assurance. According to Ralph

Ballam, Landers was responsible for crucially important work at the senior leadership level, greatly assisting him both as Board Chair and later as CEO. At the DFNS AGM Banquet Ralph spoke to Ann's notable contributions mentioning her dedication to the industry as a whole, her great assistance to him personally and wishing her well in retirement.

The Farmers / Agropur Co-operative merger in 2013 marked another chapter in Ann's distinguished career. She assumed the position she holds today - Director of Government and Industry Relations. Covering Atlantic and Western Canada meant many more hours on the road and in the air. Her fellow processors showed their confidence in Ann when she was named the initial Chair of the newly-formed Western Dairy Council.

Somehow Ann has managed to balance her busy work life with an active role in her children's and grandchildren's lives. Ann has always approached industry and policy challenges professionally while calling on her deep industry knowledge to seek out a win:win solution.



Ralph Bellam has a few words at the DFNS Banquet, in honour of Ann Landers.

Already a DFNS Honorary Member from her work when DFNS was formed in 2001, DFNS were pleased to give Special Recognition to Ann Landers for her 40+ years of dedicated service to the Nova Scotia and national dairy industry at the Annual Banquet.

Ann graciously accepted her special recognition from DFNS Chair Gerrit Damsteegt and thanked everyone for their kind words. "I have been very fortunate to have a career where I have been able to work with so many great people," she said adding, "There have been challenges from time to time but overwhelming my career has been a positive experience."



Gerrit Damsteegt, Chair of DFNS Board makes a presentation to Ann Landers, Director of Government and Industry Relations in recognition of her 40+ years of dedicated service to the dairy industry.

The Town of Truro & County of Colchester
proudly present:

Do you know someone who deserves recognition for their hard work and dedication to our community?

NOMINATE THEM TODAY!
Nomination Deadline: March 21, 2020

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