

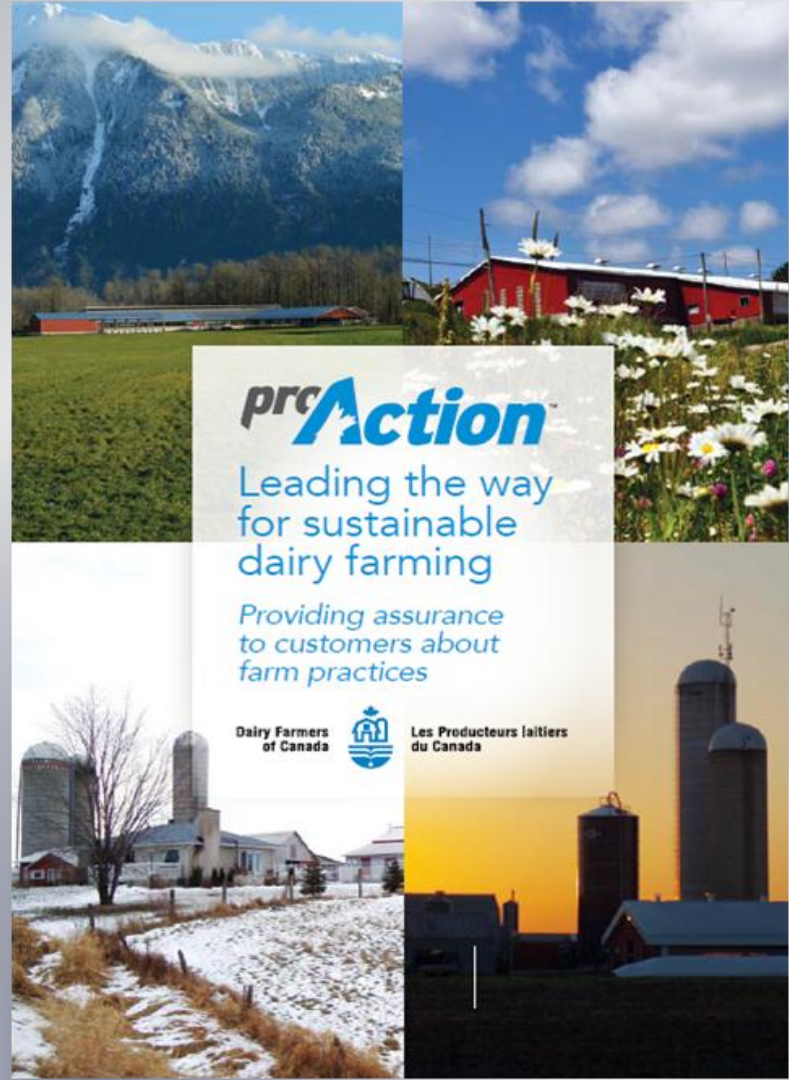
WE ARE DAIRY FARMERS

LEADING THE WAY FOR SUSTAINABLE DAIRY FARMING

DAVID JANSSENS

Dairy Farmers of Canada

February 2014



proAction

Leading the way
for sustainable
dairy farming

*Providing assurance
to customers about
farm practices*

Dairy Farmers
of Canada



Les Producteurs laitiers
du Canada



WHY PROACTION? WHY NOW?

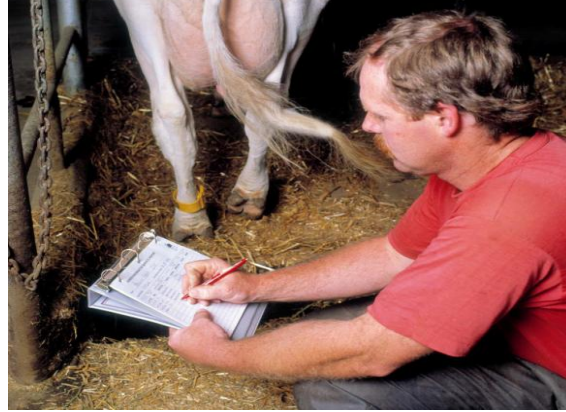
- Commitment to Canadians
- Leadership: Setting our own agenda
- Transparency
- Strengthening the 100% Canadian Milk Brand



proActionTM
Initiative

*On-Farm Excellence
Excellence à la ferme*

Milk Quality



Food Safety

Canadian Quality Milk

Biosecurity



Traceability



Environment

Animal Care





BENEFITS FOR FARMERS

- Farm management
- Leadership & trust
 - ✓ CQM: minimize risk of contamination, temperature of milk & wash water
 - ✓ Animal care: consumer comforted to have proof animals well-treated. Farmers know good care = good productivity
 - ✓ Canadian = high quality
 - ✓ Traceability: hard lessons learned in BSE crisis
 - ✓ Biosecurity: those pesky problems we don't want in our herds
 - ✓ Environment: Good soils, nutritious crops, long-term farms



On-Farm Excellence
Excellence à la ferme

Independent validation = proof, trust



BENEFITS FOR CUSTOMERS

- Quality = value
- Transparency
- Assurance and proof

- **BRANDING**
CANADIAN DAIRY

in today's marketplace,
where sustainability is increasingly
important for image





FAIRTRADE



**CARING
DAIRY**



OUR JOURNEY TO
VERIFIED SUSTAINABLE BEEF

McDonald's aims to begin purchasing verified sustainable beef in 2016 - and we're on a journey to get there.





The GREEN ROOM

Together, we will create a more sustainable world to help people live better

From field to fork

Take Our Poll



CHAIRMAN'S MESSAGE

CSR AT LOBLAW

HIGHLIGHTS

TARGETS AND ACHIEVEMENTS

2013 TARGETS

Home > Source with Integrity



We now offer 108 Marine Stewardship Council (MSC) certified products in our stores – more than any other Canadian food retailer

Source with Integrity

RELATED TARGETS AND ACHIEVEMENTS



Supply chain

[SUPPLY CHAIN](#)[SUSTAINABLE SEAFOOD](#)[SUSTAINABLE SOURCING](#)[PRIVATE LABEL PACKAGING](#)[GLOSSARY](#)

Sobeys' sustainability journey started with a focus on our direct operations and those activities or factors over which we have direct control. As the infrastructure to achieve our sustainability goals has been established and many of the highest-impact initiatives launched, we have expanded our focus to include our supply chain. It is important to recognize that our supply chain is responsible for 80% to 90% of the cumulative environmental footprint made by bringing a product to our shelves. For this reason, we are implementing initiatives related to ethical/sustainable sourcing, packaging and seafood to improve the sustainability in our supply chains.

To help us establish the baseline of our suppliers' sustainability practices, including social compliance, sustainable packaging and reducing energy and water use, we commissioned a survey of a sample of our private label suppliers.

Conducted by a group of students in the Masters of Environmental Studies program at the University of Western Ontario, the quantitative and qualitative insights gathered from the survey were instrumental in helping us engage and direct our suppliers toward greater sustainability. Examples of our actions include hosting a National Sustainable Seafood





HOW?

- Using the CQM Platform
- Using technology to simplify farmers' workload
- Involving all stakeholders
- Streamlining costs





TELLING YOUR STORY

It is important.

Is it enough?

CONSUMERS ASK. FARMERS ANSWER



Farmers

Animal Welfare

General

Policies

Dairy Nutrition

View All

MIKE ASKS...

What type of milking machine technology is most commonly used to milk Alberta cows?

[VIEW ANSWER](#)

MOHAMMAD ASKS...

Where is the best place to buy premium cheese here in Edmonton?

[VIEW ANSWER](#)

CANDACE ASKS...

As a consumer, when I go to the grocery store and purchase a 4L jug of milk, how much of what I am paying goes towards Quota?

[VIEW ANSWER](#)

CORINNA ASKS...

I was recently told that all milk from Canada, regardless if it's organic or regular, does not contain any steroids, growth hormones, or antibiotics. Is this true?

[VIEW ANSWER](#)

DONNA ASKS...

I am looking for Alberta produced milk in grocery stores. Where is it available?

[VIEW ANSWER](#)

CANDACE ASKS...

How much is quota for each cow in Alberta?

[VIEW ANSWER](#)

CONNIE ASKS...

Are all Alberta dairy cows allowed to go outside whenever they want and to graze?

[VIEW ANSWER](#)

BEA ASKS...

Do you pump your cows with growth hormones so that they will produce more milk?

[VIEW ANSWER](#)

MCKENZIE ASKS...

Since humans are the only

#SELFIE #FELFIE





EVERYONE HAS A STORY

- Stories are anecdotal
- 2014: Year of family farms
- *proAction* = proof of responsible production



proActionTM
Initiative^{MC}

On-Farm Excellence
Excellence à la ferme

FARMERS ALREADY INVEST IN RESPONSIBLE PRODUCTION



- Time-temperature recorders, CQM
- Lower SCC, ...



FARMERS ALREADY INVEST IN RESPONSIBLE PRODUCTION



Brushes, mattresses, ventilation...



Dairy herd improvement,
Better breeds, classification
Veterinarians, nutritionists, hoof trimmers
Farm Management software, etc...





Highlights

The proAction Initiative: On-Farm Excellence

Through proAction, Canadian dairy farmers collectively demonstrate responsible stewardship of their animals and the environment, sustainably producing high quality, safe and nutritious food for consumers.


[Read more](#)

[Download the brochure](#)

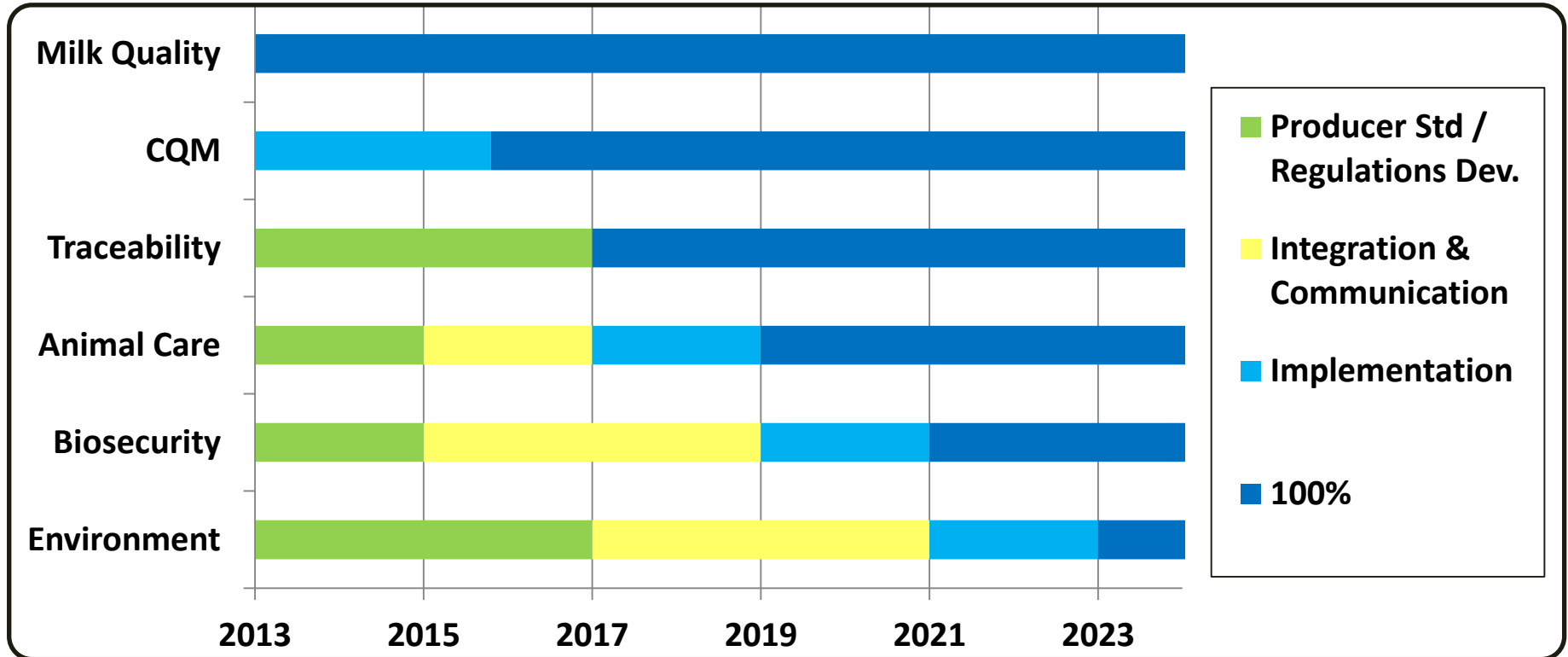
dairyfarmers.ca/what-we-do/programs/the-proaction-initiative-on-farm-excellence

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Our 10-Year Plan

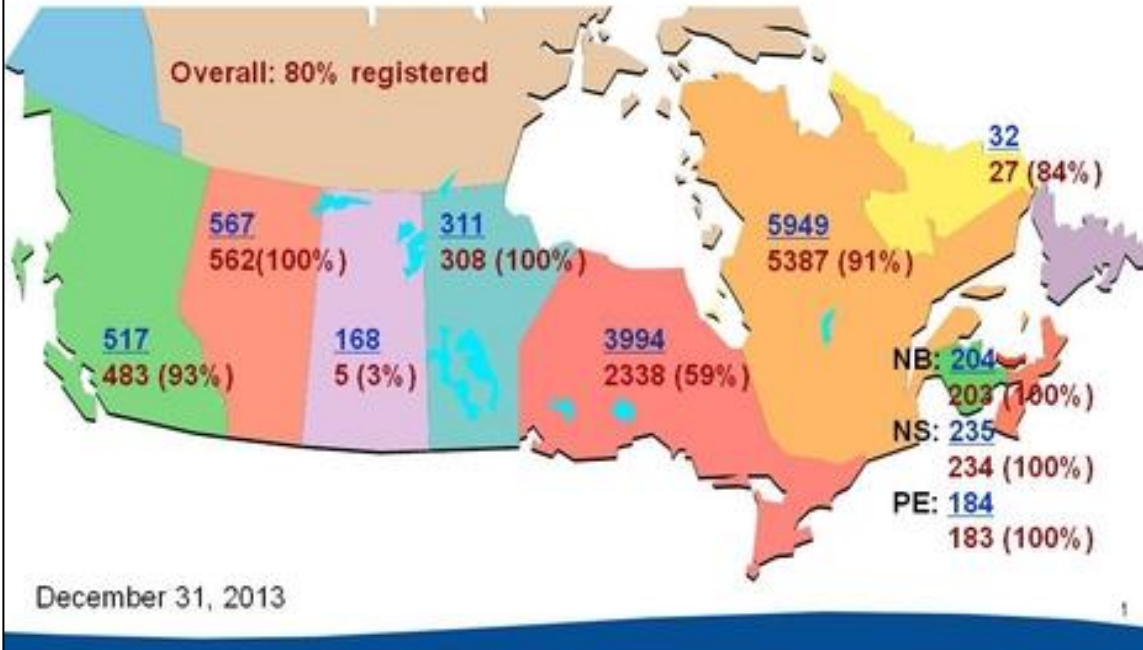


A MILESTONE FOR CQM



CANADIAN QUALITY MILK PROGRAM
PROGRAMME LAIT CANADIEN DE QUALITÉ

National Update



80% of farms are now validated!

100% by 2015



A man wearing a dark cap and jacket is shown in profile, looking out over a vast green field. The background features rolling hills and a cloudy sky. The text is overlaid in large, white, bold letters.

LEADING THE WAY FOR SUSTAINABLE DAIRY FARMING



The Center for Organizational Governance in Agriculture acknowledges and appreciates funding for this presentation provided in part by the Investment Agriculture Foundation of BC through Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food (ACAAF) program.

Funding provided by:

Canada 

