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Get DFO news automatically delivered to your computer, tablet or mobile device

Dairy Farmers of Ontario's (DFO) has implemented a new way for you to access news. You can read DFO Industry News from [DFO's website home page](#), Mental Health News from [the Mental Health page](#), up-to-date test results and pickup news using **RSS news feed reader applications or software** on any device you choose, such as a computer, tablet or mobile device.

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1. What is an RSS news feed (or just "news feed")?

An RSS news feed is a way of packaging content called "RSS," which stands for "Really Simple Syndication."

2. Why would I want to use them?

When you subscribe to RSS news feeds, new content gets delivered to you efficiently and automatically, all in one place—your feed reader application. You don't have to go looking for it on each website and you don't have to log in first.

3. How do I read them?

RSS news feeds can be read on any device that has an **RSS news feed reader application (app) or software** installed (download required) or that has access to an **RSS news feed online by web app** (download not required).

The difference between the two types:

- **DOWNLOADING AN APP** means the feed reader will be a smoother experience directly within the software. This is fine for **computers** and is also recommended for **tablets and mobile devices** since apps are mobile friendly: they fit content to smaller screens.
- **ACCESSING ONLINE (WEB-BASED)** means you don't have to download anything—the feed reader will be in your Internet browser—but it's not recommended for tablets and mobile devices since it may display text incorrectly. Web-based feed readers are generally fine for **computers**.

Instructions for different devices:

- **COMPUTER:** Click the link to a feed reader website. If downloading an app, follow the download directions for a computer (Mac or Windows). If accessing by web, look for an “online” or “web” app page; no downloading is required.
- **TABLET AND MOBILE DEVICES:** Tap the website link to a feed reader website. If downloading an app, it will direct you to your device's Application Store, where you can follow directions to download apps. If accessing by web, look for an “online” or “web” app page; no downloading is required.

Internet access (Wi-Fi, ethernet or cellular data) on the device is required in all cases.

Examples of popular RSS news feed reader apps

The two types, “download app” and “web,” are indicated. Many other RSS news feed reader apps not listed here are also available.

COMPUTER	TABLET AND MOBILE DEVICES
<ul style="list-style-type: none"> • Firefox and Google Chrome Internet browsers have many app extension options available on each browser's Application Store (download app); • Safari Internet browser on Mac computers has a built-in feed reader (web); • Netvibes (web); 	<ul style="list-style-type: none"> • Aggregator for Android (download app); • Flym for Android (download app); • Unread for iPhone and iPad (download app); • Fiery Feeds for iPhone and iPad (download app);
ALL DEVICES	
<ul style="list-style-type: none"> • Outlook email has a built-in feed reader (web and download app), and there are applications that send RSS news feeds to other email providers, such as Zapier and Blogtrottr; • Feedly (web and download app); • Feeder (web and download app); • Feedreader (web and download app). 	

4. How do I add or subscribe to a news feed?

After downloading the news feed reader app, refer to the app's instructions to add or subscribe to a news feed manually. You may have to sign up by creating an account first. Each app may have a slightly different way to add a news feed. The "Add" button may be called "Add New Content" or "Add New Feed."

Specific directions vary, but the usual process is below:

- **COMPUTER:** On the website, click the orange RSS icon to get the URL link; highlight, right-click and "Copy" it. Then, within the feed reader app, click the "Add" button and "Paste" the URL link into your feed reader app. When finished, click "OK."
- **TABLET AND MOBILE DEVICES:** On the website, tap and hold the orange RSS icon to "Copy" the URL link. Then, within the feed reader app, tap the "Add" button and "Paste" the URL link into your feed reader app. When finished, tap "OK."

The RSS news feed will show up as a separate link leading to its own page in the feed reader when you are successfully subscribed.

5. How do I get notifications of new content?

When a new item is posted to the RSS feed, you can get notification alerts to read the info right away. The types of notifications depend on your feed reader app. Refer to your specific app's instructions to customize the below notification options. The below applies to all devices: computers, tablets and mobile devices.

- **IN-APP:** These are shown when you open the feed reader app. New content will appear at the top of the RSS feed reader page and will be stylized (for example, bolded or in a different colour) to indicate that it's new. Items may have a "New" icon next to it.
- **OUTSIDE-APP:** These are shown when the app is closed. Go to your device's Settings menu to customize them.
 - **"Badge" notifications with a number** may be shown next to the RSS feed page link or elsewhere to indicate the number of new posts, and may be in-app as well;
 - **"Push" notifications** may be available—a pop-up window with sound alerts.

6. Where can I find DFO's news feeds?

- **DFO's Industry News feed** is available [here on the home page at the orange RSS icon](#), or by copying and pasting the following link into your news reader app:

<http://www.milk.org/rss/IndustryNews.aspx>

- **DFO's Mental Health News feed** is available [here on the Mental Health page at the orange RSS icon](#), or by copying and pasting the following link into your news reader app:

<http://www.milk.org/rss/MentalHealth.aspx>

- **Test results and pickups** are available to each producer via personalized news feed links that are accessible on your dashboard after you log in to DFO's website, www.milk.org.

These personalized links must be copied and pasted exactly into your news reader app and can be shared with other service providers of you're choosing, such as your veterinarian or feed dealer.

*** Note:** The links above may show up as a page of computer code when you click them. This is correct—it just means you don't have an RSS feed reader app. See page 2 for options to download or access a feed reader.

When you access an RSS feed reader and successfully add the feed link to subscribe, the code will display as news feed content in a web page.

If you have any questions about feed readers, email DFO at questions@milk.org.