



SUCCESS IN DAIRY FARMING

Pursuing the dream of dairy farming can be a challenging yet exciting endeavour, and across the country, there are countless dairy farming success stories waiting to be told.

The variety in stories and dairy farmers behind them could easily fill numerous editions of *Milk Producer* magazine. In this month's cover story, writer Treena Hein takes us to Bruce County, Ont., where we're introduced to one of those stories.

Amanda and Steve Hammell took part in Dairy Farmers of Ontario's (DFO) new entrant quota assistance program. This story is particularly interesting because it focuses on how the couple crafted their operational and financial strategy to carefully fit the couple's vision for their farm business.

"We appreciate the way supply management allows financial stability and a steady income," Steve says. It's a statement that has continued to play a recurring theme throughout the past year as trade negotiations have put Canada's supply-managed sectors in the spotlight.

The cover story tracks the Hammells' journey—from the time they were accepted for the new entrant program in 2011 to their efforts in getting their dairy operation up and running to their most recent endeavours on their farm. The couple also offers advice to others looking to get into dairy farming.

"The hardest part of starting dairy farming is to come up with the capital, and if it weren't for the new entrant program, we would not have been able to get into dairy farming the way we wanted to with robotics," Amanda says.

You can read more about their story, starting on page 26.

MARKETING AND PROMOTIONS

Last month, *Milk Producer* profiled a major partnership between DFO and Longo's to launch the 2019 Milk Calendar initiative. It's just the beginning of many more partnerships for DFO, and as the marketing and promotions team continues to ramp up its programming, DFO staff will be keeping producers up to date on those activities in a new column in the magazine.

Turn to page 20 to read about how DFO staff is preparing for the next phase of the Recharge with Milk program, jumping right into local community activities and youth hockey tournaments. DFO's revamped Recharge with Milk program is made stronger through several partnerships, including the Ottawa Senators and Maple Leaf Sports and

Entertainment (MLSE).

And as DFO continues to roll out its marketing initiatives, staff will seek out ways to think outside the box, leveraging key partnerships to reach more consumers. A perfect example was when Toronto Raptors Danny Green called out the Ontario dairy industry for its milk bags.

"You couldn't just be like the rest of the world and put it in something you can pour out of. It needs to change. I don't know who we need to talk to but that needs to change," Green said in a video posted on Yahoo Sports Canada's Twitter channel (@YahooCASports). DFO responded by recruited three Hamilton ballers to school Green on how to use milk pitchers. The lighthearted social media banter was the perfect segue into DFO's partnership with MLSE, and it happened organically with Green initiating it.

Expect to hear many more great news stories from this team as the new year unfolds.

FAREWELL TO RALPH DIETRICH

As many of you may know, Ralph Dietrich is retiring after serving the board for eight years—four years as chair. During his time as DFO's chair, Ralph contributed many articles to *Milk Producer* on various topics, including trade negotiations, the state of the industry, Health Canada's Healthy Eating Strategy, numerous processor investments, supply management and more.

Ralph was a part of the board that had a large influence in the creation of the national ingredients strategy, played a key role in promoting supply management to our neighbours in the south and beyond, and witnessed several trade agreements being signed, as well as significant processor investments and quota increases, all while sitting at the helm of the board.

Ralph, along with the board, have made significant decisions that have helped shape the industry into what it is today. He has certainly left his mark on the board and his successor with big shoes to fill. Turn to page 24 for a feature article on our outgoing board chair. Magazine staff wishes Ralph well in his retirement.



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MILK PRODUCER is published monthly by Dairy Farmers of Ontario, 6780 Campobello Road, Mississauga, Ontario, L5N 2L8

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Subscription rates: \$26.88 for one year, \$49.28 for two years and \$67.20 for three years in Canada (includes HST), \$36 per year in the U.S., \$36 per year overseas. Single copy: \$2.50. Make cheques payable to Dairy Farmers of Ontario.
Canada Post Publications Mail Sales Product Agreement No. 40063866.
Return postage guaranteed. Circulation: 9,500.
ISSN 0030-3038. Printed in Canada.

SUBSCRIPTIONS IN ONTARIO

Change of address notices should be sent to:

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