

January 16<sup>th</sup>, 2017

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# The proAction® Initiative





# Today's Presentation

- The proAction® Initiative
- Dairy Farms Plus
- The McDonald's Beef Pilot Project
- The Canadian Roundtable for Sustainable Beef



# My Farm and My Cattle



# *pro* **Action** <sup>®/MD</sup>

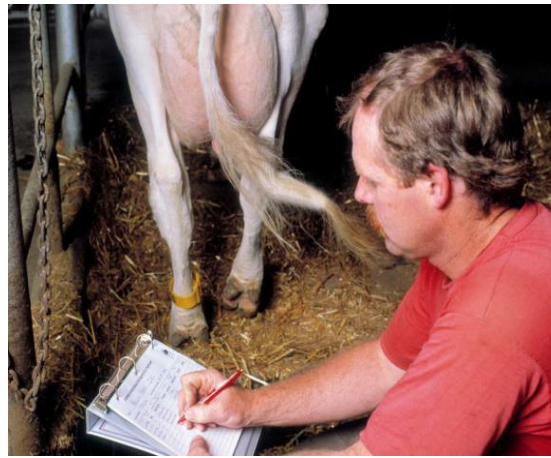




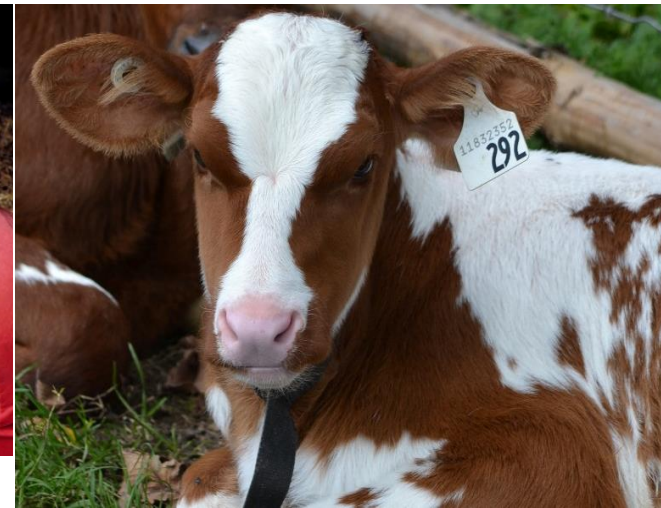
Milk Quality



Food Safety



Traceability



**proAction**



Animal Care



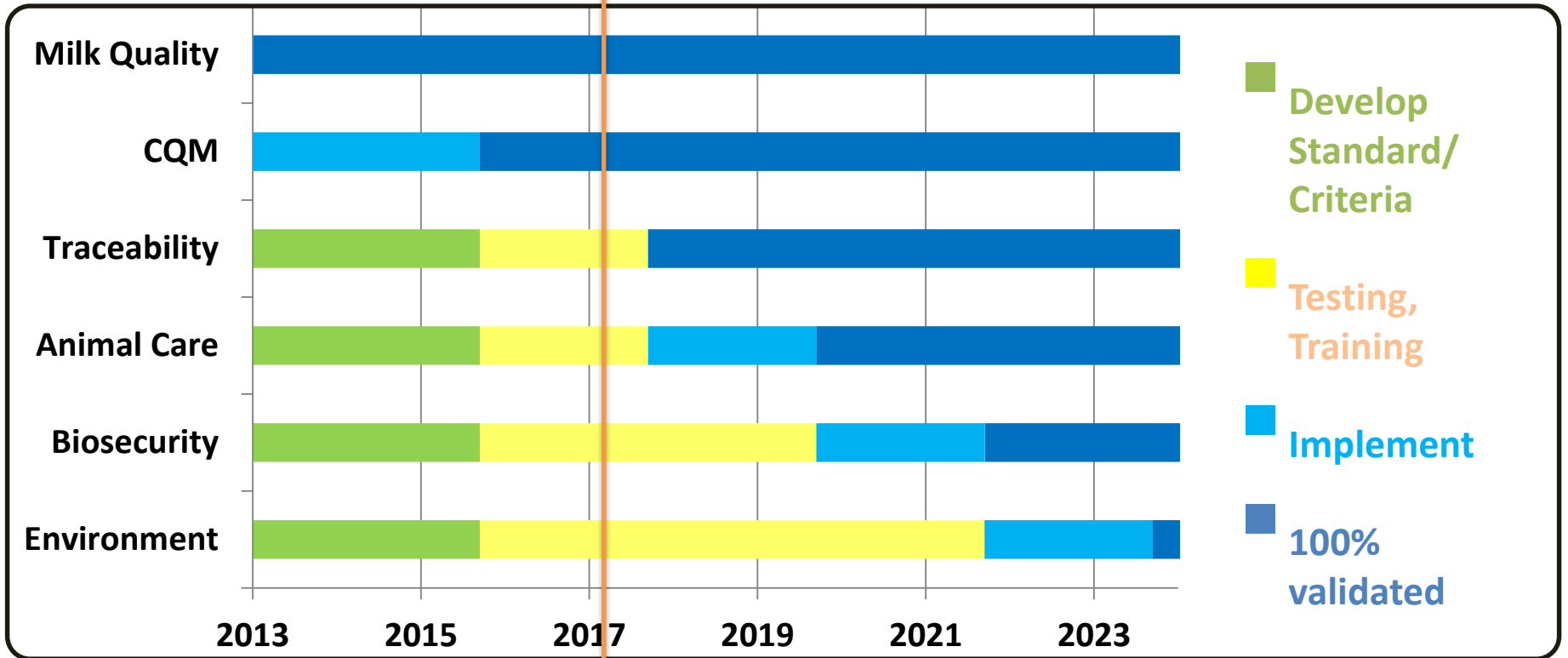
Biosecurity



Environment

# Timelines

today





## Environment





# proAction – environment module



Benefits of an environment module...

...on-farm

- Reduce on-farm risk
- Preserve quality of land and water for future farming generations
- More efficient resource use: reduces energy use, water use, costs
- Enhance biodiversity

...for the industry

- Provide assurance to consumers about farm practices as they relate to the environment
- Reduce carbon and water footprint: produce food with fewer resources



# Environment Draft Criteria



## Environmental Farm Planning:

1. Do you have a valid provincial (individual) environmental farm plan (EFP), *Plan d'accompagnement agroenvironnemental* (PAA) or PAA-equivalent to identify and address environmental risks on your farm?

Further requirements still under construction

proAction™



proAction®  
Initiative

PAA

Growing Forward 2   
A federal-provincial-territorial initiative



## Welcome to Dairy Farms + The Canadian Dairy Production Sustainability Assessment Tool

Dairy Farms + is an innovative and interactive online tool developed to support Canadian dairy farmers in meeting their sustainability goals. Select one of the following modules to get started !

Dairy Farmers  
of Canada



<https://dairyfarmsplus.ca/>





# Learn and Assess

Use this section to:

- learn about beneficial farm management practices (BMPs) and their benefits
- use the self-assessment questionnaire to compare your performance to the sector's practices
- start developing your own action plan

Answers to the self-assessment questionnaire are used to recommend relevant practices for the development of the action plan.



# Learn and Assess



## Worker's well-being



# Action plan

## Dairy Farms +

User  
Demo  
2016

### My action plan

Find here your customized sustainability action plan, based on your answers to the self-assessment questionnaires.  
If you don't see any action listed below, it means that you have already implemented all of the priority practices on your farm.

Practices	Actions to undertake	Starting date	Expected completion date	Comments
Adopt recommended practices for pesticide application				
Adopt pesticide application thresholds				
Install and maintain a well-designed manure storage system in compliance with all applicable regulations that accounts for the site location, amount of storage required and type of storage				
Conduct a preventative review of manure storage structures at least once a year				







# Measure and Benchmark

- Calculate environmental footprint of your dairy production
  - Series of questions
- Compare footprint to provincial and national averages
- Monitor and assess your sustainability performance from year to year
- Identify hotspots, areas for improvement
- Evaluate different scenarios, e.g. if I increased corn silage in my ration, what effect would this have on my carbon footprint?

# Measure and Benchmark

## Manure management

Amount of manure applied in total?

ton/year

Optional question(s):

N content of the manure?

kg/ton

K2O content of the manure?

kg/ton

P2O5 content of the manure?

kg/ton

Feed	Surface of the corn crop where manure is applied	Unit choice	% of the total manure applied
Grass hay	<input type="text" value="75.16"/>	ha ▼	<input type="text" value="59"/> %
Small grains	<input type="text" value="22.71"/>	ha ▼	<input type="text" value="13"/> %
Corn	<input type="text" value="29.2"/>	ha ▼	<input type="text" value="20"/> %



# Measure and Benchmark

## Your environmental footprint

for 1 kg of milk (FPCM)



Carbon footprint



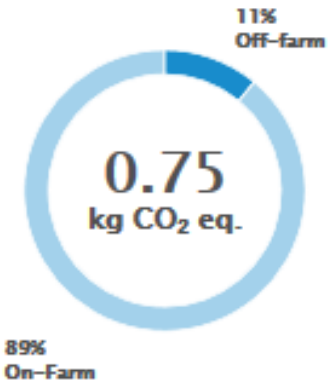
Water withdrawal



Land use



KPI



Quebec average



25% more than you

Canada average



41% more than you

[SEE FULL REPORT](#)







# Your environmental footprint

GET MY RESULTS (PDF) 

for 1 kg of milk (FPCM)

  
Carbon footprint

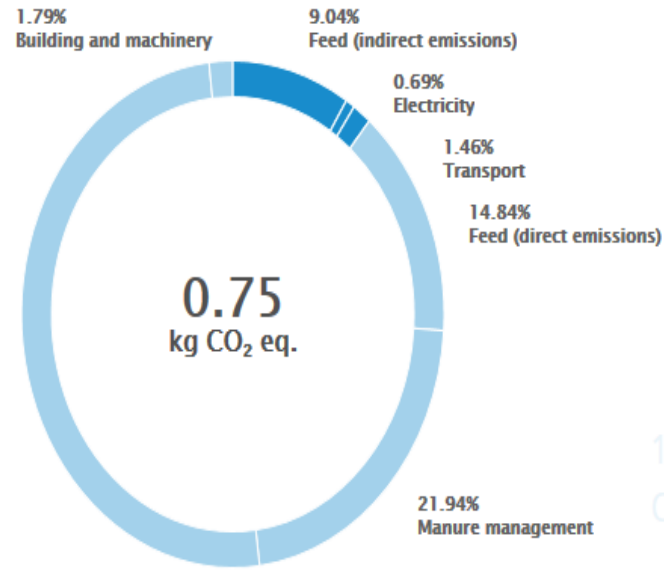
  
Water withdrawal

  
Land use

  
KPI

89%  
On-farm

50.23%  
Livestock management



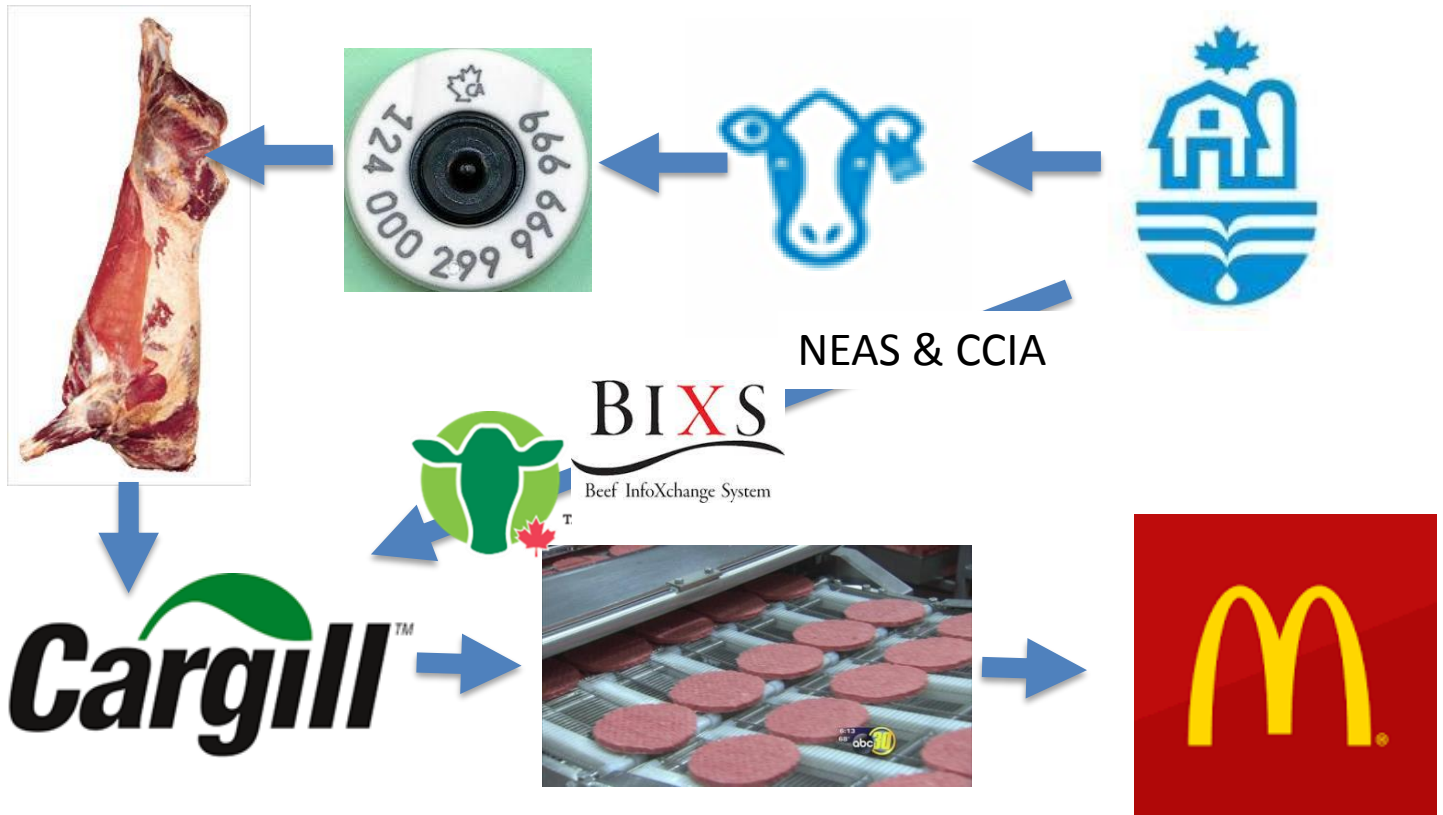
11%  
Off-farm

# MCDONALD'S SUSTAINABLE BEEF PILOT

Responsible Dairy Beef Initiative Report | April 28, 2016



# Chain of Custody: McDonald's Pilot Project for Sustainable Beef





# BEEF

# SUSTAINABILITY Defn:



**CRSB**

CANADIAN ROUNDTABLE  
FOR SUSTAINABLE BEEF

TABLE RONDE CANADIENNE  
SUR LE BOEUF DURABLE

*Sustainable beef is a socially responsible, environmentally sound and economically viable product that prioritizes Planet, People, Animals and Progress*



Natural  
Resources



People & The  
Community



Animal Health  
& Welfare



Food



Efficiency &  
Innovation

**proAction:** ✓



# proAction Website

The screenshot shows the top portion of the proAction website. At the top left is the 'proAction' logo. On the top right, there is a 'FRANÇAIS' link and social media icons for Facebook and Twitter. Below this is a navigation bar with four tabs: 'THE PROACTION INITIATIVE', 'WHY PROACTION?', 'TARGETS & ACHIEVEMENTS', and 'RESOURCES'. Underneath the navigation bar is a row of seven icons representing different focus areas: Milk Quality (milk carton), Food Safety (fork and knife), Animal Care (cow), Traceability (cow head), Biosecurity (gloves), Environment (leaf), and Social Responsibility (group of people). The 'Animal Care' icon is highlighted with a white glow.

## Targets & Achievements

Canadian dairy farmers have ambitious targets of high standards of food production and quality, and have a deep commitment to the environment and care of farm animals. This is a snapshot of our objectives in 2015, and the progress we are making in reaching our measurable, and verifiable sustainability objectives.



### ANIMAL CARE

Animal health and well-being are a high priority on Canadian dairy farms. Farmers invest in technology and equipment, and work with experts like veterinarians and nutritionists to constantly improve cow comfort.

TARGET	ACHIEVEMENT
The industry has a framework to continuously improve animal care	<ul style="list-style-type: none"><li>The <a href="#">Code of Practice</a> for the Care and Handling of Dairy Cattle was published in 2009, in conjunction with <a href="#">NFACC</a></li><li>An assessment program that verifies dairy farmers</li></ul>

[www.dairyfarmers.ca/proAction](http://www.dairyfarmers.ca/proAction)

# Questions?

