

PROM-S Campaign 2000-2001

1400 enthusiastic clients and 15 delighted winners !

Since the fall of 2000, more than 1400 dairy producers - 455 of them for the first time - are benefiting from **PROM-S** to maximize their heifer rearing programme. And they are so right ! If you have any doubt on the validity of this choice, just take a peek at pages 77 to 80 in the *Rapport de production 2000 du PATLQ*, published last month. Decreasing age at first calving to 24 months and achieving higher weight at first calving is not only attainable, it will increase milk production in a spectacular fashion. A return of more than \$10 for every dollar invested in **PROM-S** !

This year, the Campaign offered several interesting prizes. In each of its five regions, PATLQ offered one prize of \$1000 in credit on services, one \$500 gift-certificate at a first-rate holiday centre and one prize of \$150 in cash for the family's young helpers active with **PROM-S**. Because heifer rearing is quite often a family affair !

The drawing was held on Monday May 7th at PATLQ Head Office, with Members of the Board, management, and staff. The winners are:

First Prizes - \$1000 in credit on PATLQ services

- **Réal Laverdière, Ferme Lavermax**, Montmagny, *Les Appalaches* region
- **Denis Lemay**, Lotbinière, *Les Rives* region
- **Claude Turmel**, Frampton, *Les Érables* region
- **Yves Breniel, Ferme M.Y. Breniel**, St-Thomas d'Aquin, *Montérégie* region
- **Jean-Yves Durocher**, L'Ange Gardien, *Qu'Ouest* region

Second Prizes - \$500 in gift-certificate at a holiday centre

- **Ferme G.P. & H. Hébert inc.**, Ste-Marie, *Les Appalaches* region
- **Ferme Moreau, St-Flavien**, *Les Rives* region
- **Ferme Gaston Coté**, St-Jean-Bréboeuf, *Les Érables* region
- **R.D. Limoges**, St-Guillaume, *Montérégie* region
- **Léo McGoey, Gatineau Riverview Farms**, Gatineau, *Qu'Ouest* region

Third Prizes - \$150 in cash for young helpers at the farm

- **Réjean Leblond**, of **Ferme Eugène Leblond**, Bellechasse, *Les Appalaches* region
- **Olivier Fortin**, of **Ferme Lys blanc enr.**, Hébertville, *Les Rives* region
- **Marc Desmarais**, of **Ferme Desmarais et Fils**, Roxton Falls, *Les Érables* region
- **Michaël Descôteaux**, of **Ferme Francesco**, St-Elphège, *Montérégie* region
- **Charles Trudel**, of **Ferme M. & C. Trudel enr.**, Ste-Ursule, *Qu'Ouest* region

Congratulations to the winners and to all participants. Remember that your greatest prize is the increased profitability of your farm with benefits from **PROM-S** !



Drawing the winners for 2000-2001 **PROM-S** Campaign. Left, **Pierre Lampron**, dairy producer in St-Boniface, new PATLQ Board Member since May 7, and **Gilbert Rioux**, dairy producer in St Simon, president of the Board of Directors

"I know Vision2000" Contest

Winners from Quiz No 3 were drawn on May 7th from among more than 700 entries. **Jean-Claude Poitras** of Anglier in Témiscamingue and **Martin Lacasse** of St-Charles de Bellechasse each won a \$50 credit for **PROM-S** Services. Congratulations !

Answers to Quiz No 3

Question 1

On the *Certificate of production* report, the production figure *Average Kg Milk per day of cow life* is influenced by:
d) All answers are correct
 a) An early first calving
 b) The calving interval
 c) The animal's life duration and genetic potential

Question 2

Two cows of the same age and same breed yield 10 000 kg of milk but have different BCA's. Among possible reasons :
b) They did not calve in the same month

Question 3

On the *SCC Report - Cow Summary*, the % of *Herd SCC* indicates:
a) The contribution level of each cow to the herd SCC average

Question 4

Second lactation cows should yield about 15% more milk than first lactation cows. If this level is not reached, one should verify:
d) A et C are correct
 a) Body condition at the end of lactation
 c) The number of dry days

And here is Quiz number 4 !

Two more prizes will be drawn on August 20, 2001. Each winner will receive three credits adding up to \$50: one \$20 credit for advisory services and two \$15 credits for forage analysis.

"I know Vision2000" Contest - Quiz N° 4

Question 1

Knowing that the average forage milk production in the province is 1680 kg per cow, how is it possible to improve this value ?
 a) By improving the quality of forages
 b) By promoting maximum intake of forages
 c) By increasing the number of cows in the herd
 d) A and B are correct

Question 2

In the *Annual Production Summary*, one can find, among other data:
 a) 305-day milk production
 b) The latest Genetic Index for each cow
 c) The Publishable Record Average
 d) All these answers are correct

Question 3

On the Corrected Milk graph (*Performance Record - Herd Summary Report*), the adjustment of production for parity, days in lactation and for the milk energy level allows one to interpret management quality.
 True = T False = F

Question 4

Match items in the left column with items to the right:
 a) ADF 1) Projected milk production
 b) Current average 2) VMEM
 c) Urea 3) Net Energy of Lactation
 d) Protein-Fat Ratio 4) 0.85
 e) SCC 5) Forage Milk
 f) Feed costs 6) Reproduction

Reply Form "I know Vision2000" Contest - Quiz N° 4 - June 2001

Answers: 1 : _____ 2 : _____ 3 : _____ 4 : a _____ b _____ c _____ d _____ e _____ f _____

Name: _____ Herd N°: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Please return prior to August 17, 2001 to the attention of Julie Charlebois, PATLQ, 555 boul. des Anciens-Combattants, Ste-Anne-de-Bellevue, Québec H9X 3R4 -- Fax: 514-398-7963 - E-mail: jcharlebois@patlq.com (You may enter by E-mail. Just write in the subject box "Quiz N° 4", followed by your herd number, and give your four answers and full name and address as your message).

CDMA



PATLQ

NEWSLETTER

55 · JUNE 2001

John E. Moxley Building · 555 Des Anciens-Combattants Blvd.
 Sainte-Anne-de-Bellevue, Québec H9X 3R4

PATLQ clients are connected to the Web !

In just ten weeks, close to 2600 PATLQ clients have subscribed to the new rapid access to their **Vision2000** reports via the Internet. It has been a resounding success, greatly appreciated by all !

According to the results of the flash survey done on the cover page of your April PATLQ Reports, this is only the beginning. Your response has been overwhelming: **one third** of the clientele has spoken out. Such a response rate is well above the average normally obtained by pollster firms.

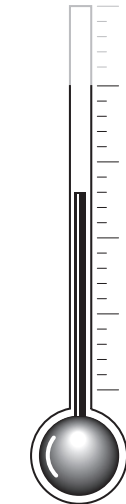
Your answers were quite revealing: **62% of respondents are connected to the Internet and another 26% will soon be on line**. Of course, this kind of voluntary survey is not scientific, but the results seem to be a good omen for the future of Internet Reports!

Congratulations to **Ferme Thériault** of St-Martin and to **Ferme Durivage** of Ste-Anne-des-Monts, winners of the survey's contest. These clients each receive a \$35 credit for **PROM-S** services.

Many thanks to all clients who answered the survey. Stay up to date on the latest news by reading the messages on the cover page of your reports and **don't miss our surveys next fall !**

PATLQ finalist at Mercuriades Awards

PATLQ is among four finalists for one of the **2001 Mercuriades Awards**. PATLQ was nominated in the **Training and Development of Human Resources** category, large corporation section. Each year the **Chambre de commerce du Québec** presents these prestigious awards for special achievements by Quebec corporations. The final results will be presented in the June 2nd edition of journal *Les Affaires*.



Vision2000 Reports

From March 1st to May 10, some 2580 PATLQ clients subscribed to the V2K Reports Internet Access. A wide range of key management information is now available, on average, 48 hours after test day. Talk to your connected neighbors. Talk to your agent !

PATLQ's Rapport de production 2000 is available !

Published at the end of May as a special issue of *Le producteur de lait québécois*, PATLQ's **Rapport de production 2000** is **THE** summary of all major statistics on dairy production in Quebec in the year 2000. It is also an overview of the use of PATLQ services, with eloquent testimonies on results achieved by top herds. A golden opportunity to position your own farm in regards to the major trends in our industry. Take a long hard look at the **Rapport de production 2000** with your agent !

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PATLQ Awards 2000-2001

Saluting three outstanding students in farm management and agronomy

In the fall of 2000 PATLQ, in cooperation with four major Academic Institutions, established an award saluting *Excellence in Customer Service in the Dairy Sector*. Grants in the amount of \$250 are given to four students with superior academic achievement, who also exhibit a keen sense of the needs of their future clients and partners: dairy producers.

Last fall, **Rachel White**, student at *ITA de La Pocatière*, was the first recipient of this new award. A few weeks ago, at the *Gala Méritas* of *ITA de St-Hyacinthe*, **Sonia Filiatrault** was also awarded the prize. Lastly, at *Faculté des sciences de l'agriculture de Université Laval*, at the Awards and Grants Ceremony on April 6, the PATLQ Award went to agronomy student **Karine Phaneuf**. Congratulations to these future elite producers ...or advisors !

At *Macdonald Campus of McGill University*, the award will be presented for the first time next fall. The PATLQ Award is consistent with the goal of recognizing excellence in Agricultural and Agribusiness studies in these four Academic Institutions.



Awards and Grants at *Université Laval*, 6 April 2001. **Sylvain Biron**, PATLQ regional director for *Les Rives* presents the PATLQ Award to Agronomy student **Karine Phaneuf**.



At *ITA de La Pocatière*, last fall, **Rosaire Chrétien**, PATLQ regional director for *Les Appalaches*, presents **Rachel Ward** with the first PATLQ Award.



PATLQ Award at *Gala Méritas 2001, ITA de St-Hyacinthe*. Left to right : **Sylvie Poirier**, professor, **Sonia Filiatrault**, recipient and **Guy Boyer**, PATLQ regional director for *Montérégie*.

Training in diagnostic methodology

A most useful tool for problem solving !

Bruno Gosselin, agr., R&D Dept.

PATLQ, like the Dairy Industry, is constantly striving to innovate. After Internet Reports, Comparative Analysis and Optional Columns, a new tool is becoming available: **Diagnostic Methods in Dairy Production**.

Whether it is heifer growth that is unsatisfactory, or repeated breedings, when facing a "situation" needing improvement, any producer has to make a well informed decision and implement efficient action. The herd's health and the farm's financial health can be at stake. From now on, equipped with brand-new knowledge in diagnostic methodology, your PATLQ advisor has got the best tools to help you out !

Diagnostic methodology is a problem solving technique: a process that enables you to see your way through any situation in order to reach the best possible solution or improvement. From January to March 2001, with the support of a dozen farms throughout Quebec, PATLQ provided its entire team of advisors and **VMEM** (*Verification of Milking Equipment and Methods*) agents with an intensive two-day training on the application of diagnostic methodology to the dairy production sector: one day in the classroom, in addition to practical exercises at the farm.

Working in small groups so as to increase sharing of ideas and discussion, your advisors mastered validation techniques and tools to progress toward logical solutions. For more information on this methodology, please read the PATLQ chronicle in the June issue of *Quebec Farmers' Advocate*, or in French in *Le producteur de lait québécois*.

A full day at the farm for several people could not have been carried out without the cooperation and generosity of the dairy producers who agreed to receive us in their "living laboratories". Our main criterion for selecting the farms was an open mind on the part of its owners. PATLQ sincerely thanks the following dairy farms for their help in the improvement of our advisory services. Also, many thanks are due to their advisors !

Farm

Ferme Varé, Alma
Ferme Bourjoie, St-Mathieu de Beloeil
Ferme N. Laliberté et N. Gagné, St-Anselme
Ferme Artis inc., Cap-Santé
Ferme Rayo inc., St-Patrice de Beauvillage
Duncan McKiddie, Chatham
Ferme Cristallina, St-Barthelemy
Ferme Natsy, Notre-Dame du Bon-Conseil
Ferme Dion et Fils, Wotton
Ferme Lemayenne, Ste-Croix de Lotbinière
Ferme Bélancel inc., St-Jean Port-Joli
Ferme Cimon inc., Bic
Ferme Pierre Trahan, St-Sévère

Advisor

Marcel Côté
Lyne Brodeur
François Poulin
Richard Pellerin
Germain Lehoux
Michel Bergeron
Simon Smith
Catherine Cross
Chantal Cliche
Denis Pérusse
Denis Morneau
Carol Beaulieu
Steve Adam

On behalf of the training team (your regional development agents, Elaine Cloutier and myself), I invite you to discuss the diagnostic methodology with your advisor: he or she will be delighted to inform you !



On-farm training in Diagnostic Methods : **Evelyne Laroche** and **Robert Leclair**, advisors, sieve grains in order to get the exact amount of each component.

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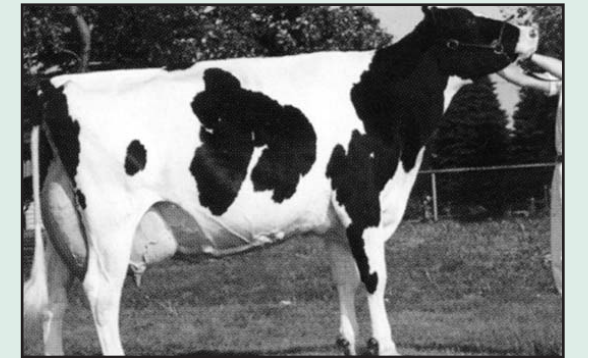
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PROM-S Contest in Montérégie

Ferme Gilles Lupien wins an embryo from Madystar Besse Lindy

In order to encourage participation, PATLQ's Bon conseil team in Montérégie held a drawing for an embryo among producers subscribing to **PROM-S** during the 2000-2001 Campaign. Advisors **Richard Dubé**, **Guillaume Poirier**, **Catherine Cross** (replacing **Élizabeth Julien**) and their technical support agents **Cédric Chagnon**, **Julie Richer**, **Mélissa Grantmont**, **Lise Gervais**, **Karine Poisson** and **Line Beloin** wish to congratulate **Ferme Gilles Lupien**, of St-Joachim, who won the embryo from **Madystar Besse Lindy** of **Les Élevages Madystar Holstein**, La Visitation. Thanks to our generous sponsor, Mr. **Pascal Lemire**, owner of **Madystar**.



An embryo from the superb **Madystar Besse Lindy EX 2E** was won by **Ferme Gilles Lupien**, of St-Joachim, as part of the **PROM-S** Campaign in Montérégie.

New technical column

Dairy production is evolving quickly. New technological improvements are coming from everywhere! Rest assured that PATLQ does everything in order to stay abreast of all new information. From now on, in addition to one-on-one tech-talks with your advisor, we will present a Technical Column in each issue of the *PATLQ Newsletter*. You wish to refresh your notions about any technical subject, wide-ranging or very specific ? Please submit your queries directly to **Bruno Gosselin**, agr., from our R&D department, at: bgosselin@patlq.com.

In this first column, **Daniel Lefebvre**, Ph.D., agr., nutritionist with PATLQ's R&D department, gives an overview of the new **NRC 2000 Guide** and a word of advice on **forage management**.

NRC 2001 Guide

Last January, the **American National Research Council** launched the 7th Edition of the **Nutrient Requirements of Dairy Cattle Guide**. Several important changes, new concepts and adjustments to calculations were included. This came as a very important and much needed update to a twelve year-old publication. However, do not fear: our **Ration'L** program - the basic tool of your

advisor for feeding your cows and heifers - is not at all outdated. On the contrary, many changes advocated by the new **NRC 2001** were already integrated. Furthermore, your advisor has received a full update about the improvements of the Guide during PATLQ training sessions.

For more information on **NRC 2001**, please read the article in the April issue of *Quebec Farmer's Advocate* and talk to your advisor. Also, do not miss next fall's **25^e Symposium sur les bovins laitiers**, on October 17 in Saint-Hyacinthe. The content of the **NRC 2001 Guide** will be on display !

Forage Analysis Time for the first harvest !

After sampling each lot of forage before it goes into storage, you can use the PATLQ harvest form to keep a record of the position of your feed. It will be so much easier to plan the feeding of your herd come fall.

Are you already feeding your cows with freshly stored hay? Ask for a forage analysis ! With ultra-fast 24 hours PATLQ service, you can formulate your ration on the spot with up-to-date, precise data.