

Valacta's milk quality network – at your service !

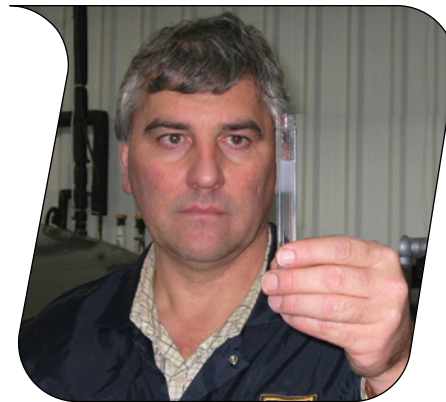
Guy Boyer, T.P., Regional Manager, Montérégie

Thanks to an agreement with the Fédération des producteurs de lait du Québec (FPLQ), ten milk quality technicians are now on the road throughout Quebec, providing key services to producers experiencing problems with bacteria or somatic cells. These experts perform a reliable diagnosis and recommend efficient solutions. Here is a quick review of what they do:

bacteria in the udder increase milk bacteria in the tank.

On-farm intervention for somatic cells

- Analysis and validation of elements that can cause high SCC (milking time, milking method, drying and calving preparation, environment, identification and status of problem cows)
- Analysis and interpretation of reports with the producer



On-farm intervention for bacteria

- Analysis of sanitation of milking system and its component parts (pre-cooler, liners, milking claw, long milk tube, pulsation tubes, vacuum pump, receiver jar, sanitary trap, milk-meters, pipeline inside the barn)
- Analysis of pipeline washing (water temperature before and after, water basin capacity, soaps, etc.)
- Analysis of milk tank sanitation and cleaning efficiency, milk temperature analysis, etc.
- If necessary, request for bacteriological analysis for each cow, since the presence of some

Cost of services

A producer finding himself above permitted limit or in penalty can access the service at no cost (visit paid by FPLQ according to protocol). After each monthly quality sampling, the milk quality technicians receive a list of these clients above limit or in penalty. They contact each client personally, offering telephone assistance or scheduling a visit for on-farm assessment.

Any producer wishing to improve milk quality, or with a SCC over 200,000 or a bacteria count over 20,000 can benefit greatly from a visit by a Valacta milk quality technician or VMEM technician. The cost for a milk quality visit is \$95 basic fee, plus \$32.50 per hour. The average visit takes about two hours. For VMEM, the basic fee is \$150, plus \$40 per hour. The average visit lasts 4 to 4.5 hours.

You have a milk quality problem? Call us. We will help you save thousands of dollars, as well as your good reputation.

Dairy Knowledge at your fingertips

vol. 1 no. 1 May 2006

valacta

PATLQ becomes Valacta!

On April 12, Mr. Yvon Vallières, Ministre de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), Mr. Marcel Groleau, President of the Fédération des producteurs de lait du Québec (FPLQ), and Dr. Roger Cue, representing Mr. Chandra A. Madramootoo, Dean of the Faculty of Agricultural and Environmental Sciences of McGill University, jointly proceeded with the **public inauguration of Valacta, the new Dairy production centre of expertise created from an expanded PATLQ***. The announcement was well received by the hundreds of producers present at FPLQ's General Meeting.

As of May 1st, all current PATLQ services will be integrated into Valacta, along with future tools to

be developed in response to the special needs of our dairy industry. Our organisation has new, expanded orientations and new partners have been invited to join the Valacta Board of Directors.

PATLQ's 40 years of cumulated expertise was deemed the ideal foundation to achieve the far-reaching mandates granted to the new organisation by its three shareholders (FPLQ, MAPAQ and McGill) for the purpose of better helping dairy producers to face the challenges of tomorrow.

It is my privilege to invite you to discover Valacta, your centre of expertise.

*Bertrand Farmer, agr.
General Manager*



Yvon Vallières, Minister for MAPAQ, announcing the launching of Valacta, the Quebec dairy production centre of expertise, at the General Meeting of FPLQ, April 12, 2006.

** Programme d'analyse des troupeaux laitiers du Québec*

A new, handier bulletin

From now on, the *PATLQ-Newsletter* will be known as *Dairy Knowledge*. This first issue is dedicated to the presentation of our new organization, Valacta.

As of September, *Dairy Knowledge* will provide basic practical tips, geared toward immediate on-farm

improvements, increased profits, streamlined management, and to giving you more time to plan and achieve your goals.

*Annik Perron
Communication
Manager*

Summary

Valacta, a vision becomes reality

2-3

Technical services for milk quality

4

Dairy knowledge at your fingertips – Volume 1, issue 1, May 2006
Published by Valacta, the Quebec dairy production centre of expertise
Edited by Annik Perron, Communication Manager, Michel Pouliot, writer-editor

Phone: 1-800-BON-LAIT, 514-398-7880, Fax: 514-398-7963, www.valacta.com
Email: Editor: info@valacta.com ; Customer Service: service.clientele@valacta.com

Design and printing: CIDMA Imprimerie & Design www.cidma.com
Depot: ISSN 1496-2721 Bibliothèque et Archives nationales du Québec and National Library of Canada, 2006

A vision becomes reality

By Bertrand Farmer, agr., General Manager

Established in 2006, Valacta, the Québec dairy production centre of expertise is an expansion of the former Programme d'analyse des troupeaux laitiers du Québec (PATLQ). As PATLQ celebrated its 40th anniversary, its three shareholders, the Fédération des producteurs de lait au Québec (FPLQ), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), and McGill University envisioned that, to better respond to the challenges of the future, the organization must broaden its orientations and be open to new partnerships. **To mark the birth of this vision, a new name has been adopted, which underlines our attachment to VALues, our commitment to ACTION and our loyalty to dairy producers, our raison d'être. Long live Valacta.**



The shareholders salute the launching of the centre of expertise.
 Left to right: Gilbert Rioux, President of Valacta, Dr. Roger Cue, representing McGill University, Minister Yvon Vallières, of MAPAQ, Bertrand Farmer, General Manager of Valacta, and Marcel Groleau, President of FPLQ.

Our mission

To better differentiate and strengthen the Québec milk production sector, by stimulating the development of knowledge and its transfer to the milk producers of Québec.

Our values

The values that drive the Valacta team:

- Innovation
- Expertise
- Commitment
- Quality
- Synergy

Our mandates

Valacta brings together the major players of the dairy sector, to define the broad orientations that should provide a framework for the development of milk production in Québec. Subsequently, Valacta communicates these orientations

to the various industry partners, including those in the sectors of research, economics, animal health and genetic improvement, in order to ensure better collaboration between the players.

Valacta provides quality support services for Québec milk producers, giving up-to-date information to advisors working in the dairy sector. Valacta develops expertise in all fields dealing with the management of a dairy farm, both on the economic and financial side and on the herd management side, including feeding and animal health, while not neglecting the environmental protection aspects. Valacta provides methods that allow the various partners and service providers to work together to improve the farm enterprise.

An expanded Board of Directors

In addition to the three current PATLQ shareholders, five organizations involved in the development of the Québec dairy sector have been invited to sit on the Valacta Board of Directors. **Welcome to our new administrators:**

- The Centre d'insémination artificielle du Québec (CIAQ)
- The Fédération des groupes conseils agricoles du Québec (FGCAQ)
- Laval University
- The Faculty of Veterinary Medicine of University of Montreal
- The Conseil québécois des races laitières (CQRL)

The composition of the Board of Directors still leaves majority control to dairy producers:

- **7 dairy producers** representing the following organizations:

- 4 from FPLQ
- 1 from CQRL
- 1 from CIAQ
- 1 from FGCAQ

- **6 representatives** from the following organizations:

- 2 from McGill University
- 1 from Laval University
- 1 from the Faculté de médecine vétérinaire
- 1 from MAPAQ
- 1 external administrator (may also be a dairy producer)

A focal point for sharing and consensus

For the dairy industry to reach consensus on critical issues, Valacta will invite several working committees, with many industry partners as active members, to study the main issues of the dairy sector and to put forward common goals for the future:

- Techno-economical management
- Technological transfer
- Genetics
- Quality
- Health

Valacta's main fields of expertise

Throughout Quebec, as well as at our headquarters, the Valacta team keeps providing the basic services that are central to its mission:

- Technical services in dairy production
- Advisory services in dairy production
- Laboratory services
- Milk quality
- Cutting-edge data storing, processing and programming services
- Development and sharing of dairy expertise

Valacta

The Québec dairy production centre of expertise