

Dr. John Moxley honoured at Macdonald College

Bertrand Farmer, P.Ag., General Manager, Valacta



October 2006, at the annual homecoming of Macdonald College Alumni, Douglas MacKechnie, who was manager of the Federal milk recording program (ROP), salutes John E. Moxley, 1966 founder of DHAS, which became PATLQ and then Valacta. To the right, Amanda, grand-daughter of Dr. Moxley.

On October 21st, on the occasion of the Annual Homecoming of Macdonald College Alumni, five graduates were honoured as "Distinguished Alumni". Amongst them was Dr. John E. Moxley, who in 1966 founded the Dairy Herd Analysis Service (DHAS), which was to become PATLQ and then last spring Valacta, the Quebec dairy production centre of expertise.

John Moxley inspired an entire generation of young graduates, idealistic yet pragmatic, who took to the roads

all over Quebec visiting dairy farms one after the other to offer a previously unheard-of opportunity: getting a clear portrait of herd productivity through laboratory analysis and monthly computerized reports. This treasure of information was to become the basis of genetic improvement in Quebec. With time, close to 80% of Quebec dairy producers joined PATLQ. The result was that over the forty-year period from 1966 to 2006 dairy cow productivity in Quebec increased almost threefold.

In addition to his academic duties at Macdonald College from his 1947 graduation onward, Dr. John Moxley led the development of PATLQ from 1966 to 1987. He participated in countless workshops, visited laboratories all over the world and chaired several expert committees. Dr. Moxley was the first animal scientist to receive the Grindley Award from the Agricultural Institute of Canada in 1979 and was named Professor Emeritus by McGill University in 1987.

Each honour bestowed upon Dr. Moxley has been a celebration of his qualities as a visionary and his deep commitment to the development of the dairy sector in Quebec and in Canada. The achievements of this pioneer are an inspiration to the Valacta team of today, stirring our own commitment to rally the key industry partners around central values, and the goal of a strong and unique Quebec dairy sector.

On behalf of the entire Valacta team, I am proud to salute our founder, Dr. John E. Moxley, with respect, admiration, gratitude and love.

Dairy Knowledge at your fingertips

valacta

volume 1 issue 3 Dec. 2006

Our wish for 2007 Let us learn to save time

Everybody runs out of it, and yet everybody has plenty. It is easy to measure, but the more you measure it the less you seem to control it. It cannot be bought, and as you get more money, you don't get more of it. The ailment of the 21st century? More widespread than any virus? The lack of time. And yet, managing one's time in order to have more for your loved ones, or to realize projects dear to your heart, is a simple matter of choice. Well, maybe not so simple, but definitely a matter of choice.

We are probably making a poor choice when we refuse to question

our ways of doing things. Maybe we could save a little of that precious time. Saying yes to everything without setting priorities is obviously a time-consuming choice, as is telling yourself that you will find the time "later".

More and more we need to integrate this notion of time when we make decisions. And you, dear clients, must do the same. We all need to regain part of this treasure that is constantly slipping through our fingers. So let us work as a team, producers, providers and partners, with this idea in mind: get good

performance, yes, but not at the expense of all our time. The key word is to do better, not always more.

So, on behalf of our Board of Directors and of the entire Valacta team, I encourage you to make the best use of your centre of expertise in order to save time.

Happy holidays and a great new year in 2007.

Bertrand Farmer, P.Ag.
General Manager

Founder of PATLQ / Valacta A tribute to Dr. John Moxley

Recently, PATLQ founder Dr. John E. Moxley was honoured among Macdonald College Alumni. This pioneer worked with great passion and

the time he gave us left us something precious: the Quebec dairy production centre of expertise. Year after year, the entire Valacta team is

dedicated to expanding the legacy of Dr. John Moxley (see page 4).



Dr. John Moxley, who created Valacta forty years ago, is greeted by Robert Moore, current Scientific Manager and Norm Campbell, General Manager until 1987

Summary

Figures that count 2-3

Tribute to Dr. John Moxley 4

Figures that count

Daniel Lefebvre, Ph.D., P.Ag., Manager, R&D

You receive feeding advisory services from Valacta? You then benefit, among other things, from valuable technical and economic indicators, calculated from all the feeding data collected on your farm.

"Milk value less feed cost", now called **Margin over Feed Cost**, is a top economic indicator, generally expressed in \$ per cow per day, or per year. The Feed Cost per hectolitre is also well known. For the last 10 years or so, Forage Milk has been added to these indicators.

Valacta considers that your farm profitability is an important objective. These last two years, the success of our training courses *Make Money Producing Milk* and *Born to Make Money* prove that this view is widely shared. With this in mind, Valacta continues the trend this year with *Feed Well to Make Money*, a straightforward session covering all aspects of feeding from a profitability angle.

Let us take this opportunity to introduce useful new improvements to the *Vision2000 Feed Report - Herd Summary*, in the *Economic and Cost* section.

Feed Cost per Cow - Forages and Concentrates: These figures remain,

Turquoise titles : novelties

the only difference being that the costs for concentrates and minerals, vitamins and additives have been combined.

Forage Milk: Important change to the calculation: forage milk, up to now based only on energy, now combines energy and protein. Forage milk is an estimate of the amount of milk produced from forages. This is accomplished by subtracting *the amount of milk due to the energy or protein from concentrates* from the total milk. The combined forage milk is the average of values for energy and protein forage milk.

Standard Milk/Concentrates: The milk/concentrates ratio allows for a quick evaluation of the feed efficiency for concentrates. In order to take into account the effect of milk components on the amount of energy required to produce the milk, the ratio is calculated using the equivalent amount of standardized milk at 3.8% fat and 3.3% protein.

Feed efficiency: This indicator, which has long been used in other animal productions (poultry, pigs, cattle fattening), is now applied to dairy production. It is the ratio of the amount of milk produced over the amount of dry matter intake (both being in kg, the result is without a



unit). Here too, the amount of milk is standardized for components. Furthermore, this is a global measurement of feed efficiency, *including feed intake during dry period*. Thus, the efficiency values are slightly lower than when applied only to milking cows.

Milk Value and Margin over Feed Cost per cow per day: These two values remain unchanged. The cow is the production unit on your farm. The margin generated by each cow reflects the profitability of each production unit. For a comparison between cows, the values can be available with the optional columns on the *Cow Management Report - Cow Monitor*¹.

Cost of concentrates and Feed Cost per hectolitre: While the Feed Cost

per hL is a well known value on this report, the Cost of Concentrates is a new addition.

Milk Value and Margin over Feed Cost per hectolitre: The Feed Cost is of course important, since it comes out of your pocket. But also important is what comes in, hence the Milk Value. This is calculated in relation to milk volume and components. The most important is the difference between them, what's left in your pocket: the Margin over Feed Cost. By subtracting Feed Cost from Milk Value (per hL), we gauge the potential profit of each hectolitre produced.

Margin over Feed Cost per kg of fat: Given that quota is based on butterfat production, it is also interesting to express the Margin over Feed Cost in relation to the amount of butterfat produced, which gives an indication of the profitability achieved from each kg of quota.

Finally, let us keep in mind that, since September, data on this report can be presented by *lactation stage* or, as always, by *feeding group*¹.

To better understand and optimize these indicators for your farm, do not miss the *Feed Well to Make*

Money training course, coming to your neighbourhood this winter. In the meantime, use the table below to compare your results with provincial averages.

You can rely on Valacta to provide you with the figures that count to manage your business.

What is the Margin over Feed Cost for my herd?*

Parameters linked to Feed Cost	My herd (12 months)	Quebec Average (2006**)
Forage Cost (\$/cow/day)		1.49
Concentrate Cost (\$/cow/day)		1.73
Combined Forage Milk (kg/cow/year)		2453
Std Milk / Concentrates (kg milk/kg concentrates)		3,23
Feed Efficiency (kg milk/ kg dry matter)		1,30
Milk Value (\$/cow/year)		5495
Margin over Feed Cost (\$/cow/year)		4263
Concentrate Cost (\$/hL)		8.60
Feed Cost (\$/hL)		15,51
Milk Value (\$/hL)		69.77
Margin over Feed Cost (\$/hL)		***
Margin over Feed Cost (\$/kg fat)		***

* Margin over Feed Cost is defined as Milk Value less Feed Cost
 ** Averages as of October 2006
 *** Ask your dairy production advisor to complete this section with you.

¹ Requires activation by your Dairy Production Advisor

Valacta
 The Quebec dairy production centre of expertise

This winter's "Cue Card"

Must not forget training course
Feed well to save money.
 Feeding = main expense item on my farm:
 Good management = very good idea.
 See web site www.valacta.com. Call advisor.