

“Thanks to my Valacta Advisor, my revenue increased by \$12,000 a year.”

Jacques Rodrigue, Ferme Rober, Beauceville



“Recently, my Valacta advisor, Luc Larrivée, proposed herd feeding improvements that reduced my cost of concentrates per hectolitre, while increasing milk components. My cost decreased by \$1.44 and my components increased by 0.08 for fat, and by 0.12% for protein, giving an increase in revenue of \$2.93 per hectolitre (averages of the last three months). If this trend continues, I will have \$1000 more per month in my pocket. Thank you, Luc !”

*Improve performance right now. Ask for our Valued-Advice service.  
The best expert advice on the market.*

**Call us today!**  
**1-800-BON-LAIT**  
1-800-266-5248

**Valued-Advice** 

How much do you stand to gain?  
*Do you know?*



René Roy, agr.,  
Agro-Economist,  
R&D, Valacta



## A lot more than you think!

Did you know that among Quebec dairy farms, concentrate costs can vary from 7 to 25 \$/hl? That the calving interval is sometimes as low as 360 days but can reach as high as 500 days? That the age of heifers at calving varies between 23 and 36 months? Among the multitude of data concerning your herd, some of it can certainly be used to help you identify where there is room for improvement.

It's not easy to manage this huge lot of information, analyse it in order to make good decisions and especially, to formulate a good action plan and monitor progress. Yet, with a sensible investment in advisory services, you can do it. Improving your herd's performance with the help of Valued-Advice can bring about substantial gains.

### Want to improve your profit margin?

Your 65-cow herd produces a quota of 55 kg/day. The milk shipped over the past 12 months has had 3.97 kg/ hl fat and 3.20 kg/hl protein.

Thanks to the action plan recommended by your Valacta advisor and the careful monitoring he or she will perform, your protein test results can be improved and brought up to the provincial average of 3.37 kg/hl. **This represents an additional revenue of \$6,250 per year.**

The advisory service to accomplish this will cost approximately \$960, which includes analysis and a one-year follow up. As soon as the protein reaches 3.23 kg/hl, these costs will be covered. This represents a **6.5 to 1 return on your investment!**



### Not enough time and space?

Your 45-cow herd has a cull rate of 40% and your heifers calve, on average, at 29 months of age, making it necessary to house 44 replacement animals.

Thanks to the action plan and follow-up by your advisor, you will be able to maintain your cows' production levels while reducing the size of your replacement herd to 30 heifers. **This represents an annual profit of \$15,700!** As an added bonus, you no longer need to enlarge the barn and can spend less time caring for your heifers. The advisory service will cost you about \$1,110 for analysis and monitoring over the course of a year, a cost which will be covered as soon as your cull rate drops to 39% or the average age at calving of your heifers reaches 28 months. **A return on your investment of 14 to 1!**

## Are you interested in knowing how you can improve your business and earn more?

### Here's how your Valacta advisor can help you:

- ANALYSIS** • You will be entitled to a complete analysis of your needs.
- DIAGNOSIS** • You will know for sure where improvements can be made and what is to be gained.
- ACTION PLAN** • You and your advisor will set precise objectives and formulate the ideal action plan in order to attain them.
- MONITORING OF RESULTS** • You will be regularly informed about the evolution of your herd's performance as well as your results.

### It is rewarding to do business with someone you believe in.

- An advisor who is dedicated to your objectives will provide assistance for your decision making.
- You are sure to maximize productivity and obtain the projected results.
- Your Valacta advisor guarantees: **PROFESSIONNALISM, PROGRESS, PROFIT.**
- Your advisor is a valuable resource, someone you can count on.



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### Valued-Advice, solid advice!

Our advisors receive support from the expert team of professionals at Valacta, the Dairy Production Centre of Expertise, Quebec-Atlantic.

Valacta's laboratory with an ISO 17025 certification has an international reputation, and its computer centre processes the data from the dairy herds across Canada.