



Dairy Sen\$e Schedule 2021

All programming is scheduled from 7pm-9pm each evening

Tuesday April 27:

Farm Succession & Financially Farming

Join a panelist of current dairy producers and an industry expert.

Dennis Hoogerbrugge is a new entrant dairy farmer, working with the support of his parents to develop a succession plan. Key strengths of their plan include early communication, developing goals, establishing roles of other family and parents and execution of the plan. As the younger generation, Dairy Sen\$e participant may be able to relate to pressures, trends and family dynamics.

Dave Bryson have a different story to share. The Bryson family has lived it, survived it, and learned what they will do differently. A farm family who transitioned nearly 10 years ago to operate their own farm business, which included relocating. Dave & Jennifer's lessons learned are more around the challenging dynamics of farming with siblings with different goals. Having now their own teenage children, Dave and Jennifer are thinking about what another succession plan may mean in 10 years and what to think about now.

Kim Siegers-Robinson is from Farm Life Financial and will discuss on how to approach communication: what to do, what not to do. Kim will be able to share on strategies aimed at the 18 to 24 year old audience in how to start to open the conversation up with their parents, or even a non family member.

Kim will explain roles, responsibilities, goal setting for all family members involved, share a range of 'what to expect' meaning there are a lot of twists and turns in a farm transition process.

Wednesday April 28:

Benchmarking and Animal Nutrition

Canadian dairy farmers need to know where they stand overall within the industry and how changes can impact profitability, particularly during this time of uncertainty. A benchmark is a standard or point of reference against which comparisons are made. For dairy farmers, there are many benchmarks; herd management, cropping, labour efficiency are just a few. Regardless of the business approach, benchmarking is a way to analyze how the farm is performing. The findings can help the dairy producer to analyze their goals and find areas to focus on. This can lead to redefining current goals or creating new ones.

Join Rudi Spruit, a current dairy producer from Bruce County and an industry expert, Francois Bourgeois, the National Crop & Livestock Leader for BDO Canada LLP, will be apart of the discussion.

Rudi and Francois will be looking to share how benchmarking is a useful tool to gain insight, as a producer & advisor and where a farming operation can find opportunities to increase margins.

Then join a panel of Ontario dairy producers discuss the importance of a well thought out nutrition plan and the value of working closely with a nutritionist with your feed company.

Ashley Brown from Browndale Holsteins near Paris will explain how their herd management and feeding program improved their production and profitability. Browndale always viewed their relationship with their nutritionist very important, but moving into a robotic milking barn it became even more crucial for success. Ashley finds value in collaboration across the farms industry advisors that she works with. Continual idea sharing, learning from each other, and communication of their farms goals is the center of discussions between Ashley and her nutritionist.

Mark and Anna McCutcheon, operate McCutcheon Farms in Canfield, ON. The major goals that they work together with their nutritionists is how they can be the most cost effective as possible while not giving up health or performance of the animals. They work closely with their nutritionist to share ideas on how they can achieve that which extend beyond the traditional boundaries of nutrition, but also overall farm management. They have achieved great success over the last few years and continue to look for ways to improve and grow.

Brandon Weir is co-owner of Gorweir Farms Inc., Guelph, ON and the fifth generation to farm the land. Gorweir is a Master Breeder herd of 50 Holstein milking cows, cash cropping of 500 acres and operates a custom hay and forage operation for numerous farms in the area..

Working With What We Have - To Make It Work

Amanda will share the journey of how her husband Jason and her took over her family farm, changed the overall management style and the success they have achieved. She will explain how you do well with what is given to you first before moving on to meet new goals. A real testament of how you don't need the new barn to succeed but a clear direction of how you can manage a dairy with the knowledge that you gain over time.

Thursday April 29:

Genetics & Marketing

Dann Brady from Blondin Sires will share his experience and passion for the genetic aspect of the dairy industry with a background tour of Ferme Blondin and little tour is roles and responsibilities within the company.

Craig LeRoy is the Regional Sales Manager in Eastern Ontario for EastGen. Craig specializes in using his extensive knowledge of herd management to help breeders manage their genetic inventory. Craig helps with the whole process from selecting bulls all the way to helping breeders identify their best genetics to accelerate their genetic gains.

Amanda Comfort is the West- Central Rep for Holstein Ontario. She focuses on helping producers identify their breeding goals and works to help them develop strategies to achieve their goals on farm. These strategies often look at the value of the information that comes with registration, classification, milk recording/herd software data and genomic testing. She helps breeders identify the services that best suit their herd goals in order to improve their profitability within their operation.

Vicki Morrison a dairy farmer from Essex County and a Dairy Farmers of Ontario (DFO) Board member will share current trends, issues and opportunities, and potentially any updates that the conference delegates should know about DFO.