

Canada's dairy industry

The modernized dairy industry in Canada has annual sales of about \$6.6 billion with mechanized dairy and processing plants using some 75 520 000 hectolitres of milk a year. Products include pasteurized fluid milk, cream, ultra high temperature milk, natural and processed cheese, creamery butter, condensed and evaporated milk, milk powder, ice cream, yogurt, frozen desserts such as sherbert and fruit- and yogurt-based drinks.

The variety of dairy products is testimony to the successful adaptation of new technologies; the industry has been able to satisfy both the consumers' constant needs for health products and the changing patterns in consumption. Some 400 establishments have maintained a satisfactory and essentially self-sufficient dairy economy for many years.

Cattle

Canada has a first class milk production industry. The following table shows the average production of mature purebred dairy cows, based on a 305-day lactation:

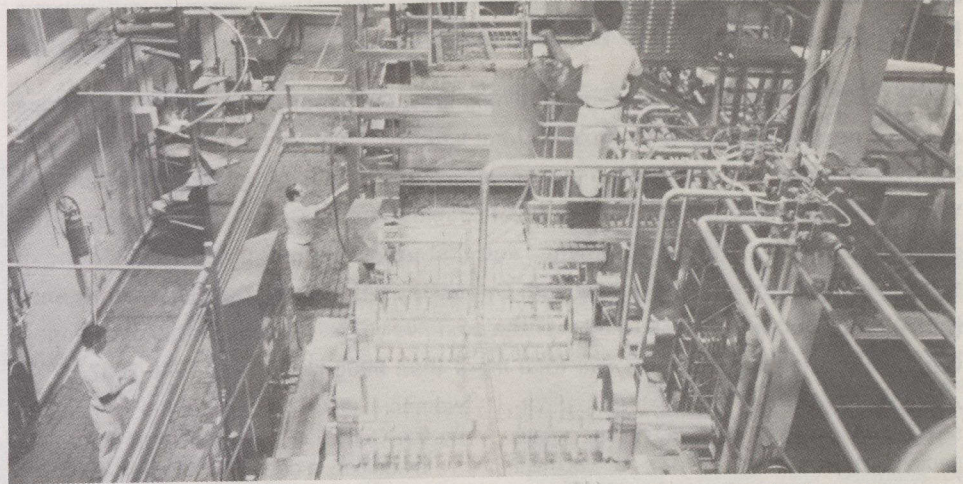
Breed	Milk (kilograms)	Butterfat (per cent)
Holstein	7 200	3.7
Jersey	4 800	5.2
Ayrshire	5 900	4.1
Guernsey	5 300	4.8
Brown Swiss	6 500	4.2

Almost half of Canada's dairy cows are enrolled in milk recording programs. All are required to meet the rigid standards of the Canadian Milk Record Board which has representatives from government, producers, breed associations and the artificial insemination industry. The board sets standards for the frequency of tests and retests, the rotation of supervisors and the computation of records.

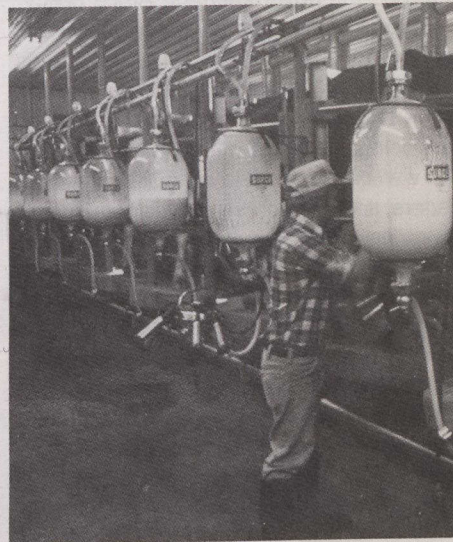
Unique index

A unique feature of Canadian testing programs is the use of the Breed Class Average index (BCA), which corrects for age and month of freshening, by comparing each individual to a standard for each breed. The BCA system indexes individuals at what they produce at all ages and at all months of freshening. Unlike the index allegedly used in some countries, the BCA index cannot indicate a performance level higher than that actually achieved by the animal.

For some years now, there has been a large demand for Canadian dairy cattle seedstock, and they have played a major role in the development of dairy industries in a number of countries.



The ultra modern cheddar cheese manufacturing facility of Fromagerie de Notre-Dame du Bon Conseil is one of the very few of this type in operation in the world.



Automatic milking machines.

Exports

Sales abroad include ultra high temperature milk, evaporated milk, skim milk powder and whole milk powder. Butter, butter oil, whey powder, and cheese are also exported. Major exports are skim and whole milk powder, evaporated milk and cheese. In 1984, exports of cheese totalled 5.4 million kilograms, most of which was cheddar. In the same year, 132.5 million litres of evaporated milk were exported.

The main recipients of Canada's dairy exports are the US and European countries. In Europe, the products are shipped to West Germany, France, Britain, Denmark, Belgium and the Netherlands.

Exports of dairy products are also made to Mexico, Venezuela, Panama, Peru, Paraguay and Puerto Rico. The Caribbean Islands such as Jamaica and Trinidad, and African countries such as Algeria and Nigeria are regular customers.

While on average the exports of dairy products are only about 5 per cent of total production, the export sector is important for

the industry. As much as 60 per cent of skim milk powder and evaporated milk production is exported. For example, some 132 900 tonnes of evaporated whole milk were exported in 1984. Exports in skim milk powder were about 70 million kilograms.

Canadian dairy processing companies are helped in their export marketing by a few government departments and agencies. The federal Department of Agriculture has a branch dedicated to marketing and economics and the federal Department of External Affairs has an International Trade Development Branch which helps facilitate dairy product sales outside Canada for the Canadian industry. Several provincial governments assist in the promotional and export efforts of their food producers. Finally, national interests in foreign markets are especially served by the Canadian Dairy Commission, a federal agency, in Ottawa. It facilitates state-to-state sales and coordinates a milk producers' fund that enables Canadian products to compete in price in international markets.



In 1984 Canada exported 22 000 dairy cattle worth \$40 million to 22 countries.