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Expertise
On Your Mind...



So do we!

With a team of consultants who know the reality of local dairy farmers and who are experts in animal and crop production, The Co-op offers much more than efficient products. It presents you with tailored-made solutions that are certain to help you achieve optimum performance.



Contact your consulting-expert from The Co-op.

The Co-op **express**



Message from the President

Dear members and clients,

I am pleased to remind you that The Co-op Agrodor is continuing its membership campaign, offering you an additional 3 % discount on any purchase made at the cooperative. Shall you be in need of feed, hardware products, building materials or

at-the-pump gas, capitalize on cooperative advantages and become a member of The Co-op Agrodor.

To get more information, visit your Unimat, La Coop and Sonic retail outlets, or contact Ms Clémence Thibodeau directly at 819-986-4839, ext. 243.



The regional
Agricultural Journal of
The Co-op Agrodor

March 2011

Harry Reber, president
The Co-op Agrodor

Avantages aux membres

Devenez membre
de La Coop Agrodor
et obtenez un

3 % additionnel
sur tous vos achats.
(Des conditions s'appliquent)

Surveillez nos marques de commerce



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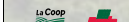
Advantages for members

Become a member
of The Co-op Agrodor
and get an

Extra 3%
cash discount

on all your purchases.
(Conditions apply)

Look for our trademarks



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Don't miss this great opportunity and take advantage of this commendable initiative that will contribute, without a doubt, to the advancement of cooperation in our beautiful region. With the sowing season quickly approaching, I would like to wish you, on my behalf and the employees at The Co-op Agrodor, an excellent season.

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By Dominic Bélanger, Agr.

How to Remotely Measure Cows Weight Loss

Early lactation cows do not consume nearly enough to fully sustain their needs. The increase in milk production leads way to increased health and fertility problems. It is not an easy task to measure the magnitude of weight loss in early lactation cows. The best way to determine the energy deficit is to closely monitor the weight during the first 90 days. Monitoring the body condition (on a scale of 1 to 5) is a good indicator of the energy deficit. For a good level of accuracy, it is necessary for the same person to evaluate the body condition at calving, and 30 days later. You will agree that these steps require a lot of precision in order to successfully assess the extent of the weight loss.

A study taken from the latest issue of the « Journal of Dairy Science » (Buttchereit and al.,2010) concludes that the use of milk components serves as a very good estimate of the body weight loss during the first 90 days in milk. The research was conducted on 682 first-calf cows. The cows were weighed at each milking to assess any variation in their body weight, and the milk components (fat and proteins) were analyzed each week. The study concludes that the fat/protein ratio is the best barometer of cows' weight loss during the first 90 days in milk. In fact, the accuracy of this ratio is even greater than that of the body condition, for early lactation energy deficit assessment.

The principal is that weight loss increases the presence of fat in the blood. Consequently, the milk is fed fattier blood, thus increasing the percentage of fat in the milk. In contrary, the percentage of proteins in the milk decreases as the cow loses weight. Therefore, the goal is to maintain a fat/protein ratio (F/P ratio) between 1 and 1.5 during the first 90 days. For example, a 4 % fat level and a 3.4 % protein level equals a healthy 1.17 ratio.

Table 1

This recent study reinforces the appropriateness of using the F/P ratio function of the SynchronWin^{MC} software.

Table 1 shows eight early lactation cows with a fat/protein ratio greater than 1.5. The numbers (from 1 to 4) indicate the number of lactations. Cows that have a ratio greater than 1.5 during the first 90 days in milk (DIM) will be subjected to rapid weight loss. The risk of ketosis in early lactation is high. Causes for a high F/P ratio are numerous: butyric silage, heated silage, exceedingly fibrous forage, etc.

Table 2

Table 2 shows a more desirable scenario, i.e. normal weight loss.

This is a very effective tool for assessing the quality of the management procedures, overall health condition and nutrition. Table 2 demonstrates that it is possible to produce large amounts of milk without excessive weight loss. This data was based on a herd producing more than 13,000 kg/year. However, from one test to another, ratios in early lactation may suddenly increase and trigger a warning. This is the main feature of this tool, allowing for reaction time and solutions before fertility problems arise.

Table 1

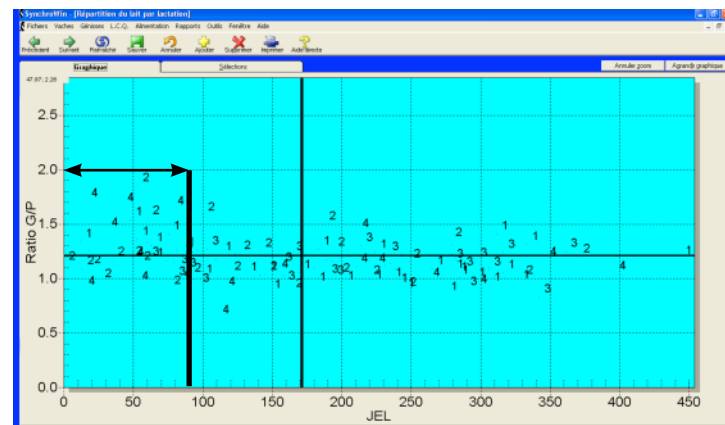
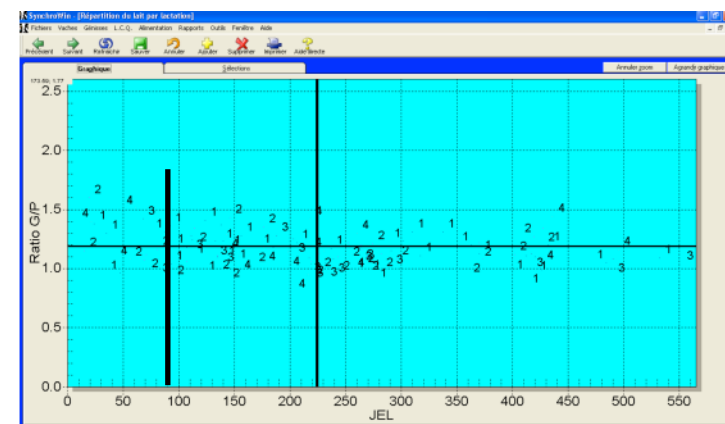


Table 2



Unimat and La Coop Banners Fortify Partnership with Laurentide Paint

La Coop fédérée, home to 175 Unimat and La Coop hardware stores and renovation centres throughout Quebec, Ontario and New-Brunswick, fortifies its partnership with Laurentide Paint. The partnership is presently focusing on the manufacturing, by Laurentide Paint, of private paint labels such as Fédécór and Inov, as well as on the retailing activities of Laurentide paints throughout the Unimat and La Coop hardware stores and renovation centres. Since December 2010, La Coop fédérée has placed at the disposal of Laurentide Paint, exclusive advertising space within its various promotional vehicles, namely the traditional weekly Unimat flyer. In return, Laurentide Paint pledges to engage actively in the development of its brand awareness within the Unimat and La Coop network.

Moreover, La Coop fédérée entrusted Laurentide Paint with the distribution of Fédécór et Inov paints, thereby optimizing the distribution of private label products from the Laurentide Paint distribution centre in

Shawinigan. This strategic alliance is consistent with the implementation, in Unimat and La Coop points of sale, of a new painting concept that will be unveiled in the forthcoming months. This concept will focus on Inov and Fédécór private labels, and on Laurentide and Para paints. These labels play an important role in making the paint experience even better at the Unimat and La Coop retail outlets.

« This partnership will allow our retailers and customers to further benefit from the

expertise of Laurentide Paint, recognized for the quality of its products and distribution know-how », emphasizes René Labrecque, General Manager, Hardware and Farm Machinery sector of La Coop fédérée. André Buisson, President and Chief Operating Officer of Société Laurentide, also thanked La Coop fédérée for its renewed vote of confidence.

Founded in 1922, La Coop fédérée assists more than 175 hardware stores and renovation centres in Québec, Ontario and New-Brunswick,

mostly under the Unimat banner and La Coop banner. This network gives access to more than 25,000 products to thousands of customers each year. La Coop fédérée represents nearly 90,500 members under 109 cooperatives. The network is responsible for a 3.9 billion dollars turnover and is the proud employer of close to 11,500 staff members.



(From left to right) André Buisson, President and Chief Operating Officer of Société Laurentide and René Labrecque, General Manager, Hardware and Farm Machinery sector of La Coop fédérée.