

POLICIES & REGULATIONS FOR A THRIVING CANADIAN AGRI-FOOD SYSTEM

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IODINE RESIDUES IN BULK-TANK MILK: PRODUCER PERCEPTIONS OF ECONOMIC VERSUS CONSUMER IMPERATIVES

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In Canada, mastitis costs on average \$382 per cow per year or \$27891 for the average dairy farm. Controlling for mastitis may result in excess iodine which could become a consumer health concern. According to Health Canada, health risks are higher for children under 8 year of age who drink a lot of milk. The objective of our study was to analyze the extent that dairy producers are aware and sensitive to the trade-off between mastitis control and the risks from excess iodine in milk. Our analysis relies on a survey of 970 dairy producers located in Alberta, Ontario, Quebec and Price-Edward-Island. We found that dairy producers were generally more concerned about mastitis control. Dairy producers that were more sensitive to milk quality showed a greater awareness of the excess iodine problem, were more confident in their ability to control mastitis, were older and use a parlor milking system.