

Caring for Future Generations

ANNUAL REPORT

20 ¹⁴/₁₅



Dairy Farmers
of Canada



Our Mission

We are committed to promoting and defending the interests of all Canadian dairy farmers, locally and abroad, as well as providing a forum for discussion and consensus-building that ensures an environment conducive to farmers' economic viability within the context of supply management.

Our Vision

We believe in a dairy industry that comprises profitable, independent farms operating within a dynamic supply management system, producing and promoting safe and high-quality dairy products to all Canadians.

Our Purpose

We embody the most comprehensive and credible source of information pertaining to political, economic, legislative, marketing and nutrition issues affecting the Canadian dairy industry and its stakeholders and we move these issues forward in the best interests of Canadian dairy farmers.

We provide leadership in support of:

- Canadian dairy farmers standing together to exert control over their collective destiny;
- producing high-quality milk on Canadian dairy farms;
- aiming for sustainable dairy production;
- developing and maintaining effective legislation, the implementation of which protects supply management;
- providing solutions to provincial and national challenges;
- achieving consensus on national dairy policies and initiatives, including the creation of a national pool;
- promoting the principles, goals and benefits of the supply management system to all stakeholders, on a global scale;
- implementing credible education, research and marketing practices pertaining to dairy products, on a national scale;
- finding ways to grow the market for dairy products.

Trust

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Board of Directors



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Canadian Dairy Network



A System Worth Fighting For



When I reflect upon the past 12 months, I see that many steps were taken and milestones achieved to prepare our organization for the challenges it now faces.

Critics of the supply management system state that deregulation would provide consumers with cheaper products and allow us to get into some of the lucrative export markets. I beg to differ. In recent months, dairy farmers in deregulated markets such as the United Kingdom and New Zealand have struggled to get paid and gotten deeper in debt. Meanwhile, last year, we grew the Canadian domestic market by 2%. This proves that supply management leaves room for both stability and growth.

In these pages, you will see that several marketing, nutrition and public relations campaigns were implemented to help grow the market and keep Canadian dairy products as a staple food in every kitchen. Activities with health professionals also took place to reinforce the nutritive value of dairy products. In April, I proudly announced a new cause of choice endorsed by all Canadian dairy farmers for the advancement of women in sports.

In terms of international trade, the Trans-Pacific Partnership (TPP) agreement has now become our biggest challenge. I am hopeful that a deal can be shaped to meet the government's objectives, while supporting Canadian dairy farmers.

Our system is a sustainable economic driver that makes significant contributions to tax coffers at all levels of government, and allows us to invest in major projects such as scientific research, biosecurity, animal welfare, food safety, and more, and that's something worth fighting for.

Wally Smith
President

Building Relationships: Investing in Today and Tomorrow



On behalf of the Dairy Farmers of Canada team, I am pleased to present the *2014-2015 Annual Report*. This report will give you a better understanding of the organization and illustrate the achievements that we have accomplished and the challenges that we have met in recent months.

You will notice that this document is available in a digital format, but our goal is to make it as interactive as possible in the future.

Over the past 12 months, there have been several changes within the organization. We are fortunate to have such a dedicated, skilled and vibrant team. With their experience, we can adjust to these changes smoothly and ensure our continued ability to provide our services, while improving them to meet the needs of our members.

I am proud to represent and direct an organization that demonstrates leadership and commitment. Our industry is modern and responsible and significantly contributes to the Canadian economy and local communities from coast to coast. By working together, we can meet any oncoming challenges head on!

Caroline Emond
Executive Director

The Supply Management System

The Canadian Dairy Sector: A Driving Force of the Economy

Vital players in Canada's economy, dairy farmers are a formidable driving force, enabling families from coast to coast to thrive. It is imperative that Canadians are made aware of the value of Canada's dairy industry and how it benefits local communities, both economically and socially.

Based on preliminary results extracted from research conducted by ÉcoRessources on the economic impact of the dairy industry on the Canadian economy's well-being, Dairy Farmers of Canada (DFC) asked [farmers from Alberta, Ontario, Quebec and Nova Scotia](#) to share their personal success stories in four videos aiming to illustrate how they are an integral part of their local communities.

The Milkle-Down Effect Campaign: Kicking Things Up a Notch!

With the increased pace of the TPP negotiations and pressure from foreign interests on the Canadian supply management system, DFC looked at another way to tell the story of how Canadian dairy farms contribute to building vibrant communities from coast to coast. Hence, the Milkle-Down Effect campaign was conceived.

The campaign is specifically designed to activate and secure tangible support for the dairy sector and supply management. It highlights the positive impacts generated by the dairy industry, such as contributions to the local tax base, which funds local events and infrastructure, as well as support for local businesses and employment.

On May 29, 2015, a news release was issued nationally to officially launch the campaign. An article written by Wally Smith was also posted on the [Farmers' Voice](#) blog. Announcer-read radio ads and traffic/weather spots ran on select news and talk radio stations across the country. Additionally, an email was forwarded to stakeholders, urging them to support the campaign.

A new website, [milkedowneffect.ca](#), showcases economic success stories in the dairy sector through videos and infographics, while a social media component features farmers demonstrating the Milkle-Down Effect in action in their communities.

In June and July, videos from the campaign were aired on select television stations and print ads were published in targeted newspapers across the country. Moreover, public relations activities were implemented to build support in favour of dairy farmers and the industry.



WHY SUPPLY MANAGEMENT?

[Canada's supply management system](#) provides balance in the dairy sector by enabling Canadian dairy farmers to act collectively in order to negotiate prices and adjust milk production to meet consumer demand. While farmers around the world face unexpected and inexplicably wild market fluctuations, Canadian farmers know how much milk to sell and what price range to expect over time.

As a result, Canadian dairy farming is one of the few self-sufficient agricultural sectors—providing income security for farmers who do not have to rely on government subsidies. This means Canadian farmers can invest in their farms and their local communities.

215,000
JOBS SUSTAINED



full-time equivalent:
direct, indirect and
induced

\$18.9
BILLION



in gross domestic
product generated

\$3.6
BILLION



in taxation revenue
paid out to the three
levels of government



International Trade

Several international trade agreements continue to pose significant challenges for the Canadian dairy sector. They include the recently concluded Comprehensive Economic and Trade Agreement (CETA) between the European Union (EU) and Canada, the ongoing negotiations for a Trans-Pacific Partnership Free Trade Agreement and the World Trade Organization's Doha Round negotiations, which remain on our radar screen despite the current stalemate. In any international trade negotiations, DFC strongly opposes any proposal that could negatively affect the Canadian dairy supply management system.

Comprehensive Economic and Trade Agreement

The Canadian government and the European Commission concluded the CETA negotiations in September 2014. The agreement is undergoing legal review and its ratification by both parties is expected in the later part of 2015 or early 2016. Once fully implemented, the deal will give the EU additional access to 17,700 tonnes of cheese, hence providing the EU with an opportunity to flood the Canadian market.

As per Prime Minister Harper's commitment to compensate the dairy sector with regard to CETA, discussions have been ongoing with the federal government. Most notably, DFC is requesting that the government invests in the proAction Initiative in partnership with dairy farmers, which would translate into a total commitment of over \$200 million.

In addition, DFC maintains that the new tariff rate quota (TRQ) for cheese must be administered in a manner that minimizes disruptions to the Canadian market by being allocated to cheese makers. To that end, DFC is working with the Alliance of Canadian Cheese Makers, a coalition of small- and medium-size cheese makers, to obtain a significant share of the TRQ.

Trans-Pacific Partnership

DFC has continued to closely monitor the TPP negotiations. Although poultry and eggs are also a focus of the TPP, dairy remains an important target. There are still many politically sensitive questions to be addressed and, despite mounting pressure from the United States, New Zealand and Australia, the Canadian negotiators' mandate remains to not concede any access for supply managed products. The TPP negotiations have made significant progress over the past 12 months and a TPP agreement could be reached this summer.

The
**PROACTION
 INITIATIVE**
 translates into a total commitment
 OF OVER
**\$200
 MILLION**

Professionalism

Industry and Marketplace: Opportunities and Challenges

The Canadian dairy market is a dynamic sector in which demand for dairy products is influenced by a number of factors, including food trends, competitive products and demographic changes (e.g., an aging and more culturally diverse population).

One thing that has not changed in the last year is the importance of milk and cheese, which accounted for close to 70% of dairy farmer revenue in 2014. In the last 12 months, cheese sales have continued to increase, while retail milk sales have declined. After seeing significant growth in 2013, yogurt sales were stable in 2014, while ice cream sales decreased. As a result, national production at the farm level has increased in order to fulfill domestic demand. In fact, the year 2015 will be exceptional for Canadian dairy farmers in terms of the volume of milk and butterfat produced.

Many of the top food and nutrition trends present interesting opportunities for the dairy category, including consumers' interest in sources of protein, as well as naturally nutritious, locally produced foods and healthy snacking options. Trends that represent significant challenges include myths about milk products, the popularity of alternative products and ongoing concerns related to sugar, fat and salt.

In addition, health and wellness have never played a more important role in Canadians' food choices. Though dairy is well positioned in this arena, competition is fierce, with many foods and beverages trying to project a healthy image and vying for consumers' dollars. This is why DFC will work to expand the image of wellness for dairy products in the coming years.

Fiscal Responsibility





Marketing and Nutrition

DFC's marketing and nutrition programs aim to support and increase the consumption of dairy products made from 100% Canadian cow's milk, to promote their image of wholesome goodness, and to encourage all Canadians to take advantage of their nutritional benefits by consuming the recommended amounts indicated in *Canada's Food Guide*.

Marketing

In these pages, you will find out more about the many initiatives carried out by DFC in the past 12 months to achieve its goals. They include reaching out to consumers with in-store promotions, traditional and online advertising, social media, public relations campaigns, and events and sponsorships. They also include promotions and partnerships with retailers, processors and the food service industry, as well as alliances with these partners to promote and increase the use of the 100% Canadian Milk symbol.

Branding

The 100% Canadian Milk symbol has continued to garner excellent visibility in the last year thanks to an integrated marketing campaign carried out across Canada. A mix of advertising, promotional and content integration activities has been used to encourage consumers to shop for dairy products bearing the symbol and to highlight Canadian farmers' dedication and commitment to producing milk of the highest quality.

Consumers from coast to coast have been exposed to our quality milk messages via specialty television channels, popular magazines such as *Best Health* and *Canadian Living* and billboard ads in major cities. Content integration activities such as advertorials, on-farm video segments, online content and social media have also been undertaken with our various media partners and will continue to unfold in the coming months.

In addition, a contest was organized last fall in selected supermarkets across the country to increase awareness of the 100% Canadian Milk symbol. Throughout 2014, the campaign also featured advertising in 1,200 grocery stores across Canada. To top things off, the canadianmilk.ca website was revamped in March 2015 with fresh new content.

100%

CANADIAN MILK SYMBOL

has continued to garner excellent visibility
IN THE LAST YEAR





Cheese



**NATURAL
CANADIAN
CHEESE
= PURE
PLEASURE**

In 2014-2015, activities related to cheese continued to focus on two objectives: increasing familiarity with and the consumption frequency of occasional and everyday Canadian cheese, and increasing the discovery and trial of fine cheese.

Various strategies were implemented, including the following: mass media advertising, retail programs, public relations campaigns, sponsorships, fairs and exhibitions, educational tools, the AYNIC magazine, in-store booklets and sampling, and stellar events such as the Canadian Cheese Rolling Festival, the Grate Canadian Cheese Cook-Off and the Canadian Cheese Grand Prix.

Canadian Cheese Rolling Festival

The 7th edition of the Canadian Cheese Rolling Festival was held last August in British Columbia. On this occasion, 14 cheese makers from coast to coast came to Whistler to present more than 90 different varieties of cheese to over 12,000 visitors. For pictures and videos, visit cheeserolling.ca.

Grate Canadian Cheese Cook-Off

DFC also held the 3rd edition of its Grate Canadian Cheese Cook-Off last August, during the Canadian National Exhibition in Toronto. Four chefs and food experts competed against one another to create the best mac & cheese recipe, and Chef Andrew Farrell (NS) was crowned the winner with his delicious [Crispy Greens Mac & Cheese recipe](#).

Canadian Cheese Grand Prix

In April 2015, the Canadian Cheese Grand Prix crowned its champion, Laliberté cheese from Fromagerie du Presbytère (QC). The soft cheese dazzled the jury and was picked from a record-setting 268 cheese entries submitted by cheese makers from across Canada. The prestigious competition once again garnered impressive media coverage right across the country.

AYNIC Magazine

About 1.2 million copies of the [all you need is cheese](#) spring edition were distributed in early March throughout Western Canada, Ontario and the Maritimes via newspaper insertions and industry distribution channels as well as to nearly 100,000 subscribers. This issue featured grilling ideas, fresh-tasting meal solutions and pairings of Canadian cheeses with distinctive Canadian foods. Research has confirmed that consumers are more likely to try out and buy different varieties of Canadian cheese as a result of exposure through the magazine.



AYNIC, a high-quality magazine, is published four times a year and contains entertaining and informative content that adds value to the consumer's perception of cheeses made from 100% Canadian milk. It provides original and nutritious cheese-based recipes, pairing ideas and cooking tips. It also features useful information on regional processors and local cheese makers and promotes consumption by providing consumers with easy meal solutions.

Canadian Cheese Counter

We continue to travel to fairs and exhibitions around the country with our mobile Canadian Cheese Counter, which allows us to easily set up shop and give cooking demonstrations and cheese seminars in any venue. We will be visiting four shows in 2015 (two in British Columbia and two in Ontario), where the winning cheeses from the Canadian Cheese Grand Prix will be showcased. We will also be working with a new chef in the western provinces, Thompson Tran. The counter also boasts a new updated section where processors can demo and sell their cheeses.

Multicultural Campaign: Reaching Out to New Markets

The proportion of Canadians of ethnic origin, particularly from China and South Asia, has been growing steadily and numbers are expected to keep increasing in the coming years. Since these groups have different food consumption habits, it's important to raise their awareness of the variety, great taste, nutritional value and quality of Canadian dairy products.

In 2014, DFC launched a multicultural campaign targeting Chinese and South Asian Canadians, encouraging them to integrate dairy products into their cuisine. The ongoing campaign comprises of multiple components, such as in-store promotions, recipe booklets, sampling, advertising in multicultural media channels and public relations campaigns with Chinese and South Asian Canadian spokespersons. Also, a website was launched in English and Chinese to offer recipes and nutritional information to Chinese Canadians. Take a look at hellodairy.ca.

So far, the campaign has been very successful, with an increase in dairy product sales during the in-store promotions and significant media coverage following the public relations activities. The multicultural campaign continues in 2015 using similar strategies.



Milk

In 2014-2015, promotional activities for milk as a beverage focused on creating new consumption habits among Canadian adults. The objective was to increase household milk consumption by 1.45 litres per year, which amounts to almost half a glass of milk per month. To do so, milk was promoted through a mix of activities, including advertising in traditional and online media, in-school communications, in-store programs, sponsorships and events, public relations and business development initiatives. Here are some highlights from our milk campaigns for the last 12 months.

Milk Every Moment Campaign

The national (with the exception of Quebec) Milk Every Moment campaign, which positions milk as the perfect sidekick to any meal or snack, garnered excellent visibility in 2014. The television campaign reached an impressive 86% of the target audience, the online video ads cumulated over 2 million views and social media activities earned over 106 million impressions and more than 50,000 engagements. In addition, the Facebook community grew by more than 6,600 fans.

In-store and online activities also took place in partnership with Walmart Canada and Loblaws and helped reach hundreds of thousands more Canadians.

Moreover, a new series of online videos called Snack Masters was launched last fall. The webisodes, which can be viewed at milkeverymoment.ca/snackmasters, feature 15 top Canadian chefs as they share mouth-watering recipes that pair perfectly with a cold glass of milk. The chefs' recipes were viewed over 950,000 times on YouTube and 90,000 times on the Facebook page.

The Milk Every Moment campaign will continue to unfold in 2015 through in-store promotions, billboards, magazines and other activities. The campaign is the result of a collaborative effort between DFC, BC Dairy Association, Alberta Milk, SaskMilk and Dairy Farmers of Manitoba.

Milk Calendar

The 2015 Milk Calendar was launched in November 2014, with over 2.5 million copies distributed across Canada (with the exception of Quebec) in newspapers and select magazines. The calendar, which aims to promote the use of milk as an ingredient in cooking, features 27 new recipes. Videos of the 13 monthly recipes are posted on milkcalendar.ca and will be promoted via social media throughout 2015. A year-round online contest and a public relations campaign are also part of the promotional mix.

Elementary School Milk Program Campaign

Last fall, an advertising campaign was launched to promote the Elementary School Milk Program in New Brunswick and Nova Scotia. The campaign included radio spots, television closed-captioning spots and an insert in

Parents Canada magazine. It communicated the message that buying milk at school is an affordable way to help keep children healthy and ready to learn. In 2015, DFC will increase its school milk promotional efforts aimed at kindergarten parents in an effort to instill school milk consumption habits early on. The Nutrition team will also continue to collaborate with school milk coordinators in Ontario and the Maritimes to help them better manage their school's milk program and encourage them to increase milk sales at school.

Chocolate Milk

Recharge with Milk

In the past 12 months, DFC's marketing activities pertaining to chocolate milk in Ontario and Atlantic Canada have focused on increasing its consumption among active adults by reinforcing its benefits as a post-workout recovery beverage. To that end, the Recharge with Milk (RwM) campaign has positioned chocolate milk as a simple and wholesome way to recover, providing balanced nutrition that helps enhance athletic performance. To support this positioning, the campaign has leveraged a mix of traditional and online advertising as well as social media,

The RwM campaign ran for a seventh year in Ontario and Atlantic Canada in 2014. In addition to new television and print ads, we used online advertisements and social media to acquire new fans for our ever-growing Facebook community, which has now reached 10,200 fans. Activities garnered over 60 million online media impressions in 2014 alone.

sponsorships and the rechargewithmilk.ca website.

Chocolate milk consumption continues to grow steadily, and 50% of our target consumers claim that their impression of chocolate milk has improved since the beginning of the campaign.

The Recharge Rewards contest returned in April 2015. The contest encourages athletes in Ontario and the Maritimes to share their workout routine via social media for a chance to win the ultimate customized athletic experience in the Canadian Rockies. Event sponsorships also play a vital role in the RwM campaign, as they represent a great opportunity to communicate our messages about chocolate milk to Canadian athletes. Sponsored events include the RwM Triathlon Series, which continues to deliver an impressive return on investment for DFC, as well as many other sports events such as marathons, high-school basketball, rugby, mountain biking and hockey. More than 43 events are being sponsored from January to October 2015.

Nutrition

Throughout the past 12 months, DFC's nutrition programs have focused on increasing awareness regarding the under-consumption of milk products, promoting their natural nutrient richness and health benefits, encouraging meal and snack preparation with milk products and continuing to build on our positioning as qualified experts in nutrition education and dairy nutrition.

Our nutrition initiatives are tailored to reach selected target groups, including adult women (especially with children at home), educators, health and fitness professionals and policy shapers. In these pages, you will learn more about these initiatives, including our national Get Enough campaign, our regional programs for teachers and early childhood educators and our participation at conferences for health professionals. You will also find out more about the major partnerships we have established with long-time partners such as the Heart and Stroke Foundation of Canada, Osteoporosis Canada, the Colorectal Cancer Association of Canada and other important and influential associations like Dietitians of Canada.

At the National Level

Get Enough Campaign

The national Get Enough campaign has continued to encourage consumers to get the recommended servings of dairy products through a comprehensive set of activities, including television, magazine and online ads; digital and television integrations; educational vignettes on CBC and Radio-Canada; and in-store promotions at Loblaws throughout Canada and Sobeys in Ontario, Quebec and the Maritimes.

For the first time since the beginning of the consumer campaign, DFC has joined forces with its long-time partners—the Heart and Stroke Foundation of Canada, Osteoporosis Canada and the Colorectal Cancer Association of Canada—to communicate some of the key health benefits of milk products as they relate to colorectal cancer prevention and bone and heart health.

In addition, the Get Enough Helper App, a free mobile application for smartphones that helps Canadians track their daily servings of each of *Canada's Food Guide* food groups, has been downloaded by 128,000 Canadians, a 250% increase in our objective! The Get Enough campaign will continue throughout 2015 with more television spots and Get Enough Helper App promotions. The campaign is also supported by the getenough.ca website, which was visited by 388,000 Canadians in 2014, an increase of 13% over 2013.

New Campaigns Promote Dairy's Role in Disease Prevention

In 2015, the Get Enough campaign was partitioned into three mini-campaigns to better highlight the role of milk products in the prevention of colorectal cancer, hypertension and osteoporosis. Promotional activities include a partnership with *Chatelaine* magazine (English and French editions) for print and digital ads and event sponsorships; ads in local newspapers; outdoor advertising in major Canadian cities, including transit station takeovers and impactful bus wraps; videos on social media; and participation in popular consumer fairs and exhibitions such as the National Women's Show in Montreal and Toronto and the Health, Sports & Lifestyle Expo in Vancouver.

DFC's Annual Symposium for Health Professionals

DFC's annual symposium was held in late 2014 in Vancouver, Toronto, Montreal and Moncton. Under the theme "Straight Talk About Nutrition Guidelines", the symposium de-emphasized the current focus on nutrients to limit, such as saturated fat, sodium and added sugar, to advocate an approach based on whole, nutritious foods. It was a record year, with 2,400 delegates participating in a four-day event as well as two webinars!

**GET ENOUGH
HELPER APP**

HAS BEEN DOWNLOADED BY

**128,000
CANADIANS**



Get Enough Helper is an application for smartphones that helps Canadians track their daily servings of each of *Canada's Food Guide* food groups.

Creativity



Nutrition in Ontario

My Meal Matrix Reaches Out to High School Students

My Meal Matrix, an [interactive online tool](#) for high school students, was launched recently. It helps teens assess their personal eating behaviours, identify specific influences on their eating and beverage choices, and develop and achieve healthy eating goals.

The online tool has mobile-friendly capabilities to help teens record their food intake, track their goals and set e-reminders. Online support materials help teachers encourage students to improve their food and beverage consumption.

Family Kitchen: Ontario Families Get Cooking

In August 2014, the Ontario Nutrition team launched a new video campaign as part of its ongoing Family Kitchen (FK) program to promote youth food skills. The FK campaign features documentary-style videos and public service announcements that complement existing material on the program's hub: [familykitchen.ca](#). So far, social media results have reported 500,000 video views, 55,000 website visits and 14 million Facebook ad posts.

DFC Continues to Expand Nutrition Support for Educators

During the 2014-2015 school year, 100 nutrition education training sessions were facilitated by DFC's registered dietitians, reaching nearly 2,400 elementary school teachers, while an additional 2,700 childcare providers completed DFC's online nutrition course. Over 1,400 classes participated in the popular [Power4Bones](#) seven-week bone health program, and an additional 350 classes registered for our online student educational games. DFC also distributed e-newsletters to over 15,000 educator subscribers and the [teachnutrition.ca](#) online hub reached over 35,000 educators and facilitated the distribution of over 170,000 nutrition education resources.

Nutrition in Quebec

Encouraging Parents to Cook with Their Children

The *Les mains dans les plats* campaign was designed to show parents with children under 12 years old that it's possible and enjoyable to get their children involved in cooking. The initiative was launched in January 2015 and will run throughout the year. The objective is to raise awareness about the importance of getting kids involved in meal preparation and to support cooking skills. A series of 12 short webisodes was launched featuring parents who are tasked with helping their children accomplish a fun, motivating cooking challenge. The campaign also includes cooking tips and recipes in the popular *Coup de pouce* magazine, on [coupdepouce.com/cuisinerenfamille](#), on [recettes.qc.ca/cuisinerenfamille](#) and on the [dairygoodness.ca](#) website (in French only).

Events to Promote DFC's Nutrition Programs

Throughout the year, the Quebec Nutrition team took part in several events and conferences for consumers, teachers, educators and health professionals. These events were great opportunities to talk about DFC's programs and educational materials and answer questions about milk products and nutrition. For example, this spring the Nutrition team took part in two consumer fairs for parents, a school-based daycare trade show and a Quebec early childhood education network convention.

Activities for Early Childhood Educators

The Nutrition team updated a popular educational resource for early childhood educators called *Les aventures de Pat le mille-pattes*. The new and improved resource contains stories, activities, recipes, nursery rhymes and more. It's offered free of charge as part of a nutrition education workshop taught by DFC dietitians. During the 2014-2015 school year, 28 workshops were held for nearly 650 participants. The Nutrition team has also been busy reprinting *Le grand livre des petits chefs : recueil d'activités culinaires éducatives pour les enfants de 3 à 5 ans, avec astuces pour les plus petits*, a resource for home-based daycare, because the initial inventory was distributed very quickly in 2014 (1,000 copies in nine days!). This resource was adapted from the original *Grand livre des petits chefs*, which has been distributed in early childhood education settings since 2011 and is currently being evaluated.



Every year, DFC's Nutrition teams in Quebec and the Maritimes also distribute a poster to the daycare and early childhood education sectors to communicate nutrition messages about a specific theme. In 2014, the poster title was *Where Does Food Come From?*, and it highlighted the origin of foods from all food groups, including dairy products. In Quebec, 1,460 mailings containing two posters each were sent to daycare and childcare centres in the province, and an additional 550 were made available through online ordering.

Activities for the School Sector

The team also organized 78 workshops for the school sector that reached over 1,000 participants, including approximately 350 school-based daycare staff and 450 teachers. The activity binder designed for school-based daycares, called *Création et récréation*, was revamped following an evaluation. The workshops and materials that were distributed promote healthy eating and the role of milk products in a healthy diet.

In addition, the team organized the 8th edition of the annual conference for elementary school health professionals, which allowed DFC to present its various projects and initiatives for the school sector, especially the *Les mains dans les plats* campaign. Participation was very good, with 220 participants from Montreal and another 69 from the city of Québec.

DFC also partnered with Tennis Québec to present the organization's 6th school tennis tour. Young students from 75 schools across the province took part in a fun physical activity and a cooking workshop.

For more information, visit educationnutrition.ca.

Nutrition in the Maritimes

New Food Guide Video Series for Teachers

The Nutrition team is finalizing a new series of 18 educational videos (9 in English and 9 in French) about *Canada's Food Guide* that will be posted on the teachnutrition.ca website, along with nutrition education activity sheets. These will help teachers educate their students about the food guide.

Cooking with Kids Workshops a Hit with Early Childhood Educators

In September 2014, the Nutrition team introduced a new workshop designed specifically for early childhood educators called *The Art of Cooking with Kids*. The workshop covers topics such as best feeding practices and how to use cooking activities to promote childhood development. The workshop has been a huge success, with more than 250 childcare educators attending. Workshops scheduled during the spring were at maximum capacity, and registrations for the fall sessions are quickly filling up.

Fairs and Exhibitions

DFC's Nutrition team in the Maritimes continues to participate in many fairs and conferences for consumers, educators and health professionals to communicate our messages about the role of milk products in a healthy diet. In 2014-2015, the team took part in several events for consumers and educators, including the Saltsclapes Expo (NS), the [Fall Conference of the Early Childhood Development Association of PEI](#) and the FredKid Fair (NB).

IN QUEBEC

78

WORKSHOPS

FOR THE SCHOOL SECTOR
THAT REACHED OVER

1,000

PARTICIPANTS

including 350 school-based
daycare staff and 450 teachers.

Teamwork



Research and Innovation: Driving Innovation Through Research

In 2014-2015, DFC continued to provide funding to researchers from Canadian universities and affiliated institutions to study the benefits of dairy products on human health and nutrition, support the development of new products, and find innovative solutions to on-farm challenges in order to become a more sustainable, profitable and efficient industry.

Dairy Production Research Highlights

In the past 12 months, DFC has supported research into animal health and welfare, milk quality, sustainable milk production and dairy genetics and genomics. For example, scientists have been looking at ways to reduce greenhouse gas emissions from milk production, developing and testing new methods for genomic evaluation in dairy cattle, developing best practices for the care and welfare of calves and cows and studying ways to reduce the incidence of mastitis in Canadian dairy herds. For more detailed information on our research projects, visit dairyresearch.ca.

In addition, with financial support from the Natural Sciences and Engineering Research Council of Canada and other partners, a new Industrial Research Chair in Infectious Diseases of Dairy Cattle was established in 2015 at the University of Calgary's Faculty of Veterinary Medicine and the University of British Columbia's Industrial Research Chair in Dairy Cattle Welfare was renewed for five years.

Research into Human Nutrition

Five main research priorities have been established for 2013-2018 with the expertise of the Dairy Nutrition Research Committee: cardiovascular health, metabolic health, healthy weight and body composition, optimal nutrition and function, and sustainability. During the past 12 months, researchers have been studying the effects of milk products on satiety, heart health, prevention of type 2 diabetes, inflammation and bone health.

In addition, important coverage was received in scientific journals and mainstream media in 2014 about the growing body of scientific evidence regarding the health benefits of dairy products. DFC's investments in nutrition research contributed to this body of evidence. For more detailed information on our ongoing research projects, visit dairynutrition.ca.

Research Partners

DFC leverages its research investments to obtain matching funding (or better) to address its research priorities. Our main partners are Agriculture and Agri-Food Canada, the Natural Sciences and Engineering Research Council of Canada (NSERC), the Canadian Dairy Commission and the Canadian Dairy Network. We also partner with other industry organizations and associations such as Dairy Farmers of Ontario, Les Producteurs de lait du Québec, Alberta Milk, Novalait Inc. and Valacta to fund industrial research chairs and special projects.

5 MAIN
RESEARCH
PRIORITIES

have been established
FOR 2013-2018
WITH THE EXPERTISE OF
THE DAIRY NUTRITION
RESEARCH COMMITTEE.

Care



Market Development and Partnerships

In 2014 and 2015, DFC partnered with key industry players in the retail, food service and processing industries to continue to grow dairy product sales, expand the volume of Canadian cheese and increase exposure to products bearing the 100% Canadian Milk symbol.



OVER

4,000
PRODUCTS

for sale in Canada bear
**THE 100% CANADIAN
MILK SYMBOL**

Promotional and Branding Partnerships

In August 2014, DFC partnered with 100 Mac's stores in Ontario to promote f'real milkshakes, which are made with real ingredients and come filled with frozen ice cream mixed with 100% Canadian milk.

In November 2014, DFC partnered with McDonald's restaurants to offer a \$1 rebate on large lattes to college and university students. McDonald's large lattes contain one cup (250 mL) of fresh steamed milk (skim or 2%). Five hundred McDonald's locations throughout Ontario participated.

A campaign with General Mills also took place in early 2015 to promote healthy breakfasts, and a major partnership with Tim Hortons is in the works. DFC continues to discuss other partnership opportunities with food service operators and food processors.

On October 15, 2014, Domino's Pizza Canada announced a major partnership with DFC by committing to using only cheeses made from 100% Canadian milk on all its pizzas and menu items. The 100% Canadian Milk symbol is also featured on the restaurant chain's pizza boxes (20 million per year), delivery menus (80 million per year), restaurant

menus and website. The partnership announcement generated 244 stories in the media and reached over 6.5 million Canadians.

DFC also continuously works with dairy processors and retailers to increase the use of the symbol on their packaging and in their communications. There are now over 4,000 products for sale in Canada bearing the 100% Canadian Milk symbol. See the complete list on 100canadianmilk.ca.

Food Service and Trade Shows

DFC also took part in many trade and consumer food service shows in the last year, including Restaurants Canada (ON), Grocery & Specialty Food West (BC) and Saltscapes Expo (NS), and invited cheese makers to attend so they could present their products bearing the symbol.

DFC also helps small- and medium-size processors obtain listings in new banners. For example, Shepherd Gourmet's Skyr yogurt and Quality Cheese's Ricotta are now listed at Costco, and the new Havarti Inferno from Arla is now listed at various retailers.

Cooperation



Sustainability

The proAction Initiative: Demonstrating On-Farm Excellence

Through proAction™, Canadian dairy farmers collectively demonstrate responsible stewardship of their animals and the environment, sustainably producing high-quality, safe and nutritious food for consumers.

The proAction Initiative operates with six key modules: milk quality, food safety, animal care, traceability, biosecurity, and the environment. These modules are currently at different stages of development and implementation across the country. Much work has been accomplished by everyone involved in the past year and we are making good progress all around. The farm requirements will be submitted to the vote of delegates in July. Here are some of the highlights.

Webinars Spread the Word about proAction

DFC, in collaboration with Farm Management Canada, hosted two webinars in the spring of 2015 to present the proAction Initiative (March) and the animal care module (April) to farmers and stakeholders. If you haven't seen them already, you can watch them on [DFC's YouTube channel](#).



Milk Quality Module Is Complete

Milk quality has long been a focus for Canadian dairy farmers, Dairy Farmers of Canada, and provincial milk organizations. Farmers deal with milk quality criteria every day, including

somatic cell count, bacteria levels, freezing point and inhibitors, to monitor and assess farm milk quality. DFC has started talking to consumers about milk quality using various channels. In addition to the [CanadianMilk.ca](#) website that was launched with six on-farm videos, CBC hosts Steven and Chris did an on-farm segment last summer and, in September, a segment showing a typical day on a dairy farm was simultaneously broadcast on television morning shows in several regions.



Animal Care Module on Track

A second on-farm trial of the animal care module was conducted on over 100 dairy farms located in nine provinces. The trials were carried out to test the materials and gather feedback

from participants, including farmers, veterinarians, classifiers and validators. The on-farm training is scheduled to begin nationally in September 2015.

PROACTION INITIATIVE

OPERATES WITH

6 KEY MODULES

milk quality, food safety, animal care, traceability, biosecurity, and the environment.

proAction™



Traceability: From Farm to Processing Plant

Farmers are familiar with tagging all of their cattle and maintaining those tags throughout an animal's life, and 93.5% of dairy farms have a premises identification number. While 100% of Quebec dairy farms have an animal movement system in place, the national recording system will be in place in 2016, in time for federal regulations.

Website

A new website provides information on proAction and the general state of dairy farming sustainability to interested stakeholders, offers updates as we progress over the years, and will soon host all the training and reference material for farmers and participating stakeholders. Visit dairyfarmers.ca/proAction.

Respect

Dairy Farm Sustainability Award

For the fourth year, DFC will reward proactive sustainable farm practices with the Dairy Farm Sustainability Award, sponsored by DeLaval Canada. Dairy farmers from coast to coast will be recognized for outstanding on-farm practices that extend beyond regulatory requirements and demonstrate continuous improvement in various aspects of sustainable dairy farming, with an emphasis on environmental stewardship. The winner of the 2015 Dairy Farm Sustainability Award will be announced at DFC's Annual General Meeting in July 2015. Visit dairyfarmers.ca to learn more about the finalists.

Pride





Social Responsibility

Dairy farmers understand the importance of healthy and vibrant communities for their industry, the economy and Canada as a whole and they embraced social responsibility long before the term was even coined. In fact, 87% of dairy farmers are actively engaged in their communities. They volunteer as firefighters, in schools and with sports associations, agricultural groups, municipalities, churches and more. Here are some of the ways in which dairy farmers have been doing their part to foster healthy communities, as individuals and through DFC's initiatives.

Donating to Food Banks

Canadian dairy farmers donated about 2.5 million litres of milk to food banks in 2014. For example, in Ontario and Quebec, the entire milk value-chain works together on the donations: farmers pledge to give the milk, which gets transported free of charge by transporters, processed and packaged by dairy processors at no charge and delivered to food banks.

Investing in Canadians' Health

In 2014, DFC launched the Get Enough Helper App, a free mobile application for smartphones that helps Canadians track their daily servings of each of *Canada's Food Guide* food groups. For each day that someone tracks their daily servings, DFC donates \$1 to one of its partners' causes, up to a maximum of \$50,000 per organization. By November 2014, donations to the Heart and Stroke Foundation, the Colorectal Cancer Association of Canada and Osteoporosis Canada were pouring in and our goal of \$50,000 was reached for each of the three causes! Based on this success, DFC decided to reset the counter to zero for each organization in 2015 and challenge Canadians once more.

Supporting Local Communities

Not only is the Canadian dairy sector a mainstay of the economy, coming in first or second in agricultural economic importance in seven provinces, it's also the engine of local and regional economies. For example, in some regions of Ontario, the dairy industry supports up to 4 in 10 jobs, and in central Nova Scotia, 16% of jobs are linked to the dairy sector. Dairy farming is a rural industry spread out across the land, so it creates jobs in areas where there would otherwise be very little activity. Drinking Canadian milk is not only a healthy choice for families, it's also a great choice for the economy.

2.5



MILLION LITRES OF MILK
ARE DONATED TO
FOOD BANKS



Fuelling Women Champions

Fuelling Women Champions (FWC) is a new national, multi-year initiative spearheaded by Canada's dairy farmers. Dedicated to the advancement of women in sport, this movement aims to ensure no hurdle exists that might hinder passion for the game, and, in its inaugural year, it also aims to shine a spotlight on women in sport. Dairy farmers are personally committing their time, energy and resources to this cause, and have partnered with several thought-leaders, celebrated athletes and sports organizations in order to reach this goal. They have sparked this movement as young girls fail to receive the same opportunities as boys to develop sports skills. Even at the professional level, compensation, media coverage and sponsorship investments in female sports are exponentially less than in male sports.



Basketball
Hockey
Swimming
Ringette
Rugby
Soccer

In order to encourage young girls to find their voice through individual and team sports, dairy farmers have chosen to work with several key partners, including the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), the Canadian Women's Hockey League (CWHL), Rugby Canada and Swimming Canada. FWC is also working with several of Canada's Olympic female athletes, supporting them in their competitive efforts and facilitating mentorship opportunities with young girls and women across the country.

FWC Grassroots Spotlight Events: Soccer and Swimming

Serving as a starting point to the Grassroots Spotlight Event, the Kick-off Event brings young athletes and coaches together in celebration of the sport. On this occasion, a local celebrity is on hand to welcome participants and host a Q&A session, providing athletes with a golden opportunity to be inspired by an FWC ambassador. During the main event, dairy farmers offer participants chocolate milk to recover, while FWC brand ambassadors hand out branded cheer merchandise and promote giveaways through Twitter. Local media is, of course, encouraged to attend the kick-off, the event itself as well as the post-event celebrations.

The program's elite athlete ambassadors include Kaillie Humphries (bobsleigh), Jennifer Jones (curling), Chantal Petitclerc (wheelchair racing), Desiree Scott (soccer), and Natalie Spooner (hockey).

Elite Spotlight Events: Basketball, Hockey and Ringette

During these high-visibility events, pre-event activation activities include a mini sport camp targeting local teens, skills clinics put on by neighbourhood sports organizations, chocolate milk for athletes provided by dairy farmers, and ticket purchasing for giveaway purposes. As the main events unfold, FWC brand ambassadors will, once again, be found hard at work handing out cheer merchandise and promoting giveaways through Twitter. Signage will help ensure on-site visibility as well. These events offer excellent communication opportunities as they are broadcast on television or online. Indeed, they represent a good return on investment.



Provincial Dairy Organizations

BC DAIRY ASSOCIATION



**500
DAIRY
FARMS**

The BC Dairy Association (BCDA) is dedicated to increasing milk consumption in British Columbia and delivering innovative nutrition education programs to consumers. The organization also supports the province's

dairy producers with programs and initiatives to promote a vibrant and sustainable industry that supplies the best quality milk to consumers.

BCDA undertakes many initiatives to achieve its goals, such as funding research and education projects, implementing programs to improve the sustainability of BC's dairy farms, providing educational resources to teachers (bcdairy.ca/nutritioneducation) and to the public via the Mobile Dairy Classroom and promoting milk consumption through a variety of marketing campaigns.

For more information, visit bcdairy.ca.

ALBERTA MILK

Alberta Milk represents Alberta's dairy producers, who operate 540 family-owned dairy farms and produce about 685 million litres of milk every year, with an average of 93 cows per farm. Every year, the organization undertakes a variety of activities that represent the interests of Alberta's dairy producers, such as marketing, nutrition, education, transportation and policy.

For example, the website moreaboutmilk.com helps to ensure that Albertans are aware of the nutritional benefits of milk and milk products. The site also strives to provide accurate, timely and balanced information about the dairy industry and milk products. All of these activities support Alberta Milk's vision to grow a vital, sustainable and prosperous dairy industry.

For more information, visit albertamilk.com, where you can view their [latest annual report](#).



**540
DAIRY
FARMS**

SASKMILK

SaskMilk is the milk marketing board for Saskatchewan dairy farmers and its general role is to design and implement dairy policies and programs for the benefit of producers and other industry stakeholders. As of June 2015, there were 163 dairy farms in the province that produced over 243 million litres of milk during the year.

In addition to managing milk production, SaskMilk carries out promotion and education activities such as a school milk program and initiatives through partnerships with Milk West and the Milk Every Moment campaign (with DFC and the western provinces). SaskMilk makes significant contributions to research and development by investing over half a million dollars per year into the areas of dairy production, animal health and feed and by funding the Rayner Dairy Research and Teaching Facility at the University of Saskatchewan.

For more information, visit saskmilk.ca, where you can view their [latest annual report](#).

Sask**milk**

**163
DAIRY
FARMS**

DAIRY FARMERS OF MANITOBA

Established in 1974, Dairy Farmers of Manitoba (DFM) manages the supply of milk in the province and represents the interests of Manitoba dairy farmers at the provincial and national level. The organization develops and participates in advertising and promotional programs for fluid milk with DFC and the western provinces. In addition, DFM delivers dairy agriculture and nutrition education programs.

There are 300 family owned and operated dairy farms in Manitoba. With an average herd size of 125 dairy cows, the province produces 340 million litres of milk per year, which are transported by 13 milk hauling companies to seven dairy processing plants.

For more information, visit milk.mb.ca.

Dairy Farmers
of Manitoba



**300
DAIRY
FARMS**

DAIRY FARMERS OF ONTARIO

Dairy Farmers of Ontario (DFO) is the legislated authority to license all dairy farmers in the province to produce and market milk. The organization is proudly owned and operated by the families of Ontario's dairy farms. There are 3,896 dairy farms in Ontario that produced over 2.5 billion litres of milk in 2013-2014.



DAIRY FARMERS
OF ONTARIO

3,896
DAIRY
FARMS

DFO carries out communications with producers, processors, government, media and the general public through the use of multiple communication channels, including a monthly magazine, regular bulletins and weekly publications, social media and web services. The Communications Division is also responsible for the Dairy Education Program, which provides training and information to educators and communicates a positive image about the dairy industry to elementary school students.

DFO also publishes the *Milk Producer* magazine, which is distributed to producers in all provinces (with limited circulation in Quebec).

For more information, visit milk.org, where you can view their *latest annual report*.

LES PRODUCTEURS DE LAIT DU QUÉBEC

Les Producteurs de lait du Québec (PLQ) represents the interests of the more than 12,000 dairy farmers in the province, who operate nearly 5,900 dairy farms and produce about 2.9 billion litres of milk. The organization is committed to delivering top-quality milk to consumers, while continuing to improve sustainable farming practices.



Les
Producteurs
de lait
du Québec

5,900
DAIRY
FARMS

In addition to managing virtually all aspects of milk production in the province, including milk pick-up, transportation and quality control, PLQ is responsible for all advertising and promotional activities for all milk products in the dairy family across the province (nutrition communication activities are carried out by DFC). PLQ uses multiple communication channels to promote milk and chocolate milk, cheese, cream and butter, such as television and print advertising, outdoor billboards, online content and sponsorships. PLQ also publishes *Le producteur de lait québécois* magazine, which is distributed 10 times a year to producers in the province and addresses topics and issues of interest to the dairy industry.

For more information, visit lait.org, where you can view their *latest annual report*.



Prosperity



Provincial Dairy Organizations (Cont'd)

DAIRY FARMERS OF NEW BRUNSWICK

Funded and operated by dairy farmers, Dairy Farmers of New Brunswick (DFNB) develops and implements policies with the objective of achieving its mission of representing the interests of producers and creating an environment needed to operate sustainable dairy farms that produce high-quality milk within a supply managed system. In 2015, there are 205 dairy farms in the province that produce over 140 million litres of milk per year.

DFNB reviews its policies continuously to ensure that each day's production is picked up efficiently and finds its way to those markets that provide the returns that dairy farmers need to continue to operate their farms. DFNB is responsible to deliver and manage the Canadian Quality Milk program in a manner that ensures that each farm applies the required controls and verification protocols that have been established to assure quality milk is produced each day. DFNB consider the product that they produce to be a highly nutritional food and want to ensure that consumers are informed of its benefits and does so by investing more than \$2.1 million each year into promotional and educational activities. DFNB also takes an active role in guiding research activities in areas that will help dairy farmers improve their profitability and productivity.

For more information, visit nbmilk.org, where you can view their monthly newsletters and [latest annual report](#).



205
DAIRY
FARMS

DAIRY FARMERS OF NOVA SCOTIA



230
DAIRY
FARMS

Dairy Farmers of Nova Scotia (DFNS) represents about 230 dairy farmers who produce over 175 million litres of high-quality milk per year. The organization licenses producers and milk transporters and

administers the production quota system and the Canadian Quality Milk program. Dairy farming in the province also provides over 550 on-farm jobs.

DFNS also promotes the consumption of milk and milk products through a variety of programs, including the provincial school milk program and other initiatives in partnership with DFC and other milk marketing boards.

For more information, visit dfns.ca.

DAIRY FARMERS OF PRINCE EDWARD ISLAND

Dairy Farmers of Prince Edward Island (DFPEI) is the administrative and marketing organization for 175 dairy producers in the province. It is responsible for controlling the production and marketing of all milk, determining prices of industrial and fluid milk at the provincial level and establishing and regulating sales and production quotas. In addition, DFPEI takes part in various promotional and educational activities, including those in partnership with DFC and other milk marketing boards.

For more information, visit dfpei.pe.ca.



175
DAIRY
FARMS

DAIRY FARMERS OF NEWFOUNDLAND AND LABRADOR

Founded in 1983, Dairy Farmers of Newfoundland and Labrador (DFNL) is the regulatory body for the production of milk on the 27 dairy farms located in Newfoundland and Labrador. The organization is responsible for the promotion, regulation and control of the production and marketing of milk in the region.

In addition, DFNL supports the provincial school milk program with other stakeholders via the schoolmilk.nl.ca website, which provides educational resources to teachers, parents and school milk program coordinators, and also offers a variety of in-class presentations to primary and elementary students on the health benefits of milk products.

DAIRY FARMERS OF
NEWFOUNDLAND AND LABRADOR



27
DAIRY
FARMS

Solidarity



Financial Data

To consult
DFC's financial
information for

THE YEAR
2014-2015
please click here



Our Partners

DAIRY INDUSTRY

Providing a wealth of information about issues affecting the dairy industry in Canada and abroad.

- Ayrshire Canada
- Canadian Dairy Commission
- Canadian Dairy Information Centre
- Canadian Dairy Network
- Canadian Livestock Genetics Association
- Can-DHI
- Dairy Processors Association of Canada
- Gay Lea Foods Co-operative Limited
- Holstein Canada
- International Dairy Federation
- Jersey Canada
- Valacta

DAIRY RESEARCH

Dairy Farmers of Canada collaborates with many universities and research centres to improve animal well-being and learn more about the nutritional value of milk products. To learn more, visit dairyresearch.ca.

AGRICULTURE

Answering your questions about farm animal care, the environment and food safety.

- Canadian Animal Health Coalition
- Canadian Federation of Agriculture
- Canadian Hatching Egg Producers
- Chicken Farmers of Canada
- Egg Farmers of Canada
- National Farm Animal Care Council
- Turkey Farmers of Canada

NUTRITION AND HEALTH

Promoting a healthy lifestyle through nutrition and physical activity.

- Canadian Association for the Advancement of Women and Sport and Physical Activity
- Canadian Foundation for Dietetic Research
- Canadian Nutrition Society
- Canadian Obesity Network
- Canadian Society for Exercise Physiology
- Colorectal Cancer Association of Canada
- Dietitians of Canada
- Heart and Stroke Foundation
- Osteoporosis Canada

You may access any of the websites of DFC's partners by clicking on their names.

Integrity

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