

DAIRY FARMERS  
OF CANADA

# 2020-21 Annual Report



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# Who We Are

Dairy Farmers of Canada (DFC) is the national policy, advocacy and promotional organization representing Canadian dairy producers. DFC advocates on behalf of dairy farmers to create the winning conditions for our sector so that they can focus on what they do best: producing high-quality, nutritious milk, both safely and sustainably. Through our promotional activities, DFC also works to enhance awareness of the stringent standards followed on Canadian farms and the many health and nutritional benefits of dairy consumption.



## A GLOBAL LEADER IN DAIRY

DFC is a federation comprised of the dairy farmer organizations in each of Canada's ten provinces. We work hand-in-hand with our provincial counterparts as well as other stakeholders in our value chain. DFC also works with a range of international organizations, cementing our position as a global leader in dairy.

## COMMITTED TO OUR DAIRY FARMERS

DFC's origins trace back to 1934, and while the organization's mandate has evolved, our commitment to dairy farmers has never faltered.

## PROUD OF WHAT WE DO

Canadian dairy farmers are proud of what we do, how we do it, and what we bring to the table, and are eager to share it with the world.

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# Message from the President



As we enter the second year of the pandemic, Canadian dairy farmers on more than 10,000 farms continue to show untold resiliency in supplying our communities with high-quality milk, produced both safely and sustainably.

In doing so, dairy farmers are helping to keep Canada strong: Not only is their milk an important part of a healthy balanced diet, but their work supports more than 178,000 jobs and generates \$2.9 billion in economic activity all across the nation.

As the voice of Canadian dairy farmers, it is our job to ensure that decision-makers understand the important role our sector plays in our economy and our food supply chain.

Working hand in hand with grassroots farmers and our provincial partners, we helped keep our supply chain open during the pandemic, cementing Canada's food security at a critical time.

By speaking with a common voice, we also secured a commitment from the federal government towards an accelerated timeline for the \$1.4 billion in compensation owed for the impacts of recent trade agreements. This will help provide the stability farmers need to reinvest in their farms, driving economic development and promoting the adoption of green technology.

Through our Blue Cow marketing initiatives and our nutrition programs, DFC also works to ensure that dairy farmers' high standards of practice and the nutritional profile of our products are well understood.

Farmers' commitments under the proAction® program in areas like sustainability, animal care, food safety and milk quality are central to our efforts to communicate with consumers. Our high standards give consumers great faith in the Blue Cow logo, which is now recognized by 9 out of 10 Canadians and found on more than 8,600 products.

Trade deals, increased competition in the marketplace, and an evolving consumer mindset are just a few of the issues on which DFC will engage in the coming year. A well-articulated, focused vision is essential, so our board will continue its work on a strategic blueprint for the future of our sector. Moreover, we will continue to bring our stewardship of the environment and our animals to the next level.

I am proud of the work we have achieved over the past year. By continuing to work together, we will overcome the challenges we face and seize on the opportunities at our fingertips. Dairy farmers are strong, but we are even stronger together.

Sincerely,

**Pierre Lampron**

President  
Dairy Farmers of Canada

# Message from the CEO



Over the past year, dairy farmers have shown great resolve in overcoming adversity, which has served as inspiration to us all at DFC. We are proud to build on their outstanding work ethic as we deliver on the objectives set for us by the board.

While we see signs of light at the end of the tunnel on COVID-19, we still have much work to do on behalf of dairy farmers. There is no doubt that we live in challenging times. Trade deals, increased competition in the marketplace, changing consumer expectations, and a well-organized, well-funded anti-dairy lobby are just a few of the things we are working to address.

Fortunately, the modernization of DFC has put us in a better position to tackle these challenges. Over the last year, we have expanded our provincial services division at DFC considerably, namely in marketing and nutrition, a testament to the good value we provide our members. In addition, we continue to forge closer ties with provincial dairy organizations, agricultural stakeholders and other partners in our supply chain to provide the best value for investment for dairy farmers.

Further, our leadership team has worked to engage staff directly in new ways and better leverage the knowledge and strengths of our people.

The launch of our Sustainability Working Group is one such example, where we are working closer with the provinces and building on the collective skills we have in our corner. Tapping into their expertise will help us stay ahead of the curve on environmental issues.

The COVID-19 pandemic has caused us to rethink the way we work. The trend towards more remote work allowed us to reduce the physical size of our head office. At the same time, we were able to mirror your commitment towards sustainability by moving to a LEED-certified space. Our new office is just steps away from the heart of government activity in Canada, which is better for the environment and more conducive to our primary advocacy function.

Working from home, as our staff have done for over a year now, has shifted perspectives about what it means to have a satisfying career. We continue to foster a culture of excellence to attract and retain top talent, so that we be responsive to the evolving needs of dairy farmers.

As Chief Executive Officer of DFC, it gives me great pride to lead such a dedicated group of professionals as we represent your interests and build a more sustainable future together.

**Jacques Lefebvre**

Chief Executive Officer  
Dairy Farmers of Canada

# Members of Dairy Farmers of Canada

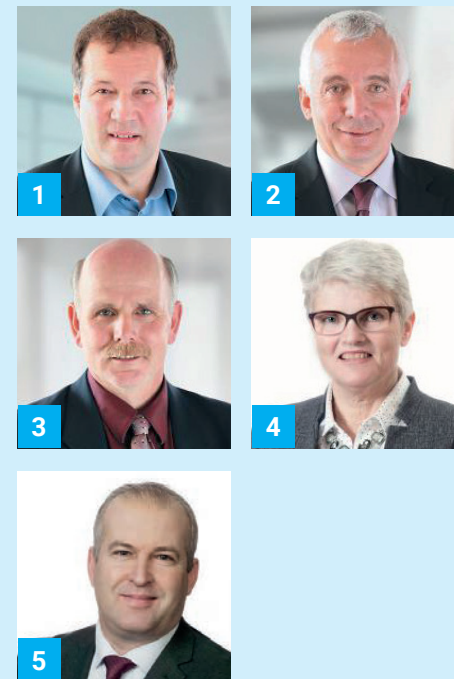
## MEMBERS

- Alberta Milk
- BC Dairy Association
- Dairy Farmers of Manitoba
- Dairy Farmers of New Brunswick
- Dairy Farmers of Newfoundland & Labrador
- Dairy Farmers of Nova Scotia
- Dairy Farmers of Ontario
- Dairy Farmers of Prince Edward Island
- Les Producteurs de lait du Québec
- SaskMilk

## ASSOCIATE MEMBERS

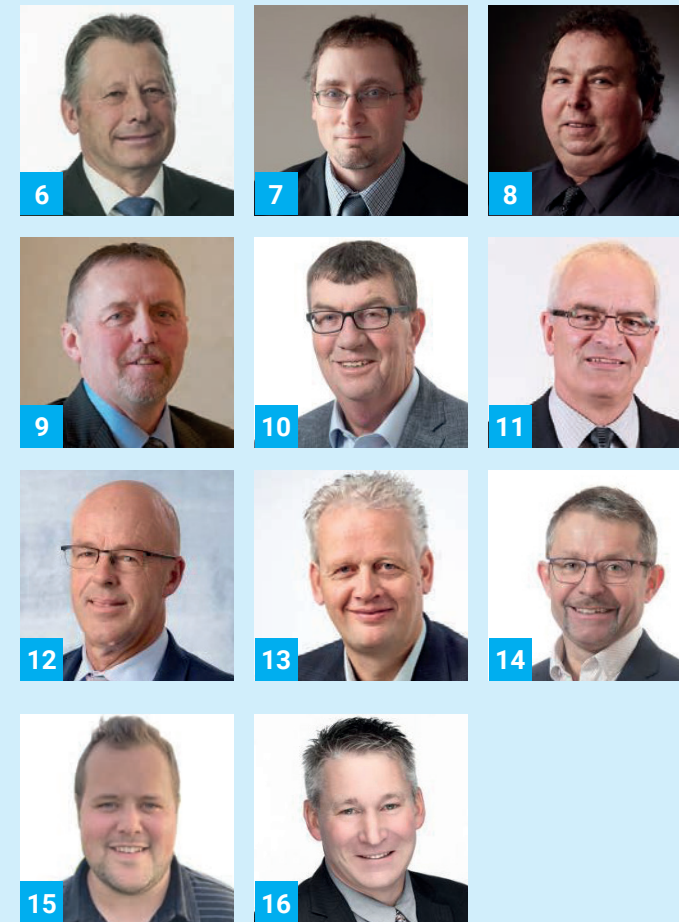
- Agrifoods International Cooperative
- Agropur Dairy Cooperative
- Amalgamated Dairies Limited
- BC Milk Marketing Board
- Gay Lea Foods Co-operative Limited
- Lactanet Canada

# 2020-21 Board of Directors



## BOARD EXECUTIVE

- **Pierre Lampron**, President **1**
- **David Wiens**, Manitoba, Vice-President **2**
- **Gerrit Damsteegt**, Nova Scotia **3**
- **Bonnie den Haan**, Ontario **4**
- **Daniel Gobeil**, Quebec **5**



## BOARD OF DIRECTORS

- **Marcel Blais**, Quebec **6**
- **Denis Cyr**, New Brunswick **7**
- **Albert Fledderus**, Ontario **8**
- **Ed Friesen**, Manitoba (Lactanet) **9**
- **Gordon MacBeath**, Prince Edward Island **10**
- **Blaine McLeod**, Saskatchewan **11**
- **Bart Rijke**, Ontario **12**
- **Gert Schrijver**, Alberta **13**
- **Peter Strebel**, Quebec **14**
- **Lucas Strong**, Newfoundland and Labrador **15**
- **Dave Taylor**, British Columbia **16**

## DFC'S SENIOR EXECUTIVE TEAM

- **Jacques Lefebvre**, Chief Executive Officer
- **Paula Dunlop**, Chief Operating Officer
- **Sylvie Larose**, Vice-President, Finance
- **Bobby Matheson**, Vice-President, Advocacy
- **Pamela Nalewajek**, Vice-President, Marketing

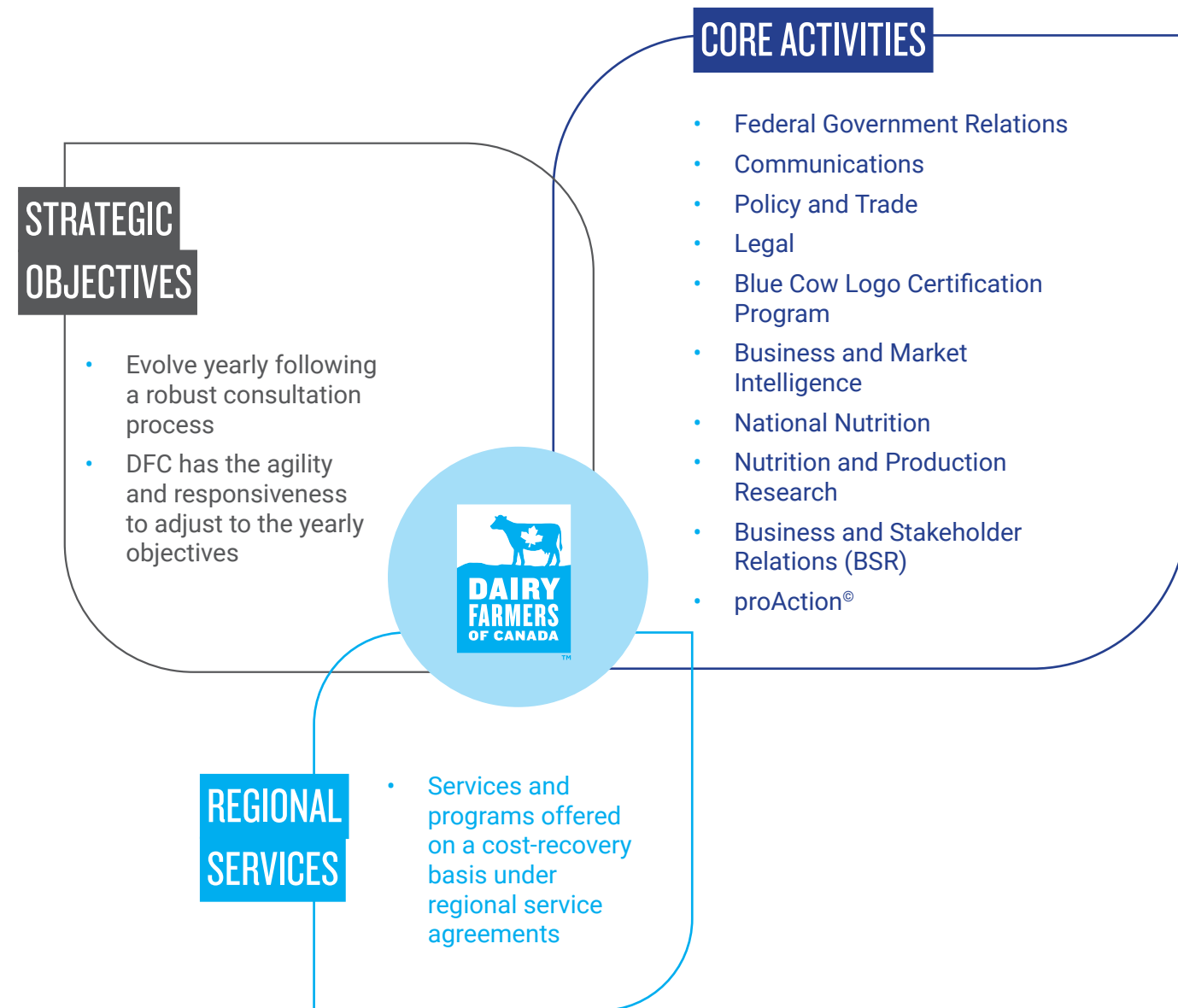
## COMMITTEES AND EXTERNAL ORGANIZATIONS

- **Promotion Committee**
- **Audit and Risk Committee**
- **proAction® Committee**
- **Canadian Dairy Research Council**
- **Governance Committee**
- **Lactanet Canada**
- **National Farm Animal Care Council**
- **National Farm Animal Health and Welfare Council**
- **Canadian Forage and Grassland Association**
- **Code of Practice for the Care and Handling of Dairy Cattle Committee**
- **Code Scientific Committee**
- **Code of Practice for Transportation**
- **Industry-Government Advisory Committee on Traceability**
- **Canadian Cattle Identification Agency**
- **Beef Value Chain Roundtable**
- **Animal Health Canada**
- **Canadian Animal Health Surveillance System**
- **Canadian Supply Chain Food Safety Coalition**
- **International Dairy Federation**

# 2020-21 Objectives and Progress

A few years ago, we embarked on an ambitious journey to modernize Dairy Farmers of Canada (DFC) under a plan called DFC 2.0. As part of that process, DFC conducted a comprehensive assessment of the organization and the services it provides with input from the Board, provincial chairs, provincial organizations, stakeholders and dairy farmers themselves. DFC also implemented a robust planning process that takes into account the views and needs of dairy farmers.

The result is a DFC that is more transparent and accountable to its members, with three areas of activity:



## 2020 DFC Strategic Objectives and Progress

The organization pursued five strategic priorities for 2020, including:

OBJECTIVE / DESCRIPTION	PROGRESS / ACCOMPLISHMENTS
<p><b>MARKETING TO MILLENNIALS AND GEN-Z</b></p> <p>Engaging millennials and generation-Z via transparent, relevant and experience-driven approaches to build awareness and support for the values of Canadian dairy and drive a natural acceptance and social license to consume Canadian dairy.</p>	<p>DFC's market research was used to execute on a series of successful advertising campaigns, strategic partnerships and social media initiatives specifically targeting millennial and gen-Z consumers. Details of the campaigns and other activities undertaken over the course of the year to drive support for dairy are described in DFC's Annual Report.</p>
<p><b>ENGAGING CANADIANS</b></p> <p>Educating and engaging Canadians and stakeholders on the value of supply management to enlist their support for the supply management system.</p>	<p>DFC executed a range of outreach and education activities that resulted in Ministers, MPs and Senators speaking publicly about the value of Canadian dairy, dairy farmers, and supply management during House of Commons and Senate debates on expanding line of credit for CDC throughout the COVID-19 crisis, and during debates on private members' bills related to trade agreements and trespassing. The Prime Minister referenced the hard work of Canadian dairy farmers several times during COVID-19 briefings and encouraged Canadians to buy Canadian cheese. Leaders of all parties with a seat in the House of Commons endorsed supply management, full and fair compensation for trade agreements, and no more concessions in future trade agreements.</p>
<p><b>PARTNERSHIPS</b></p> <p>Maximizing the impact of our current and future partnerships to ensure they are leveraged in support of organizational objectives throughout the value chain.</p>	<p>As detailed in DFC's Annual Report, DFC worked with Food Banks Canada for the purchase of dairy products for distribution at food banks across Canada. DFC's \$1 million donation was leveraged with \$2 million federal dollars. The \$3 million partnership, along with over \$10 million in provincial food bank donations, was communicated as part of the Here for Canada campaign and the digital ad speaking to the donation partnership resonated the strongest with millennial consumers. DFC also strengthened business partnerships with processors and major national brands like Tim Hortons and Pizza Pizza. Through partnerships like these, the Blue Cow logo is now featured on over 8,600 products.</p>
<p><b>SECTOR STRATEGY</b></p> <p>Undertake an offensive strategy to debunk myths and misconceptions.</p>	<p>The proAction® program was leveraged in the <i>Dairy Farming Forward</i>, <i>Here for Canada</i> and <i>Hey Dairy Farmer</i> campaigns to communicate the high standards that farmers are applying every day and debunk myths and misconceptions. Communications products were developed to support outreach to producers and stakeholders, and the 2020 proAction progress report was released.</p>
<p><b>PRODUCERS-PROCESSORS</b></p> <p>Work jointly with producers and processors to identify issues of mutual interest and execute joint strategies to advance those issues to the benefit of the sector.</p>	<p>DFC has worked closely with DPAC and processors to increase understanding of the equity of the Blue Cow logo, collaborate on proposed policy and regulatory changes related to dairy products and ingredients, and advocate for the development of a Retail Code of Conduct.</p>

“Dairy farmers continue to have one of the most favourable reputations of the groups we test.”

- David Coletto, CEO, Abacus Data



By executing on these strategic objectives, DFC made significant progress on the organization’s overall key performance indicators (KPIs). All three areas of measurement have improved since the January 2019 baseline.

- The reputation of dairy farmers is surpassing the 3-year objective.
- Support for supply management has increased steadily since January 2019, surpassing the 3-year objective, and slightly lower than the five-year objective.
- Millennial support for the consumption of dairy has increased steadily since January 2019 and is above the five-year stretch objective.

Measurement	Baseline Jan 2019	Mid-Year 2019	Year-End 2019	Mid-Year 2020	Year-End 2020	Mid-Year 2021	Three-Year Objective (2021)	Stretch Objective (2025)
Reputation of dairy farmers	72.2	69.0	70.4	70.6	72.4	70.8	70.2	74.8
Support for supply management	57.0	59.4	60.8	62.6	61.0	61.2	57.0	61.8
Millennial support for the consumption of dairy	51.3	51.6	56.3	59.0	58.0	61.3	51.3	56.0

Source: Abacus Data, June 2021

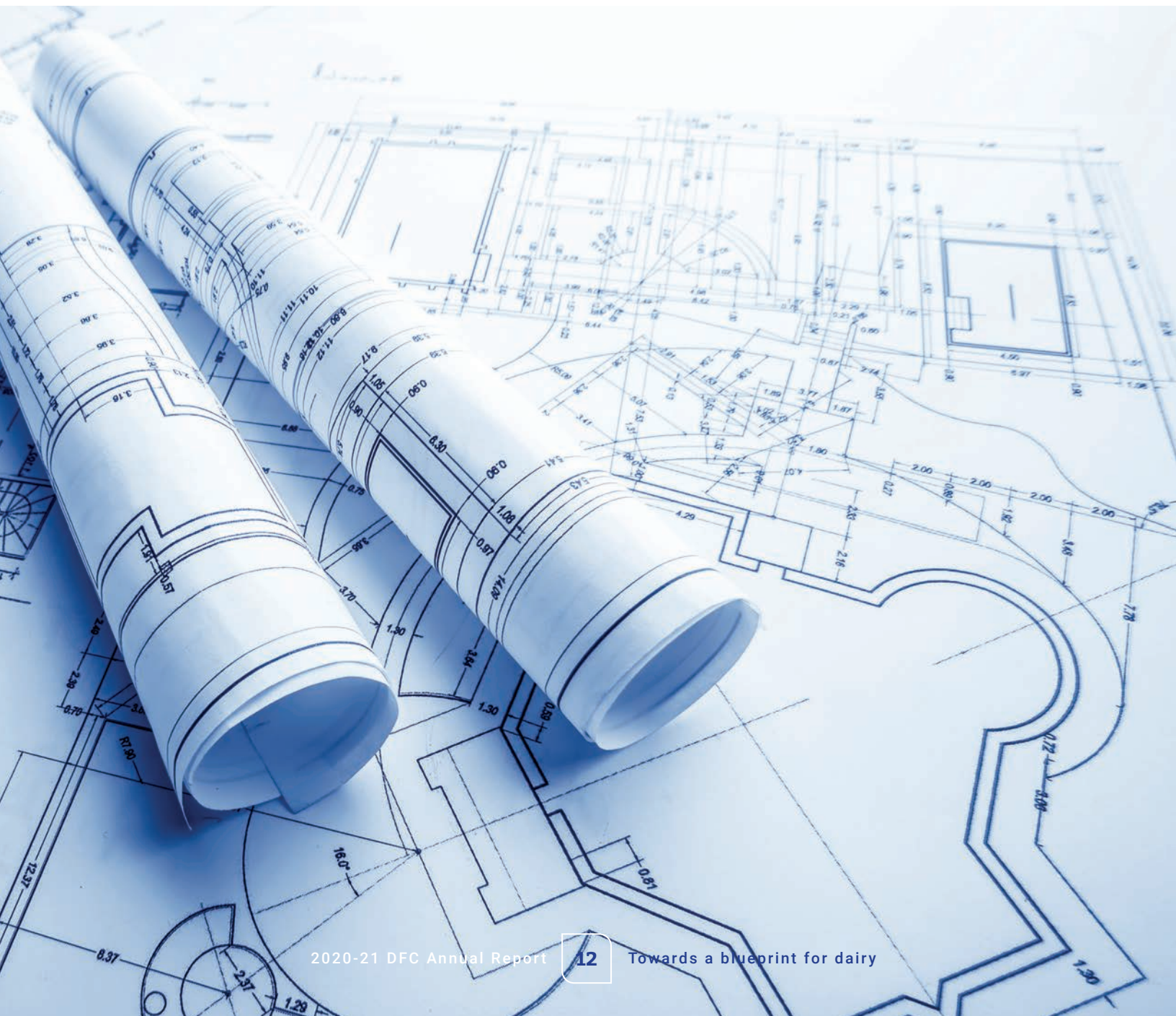


## Looking Forward: DFC’s 2021 Strategic Objectives

- ✓ **Marketing to Millennials and Gen-Z:** Regaining the relevancy of dairy by marketing to millennials and gen-Z consumers.
- ✓ **Sustainability:** Developing and executing on a long-term sustainability strategy that is meaningful in the eyes of the public.
- ✓ **Market Development:** A market development strategy to mitigate some of the lost market share from recent trade deals.
- ✓ **Partnerships:** Developing key partnerships and business relationships with third-party stakeholders, like processors, retailers, foodservice and industry.
- ✓ **Sector Strategy:** An offensive strategy to neutralize negative claims against dairy.

# Towards a blueprint for dairy

When CUSMA was first announced, the federal government committed to creating a working group with dairy farmers and dairy processors to outline a long-term vision for our sector. Unfortunately, this work – which is co-ordinated by the government – was put on hold, first by the 2019 election campaign, and then the pandemic. While DFC hopes to resume this important collaborative exercise soon, the Board is not resting on its laurels; instead it has engaged in its own work on a blueprint for the future.



The blueprint would offer the strategic pillars on which a vision could rest. The first phase of that work focused on six themes, including:

- Market development opportunities
- Enhancing our competitiveness against increased imports
- Positioning the sector to meet the changing interests of consumers
- Ensuring a strong and vibrant domestic dairy sector
- Building on innovation to identify efficiencies, bust myths and support new product development
- Bolstering collaboration with the rest of the dairy value chain

In phase two, the Board is tackling:

- The place of green energy and clean technology on dairy farms
- Cultural communities and their relationship to dairy
- The potential of secondary processing in Canada
- Opportunities to grow per capita cheese consumption in Canada



Once completed, the draft blueprint will be circulated to key stakeholders for input, including the provinces.

# Connecting with our Consumers: Marketing Initiatives



DFC's marketing activities emphasize the forward-thinking values and practices embodied by farmers in producing high-quality Canadian milk. DFC is continuously building upon and leveraging the strength of the Blue Cow logo and the proAction® program to build the "social license" to consume dairy.

## GETTING TO KNOW OUR TARGET AUDIENCE

Armed with a wealth of research on the consumer mindset, this past year we communicated on topics that mattered most to consumers. Our 2020-21 campaigns used Canadian standards as an overarching proposition to counter negatives and affirm trust. They demonstrated how Canadian dairy farmers are good stewards of the environment and their animals, uphold the highest standards of practice in producing high-quality Canadian milk and are proud of their ongoing improvements.

Research shows that we need to communicate through some six sources of information before our messaging resonates, demonstrating a need to multiply the channels of communication and entertain 360° conversations with our audience.

## BUILDING ON OUR PROGRESS

Building on our progress in 2019-20, we continued to take advantage of the latest tools and other approaches to foster a digital relationship with online users. Leveraging previous digital interactions with DFC content, we are able to personalize our communications to each user and curate to specific platforms, driving higher engagement and having our target spend more time interacting with our content.

We also expanded our third-party ecosystem of experts and influencers. We use these third parties as additional sources of truth to present facts through many sources and their channels to drive home the dairy message.

Ultimately, we are much better positioned to effectively reach and nurture our target consumer through engaging and impactful campaigns using various media and relevant messages, all designed to be flexible so that they can be executed against multiple critical truths and facts about our industry.

## 2020-21 Campaigns



### HEY DAIRY FARMER – STANDARDS

In June and July 2020, the *Hey Dairy Farmer – Parents' Virtual Tour* debunked milk myths for millennial parents by giving the floor to the experts: real Canadian dairy farmers. The campaign simulated a video conference for millennial parents, where one of our farmers told them more about what Canadian dairy farming is all about. The campaign reached two-fifths of Canadians (9.67 million people) and almost half of French speakers in Quebec, demonstrating excellent cost effectiveness and impact.

### HEY DAIRY FARMER – ENVIRONMENT

The second iteration of DFC's *Hey Dairy Farmer* creative platform focused on environmental sustainability. The campaign used an evidence-based approach to knock down misconceptions by highlighting the sector's ongoing commitment to improving its sustainability. The campaign positioned Canadian dairy farmers as global leaders in reducing emissions and improving sustainability, which are key preoccupations of our target audiences.

### CANADIAN COMFORT

At a time when more and more Canadians have been cooking at home, we noted a growing appetite for feel-good comfort food and sustainably sourced, wholesome Canadian products. Leveraging this trend, the #CanadianComfort campaign was created by DFC in partnership with organizations representing the other supply-managed sectors (Egg Farmers of Canada, Chicken Farmers of Canada, Turkey Farmers of Canada and Canadian Hatching Egg Producers). Through content created by four hand-picked social media influencers from across the country, #CanadianComfort encouraged consumers to buy and cook with locally-produced ingredients.

**"DFC has done a fantastic job in 2020 on marketing and connecting with consumers on the importance of sustainability, animal health and the quality of Canadian dairy products made here in Canada."**

- Chad Mann, President - ADL



## BEHIND THE BLUE COW LOGO

DFC's *Behind the Blue Cow logo* campaign spoke to the value of Canadian dairy by reinforcing the high standards and practices symbolized by the iconic logo. The humorous campaign featured real Canadian dairy farmers confronting myths about milk and milk production head-on, helping consumers see how our forward-thinking dairy industry leads on important issues like the environment and animal care, standards, and innovation. In tandem, we launched a *Look for the Logo* contest to encourage the millennial and gen-Z cohort to interact with the Blue Cow logo online. Our retargeting strategy allowed us to achieve over 112 million impressions.



## DAIRY FARMERS OF TOMORROW

*Dairy Farmers of Tomorrow* showcased the next generation of Canadian dairy farmers as well as their work towards our shared future. The ads featured authentic and relatable young farmers shining a light on modern farming practices, with a focus on animal care and environmental sustainability. Farmers featured in the campaign bring to life a progressive and forward-facing industry that builds upon Canada's tradition of producing high-quality milk under some of the world's most stringent standards.



## DAIRY FARMING FORWARD - HIGH STANDARDS

*Dairy Farming Forward – High Standards* was a dynamic marketing campaign that focused on the rigorous standards behind our nation's high-quality milk. The campaign's creative platform highlights the progressive practices that Canadian farmers use to maintain proper animal care, milk safety and environmental protection standards, which are some of the most stringent in the world.



## WHERE THERE'S HELP, THERE'S HOPE

Dairy farmers gave back more than ever to their communities in 2020. Created in partnership with Food Banks Canada, *Where There's Help, There's Hope* encouraged viewers to support fellow Canadians facing financial hardships and food insecurity by donating to their local food banks. The campaign reminded Canadians that the best way to overcome pandemic challenges is by working together, a notion that dairy farmers have always taken to heart.

## THANK YOU CANADA

Our year-end *Thank You* campaign showed consumers our appreciation for their support during the pandemic-challenged year. Narrated in first person by the daughter of a dairy farmer, the campaign linked support of the Blue Cow logo to hard-working Canadian farmers and thanked consumers for buying our products, which helped to keep Canada strong.

*Where There's Help, There's Hope* campaign



In 2020-21, DFC's campaigns generated

**845 MILLION IMPRESSIONS**<sup>1</sup>

<sup>1</sup> Impressions = Every consumer interaction with our advertisements



with a combined total reach of

**36.5 MILLION PEOPLE**

according to third-party IMI Research

## Additional Marketing Highlights

### GREAT CANADIAN BAKING SHOW

With restaurants across the country shuttered or operating at reduced capacity during the pandemic, more and more consumers found themselves cooking at home. To support that trend, Dairy Farmers of Canada partnered with the popular Great Canadian Baking Show on CBC. The broad appeal of the family-friendly program, which showcases amateur bakers competing in a series of culinary challenges, offered an authentic platform for highlighting Canadian dairy to a national audience. DFC's promotions reminded viewers of the standards upheld by our sector every single day and let the nation in on the secret ingredient for award-winning baking: high-quality, Canadian dairy.

### FARMER INTERVIEWS

DFC worked with real dairy farmers to create engaging "evergreen" content that can live on DFC's digital platforms well into the future. Farmers from Manitoba and Quebec took users through six key topics, including animal care, antibiotics, hormones, the Blue Cow logo, environment and quality milk. The content was launched using ads directing consumers to our website to obtain further info in the form of longer videos and articles. These interviews brought out some of the key tenets of proAction® and gave us some great content to leverage between our larger campaigns.

### THE BLUE COW SHOP

With consumers showing heightened interest in supporting our dairy farmers, DFC launched its new e-commerce boutique, The Blue Cow Shop, in August 2020. The site is now integrated within our main website and offers a range of quality items branded with the Blue Cow logo. Emphasis has been placed on Canadian-made products, making this a unique destination for farmers and dairy lovers alike to show their pride in our sector.



### DAVID BEAUDOIN, CANADIAN CHEESE AMBASSADOR

David Beaudoin, our gregarious Canadian Cheese Ambassador, continually brings to life the passion and craftsmanship of Canada's dairy producers and processors. Always eager to share his enthusiasm, Beaudoin continues to act as an engaging and informative spokesperson for our industry. Throughout the past year, Beaudoin hosted virtual events to promote and educate Canadians on cheese, emphasizing the importance of incorporating products made with 100% Canadian milk into nutritious and delicious recipes. Beaudoin led lively webinars on how to make a festive cheese board and how to step up your poutine game, as well as hosted virtual seminars with Restaurants Canada Show on how to pair cheese with wine, beer and coffee, in addition to speaking at the International Cheese Symposium and the Canadian Society of Nutrition Management's AGM.



### DFC-BRANDED MASKS

To help our community stay safe, DFC offered free Blue Cow logo-branded face masks to hard-working Canadian dairy farmers. More than 14,000 branded masks were distributed to Canadian dairy farmers free of charge. Masks were also offered for sale to the public in The Blue Cow Shop.



# The Blue Cow Logo: A Symbol of Quality



As one of the most influential logos in Canada, DFC's Blue Cow logo is a powerful symbol of excellence in production. It plays an important role in the dairy industry's efforts to connect with today's consumer.

**"We're proud to display the Blue Cow logo across our packaging and advertising to showcase our Canadian milk quality credentials, and we're excited to continue to partner with you to innovate and continue to grow and develop the category."**

- Ryan Denys,  
Director, Marketing and Commercial,  
The Coca-Cola Company

**"As a Farmer-owned Co-operative, Gay Lea Foods truly understands the power of the Blue Cow. For Canadian consumers the Blue Cow represents the pinnacle of quality and trust in our producers and products."**

- Mike Renton,  
VP Sales and Marketing,  
Gay Lea Foods Co-operative Ltd.

## The Blue Cow logo by the numbers

ONE OF THE  
**TOP 3**  
MOST INFLUENTIAL  
AND TRUSTED LOGOS

**88%**  
BRAND EQUITY

RECOGNIZED BY  
**9 OUT OF 10**  
CANADIANS

MORE THAN  
**8,600** PRODUCTS NOW  
FEATURE THE BLUE  
COW LOGO



**"The Blue Cow is more than a certification of origin logo. It's a symbol of dairy farmers' values of sustainability, innovation and excellence in the production of high-quality Canadian dairy. It's an important asset that is widely recognized by decision makers, stakeholders and consumers alike."**

- Pierre Lampron, President  
Dairy Farmers of Canada

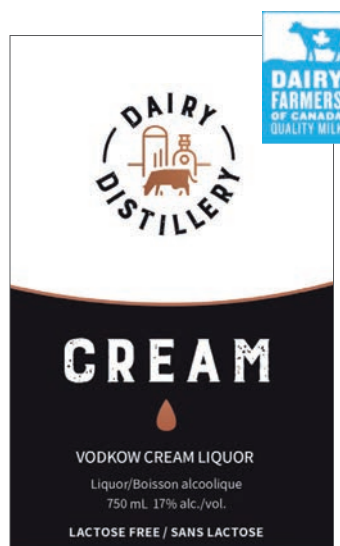
**"We see the Blue Cow logo starting to be well-recognized by consumers as a symbol of Canadian milk and dairy ingredients and high-quality standards. Canadian people are very proud of being Canadian and have shown their preference for locally made products. This is part of a rising trend we have observed, especially for food. All these reasons made our adoption of the Blue Cow logo a sensible decision and the best way to inform consumers of the products we carry today and into the future."**

- Vincent Metz,  
General Manager, Fluid Division and Corporate Marketing,  
Lactalis Canada

**38**  
NEW  
LICENSEES

**1,000**  
NEW  
PRODUCTS

In November, Dairy Distillery launched Vodkow Cream, the very first spirits product to feature the Blue Cow logo. Vodkow Cream is an innovative liqueur that blends Canadian (lactose-free) cream and their flagship Vodkow vodka, which is made from unused milk sugars.



In February, Lactalis Canada announced a commitment to featuring the iconic Blue Cow logo on its Astro and Stonyfield yogurt lines. Lactalis had previously announced that it would be bringing the logo to cheeses made with Canadian milk under marketed under brands like Cheestrings/Ficello, Amooza!, Cracker Barrel, Black Diamond and P'tit Québec.



**Brands that adopted or expanded their use of the Blue Cow logo in 2020-21 include:**

- Alberta Pike
- Amooza!
- Astro (Original – Smooth N' fruity – BioBest)
- Babybel
- Black Diamond
- Cheestrings/Ficello
- Circle K
- Core Power
- Cracker Barrel
- Creel & Gambrel (C&G)
- D Spot Dessert Café
- Dairy Distillery
- Elite Sweets
- Fairlife
- Founders & Farmers
- Lakeside Farmstead
- Legendary Premium Ice Cream
- P'tit Québec Galbani Professionale
- Panache
- Sargent Family Dairy and Creamery
- Sorbetero
- St. Clair Ice Cream
- Stonyfield
- Terra Cotta Cookies
- The A2 Milk Company
- Tiferet Organic
- Value Priced
- Walker Farms

McDonald's Restaurants of Canada Limited featured the logo in its popular summer ice cream promotion, bringing together two of Canada's most iconic brands: the Blue Cow logo and the Golden Arches™.

Dairy Queen expanded its use of the Blue Cow by bringing it to some of its packaging in-store and on retail products.



Tim Hortons increased use and visibility of the Blue Cow logo in their promotions and at point of sale in their restaurants throughout Canada.

In June, Pizza Pizza, one of Canada's most significant pizza chains, announced that it would add the logo on its website, packaging and promotional e-mails nationwide.



**Major restaurant chains that have adopted the Blue Cow logo in 2020-21 include:**

- Tim Hortons
- Dairy Queen
- Dominos
- Boston Pizza
- Burger King
- Harvey's Restaurants
- McDonalds Canada
- Opa! Of Greece
- Pizza Pizza
- Tim Hortons
- And more

Behind the Blue Cow logo:

# The proAction program

When consumers see DFC's Blue Cow logo, it means they are holding a product that's made with 100% Canadian milk and milk ingredients.

The Blue Cow logo is emblematic of the dairy industry's commitment to excellence, and it's crucial to demonstrating the value of Canadian dairy farmers and their products to Canadians.

Underpinning the Blue Cow logo is the proAction® program. Under proAction, dairy farmers show consumers, in a transparent and demonstrable way, how they adhere to some of the most stringent standards in the world. The proAction program continues to be an essential indicator of the high standards and excellent practices Canadian dairy producers apply on farms every day.



The proAction® program is composed of six modules:



## ENVIRONMENT:

Building on existing provincial environmental farm plans, farmers ensure the best nutrient management, soil health, and water management practices. They also work to enhance biodiversity and reduce waste.



## ANIMAL CARE:

Farmers provide excellent care for their animals, based on the Code of Practice for the Care and Handling of Dairy Cattle.



## MILK QUALITY:

Every day, farmers adhere strictly to provincially regulated milk quality standards to produce some of the world's highest-quality milk.



## FOOD SAFETY:

Farmers work to prevent, monitor and reduce food safety risks on farms, based on the principles of Hazard Analysis and Critical Control Points and Canadian Food Inspection Agency requirements.



## LIVESTOCK TRACEABILITY:

The Canadian Food Inspection Agency has established traceability regulations to safeguard animal and human health and ensure a safe food supply. Canadian dairy farmers meet or exceed these requirements to facilitate effective tracking of the movements of dairy cattle.



## BIOSECURITY:

To improve herd health, farmers work with veterinarians to manage risks and focus on preventing the introduction and spread of disease within their herds.



**Mandatory for all Canadian dairy farms, proAction continually evolves to reflect the latest best practices.**

## Fostering a culture of continuous improvement

One of the core principles of proAction is a commitment to continuous improvement, ensuring the program reflects the latest available research, technology, feedback from farmers and input from experts.

In October, DFC released the latest proAction progress report highlighting achievements and progress made over the preceding year, including the launch of proAction's biosecurity module, the announcement of new partnerships and programs, and the ongoing commitment to the values of proAction demonstrated by farmers and industry partners during the COVID-19 pandemic.

### Changes to the program since the progress report include:



### Traceability Module: Launch of first national livestock traceability program

In October, Lactanet launched DairyTrace, Canada's much-anticipated national dairy cattle traceability program. DairyTrace was designed and built in partnership with DFC to be a centralized system for the management of all dairy cattle traceability data. It offers protection and peace of mind to the industry, promotes information sharing and adds value to research and genetics initiatives, all while aligning with the traceability module of DFC's proAction® program.



### Animal Care Module: Improving overall herd health

In April, a series of changes to the animal care module specific to cattle assessments and corrective actions came into effect. For some changes, transition periods were put in place to allow farmers, dairy professionals, and provincial staff to adjust, while ensuring timely action on areas requiring improvement.



### Environment Module: Taking our commitments on sustainability to the next level

While environmental protection has always been fundamental to dairy farmers' values, farmers have a vested interest in taking their stewardship to the next level under the transparency of proAction. Benefits include enhanced soil health and biodiversity, preservation of land and water quality, reduced carbon emissions and environmental footprint, and the ability to provide consumers with the dairy products they love for generations to come.

In Fall 2020, DFC finalized the requirements and released the Reference Manual for the Environment module, which will be fully implemented on September 1, 2021. Requirements of the new module include:

- An Environmental Farm Plan (EFP) or, in the province of Quebec, le *Plan d'accompagnement agroenvironnemental* (PAA) or PAA-equivalent. This requirement enables farmers to develop and implement individual action plans, evaluating areas of strength while addressing areas with improvement opportunities.
- An Environmental Questionnaire, which allows farmers to assess the use of on-farm practices related to soil health, greenhouse gas emissions, biodiversity, silage seepage, and plastic waste. This also helps farmers note positive actions they already take while learning about new ideas to consider embracing.
- Additional requirements to reduce the risk of contamination of soil, groundwater and surface water from wastewater and manure, and to make the best use of manure and other nutrients on the farm.



## National sustainability working group

DFC established a working group comprised of one staff member per province to develop a nation-wide sustainability approach focused on the environment. The group will identify cost-effective initiatives and on-farm actions that are measurable and reportable, as well as a short- to medium-term target for the industry. Leveraging partnerships and government funding will be considered as part of the framework for these targets.

The group will support the development of a national environmental objective for consideration by the DFC Board that:

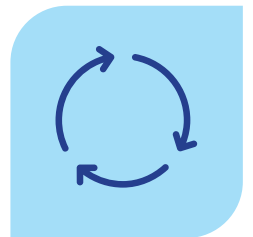
- Will be viewed as credible and meaningful to Canadian consumers;
- Considers the range of steps and actions taken by Canadian dairy farmers, as well as measurable actions to report progress over time; and,
- Ensures Canadians feel that consuming dairy products and supporting the industry is fully aligned with their views and interests in protecting the environment.

The group held its first meetings this spring and their work will continue, tapping into the wealth of knowledge of DFC and provincial dairy organization staff.



## Supporting agricultural recycling programs

Through the proAction Environment module, DFC is working with Cleanfarms, a national non-profit industry stewardship organization, to encourage recycling of on-farm plastics in order to achieve our zero plastic waste strategy. Cleanfarms' programs include the recovery and management of non-organic farm waste for environmentally-responsible disposal or recycling into new products such as farm drainage tile, flexible irrigation pipe and plastic bags. Dairy farmers are natural stewards of the land, and increasingly strive towards incorporating more green initiatives such as these into their farming practices. Working with organizations like Cleanfarms is a great way to further DFC's commitment to a sustainable future.



# DFC: A key partner in dairy

The past year has been a challenging one for many businesses in our value chain. From restaurants to foodservice to retail, all have had to deal with unexpected closures, disruptions in the supply chain, an uncertain labour market and shifts in consumption patterns. As the turbulent waters begin to recede, some purchasing patterns will look more like they did pre-pandemic, while other trends are here to stay. From leveraging the Blue Cow logo in our partners' advertising and point-of-sale materials to new consumption-driving tactics, DFC will be there to assist our allies in the post-COVID-19 environment.

## SIAL (Salon International de l'Alimentation)

SIAL Canada is the largest national B2B trade show, in scale as well as in reach and variety, fostering meetings between over 1,200 exhibitors from 50 countries and over 25,000 buyers from Canada, the United States, and 60 other countries. While the 2020 physical edition of SIAL Canada was postponed as a result of the pandemic, a virtual edition was hosted from September 28 to October 2, 2020. DFC participated in the virtual edition, working with partners to offer a series of virtual booths promoting Canadian dairy products.



## Restaurants Canada Show

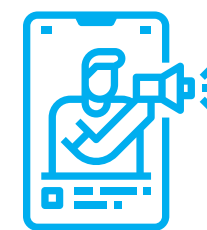
In early March, DFC partnered with the Restaurants Canada (RC) Show, highlighting the value of Canadian dairy to leaders in the hospitality sector. Building on the success of previous years, DFC's presence at the RC Show increased the visibility of the Blue Cow logo before industry decision-makers and demonstrated the versatility of dairy in consumer offerings. Through Blue Cow-branded giveaways to buyers and sponsorship of the highly attended Breakfast with Champions conference, DFC emphasized the power of the Blue Cow logo and the role of dairy in the hospitality sector. DFC also held a branded takeover of the event's coffee pavilion and offered three cheese pairing webinars with Canadian cheese ambassador David Beaudoin, attended by hundreds of delegates.

## DFC and Tim Hortons: Growing our business together

Tim Hortons is one of the most significant users of cream and milk in the country, but with so many Canadians no longer commuting to work, Tim's has had to adapt to a new reality. Given that milk, cream and coffee are so intricately intertwined, our business objectives for this relationship had to evolve as well. By harnessing the power of the Blue Cow logo as a symbol of quality, we are working together to help them reconnect with their customers, and will continue to stand side-by-side with them.

**"We cannot be more excited to have the opportunity to bring our iconic Tim Hortons brand to the same national stage as the Blue Cow. We could not be double double without you."**

**- Hope Bagozzi**  
Chief Marketing Officer,  
Tim Hortons



## Working with our retail partners

DFC also works with a range of partners in the retail sector to drive the Blue Cow messaging at the final step on the path to purchase. Many of our marketing campaigns have an in-store component, and we team up with retailers on special point-of-sale advertising, signage, flyers and loyalty program promotions that feature the Blue Cow. No matter the format, DFC goes the extra mile to close the sale and drive incremental volume.



## Supporting Canadian Food Banks

According to the Centre for Studies in Food Security at Ryerson University, about 12% of Canadian households are food insecure and struggle to get adequate nutrition. Dairy farmers believe that all individuals and families should have reliable access to affordable, healthy and nutritious foods, like dairy. With the prolonged closure of many workplaces in the wake of the pandemic, dairy farmers stepped up to help food banks in their mission to eradicate hunger, and collectively donated more than \$10 million in dairy products to support Canadians in need. A \$1 million donation from DFC was combined with federal government contributions to allow Food Banks Canada to purchase \$3 million in quality dairy products for distribution in communities right across Canada, including Northern Canada.



WORLD MILK DAY



## Celebrating World Milk Day

DFC collaborated with Global Dairy Platform to promote World Milk Day on June 1, 2021 under the theme of sustainability. DFC's messaging focused on the dairy sector's role in sustainable agriculture and how it "lies at the core of the dynamic communities it creates." (Global Dairy Platform). The centrepiece of this initiative was a video composed of photos submitted by real dairy farmers showcasing their passion for caring for the environment while feeding their fellow Canadians. DFC's social media campaign alone was estimated to have generated more than 7 million impressions.

# A tireless advocate for Canadian dairy farmers

## DFC instrumental in push for trade deal compensation

After months of advocacy by DFC and other organizations, in November 2020, the government formalized the details of its promised compensation for the concessions made under the Comprehensive Economic and Trade Agreement (CETA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

For dairy producers, this included the announcement of an accelerated three-year direct payment schedule for the full balance of \$1.4 billion for CETA and CPTPP compensation. Reducing the timelines for the scheduled payments is recognition by the government of the importance of the foreign competition we face. By 2024, nearly 18% of our domestic butterfat production, the most lucrative milk by-product, will be outsourced to dairy farmers in other countries, whose products will replace those made with Canadian milk on our store shelves.



## Mitigation for the impacts of CUSMA

The Canada-US-Mexico Agreement (CUSMA) entered into force on July 1, 2020, and the Prime Minister has committed to full and fair compensation to mitigate its impacts on dairy farmers. DFC has continued its advocacy on this issue by making it a priority focus of this year's lobby week, and by maintaining active outreach with the Minister of Agriculture, the Finance Minister and Prime Minister's offices and other officials to encourage government to sit down with dairy farmers as soon as possible.



## Canada-UK trade agreement and the UK's request to join CPTPP

On December 9, 2020, Canada and the United Kingdom (UK) signed a transitional trade agreement following the UK's departure from the European Union. Following advocacy from DFC, the agreement requires that the UK use existing import provisions under the WTO for its dairy exports to Canada, thus maintaining total international access at current levels. A permanent free trade agreement between the two countries is expected by 2023. In the meantime, the UK submitted a formal request to join the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the accession process started on June 2. DFC is following the situation closely and continues direct intervention on this matter so that the government keep its commitment to not concede any additional access to the Canadian domestic dairy market.

## TRQs Allocation

DFC submitted comments on phase 2 of the comprehensive review of the allocation and administration of Tariff Rate Quotas (TRQs) for dairy products. In its submission, DFC re-emphasized how critical it is for dairy farmers that dairy TRQs be allocated to Canadian dairy processors at the maximum possible level. The new TRQs allocation is expected to be published on September 1, 2021 for coming into force on January 1, 2022. DFC also conducted a technical briefing for parliamentarians to better sensitize them to the importance of this issue for our sector.

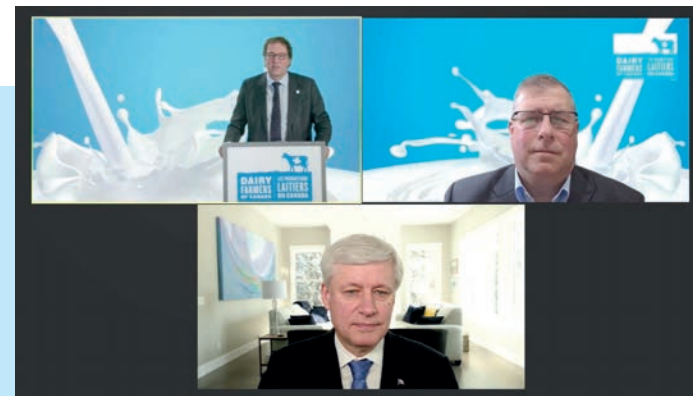
## USTR Challenge on CUSMA TRQs

Under the new CUSMA, most of Canada's TRQs have been allocated to processors, similar to the current allocation of TRQs in place under the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Following the process started late December by the U.S. Trade Representative (USTR), the U.S. moved forward to request a formal panel to challenge the Canada's CUSMA TRQs allocation to Canadian Dairy Processors on May 25, 2021. Along with the Canadian government, we are confident that the current allocation of TRQs respects CUSMA disposition. We are offering our help to the Canadian government to build a strong case to defend our national interest. The decision of the panel is expected in late 2021.



## Broadbent Institute Panel on Food Security

In January 2021, DFC sponsored a panel hosted by the Broadbent Institute which focused on food security, using dairy's response to the pandemic as a case study. The panelists included DFC Vice-President David Wiens, Food Banks Canada's Chief Network Services Officer, and a Professor of Food, Agricultural and Resource Economics from the University of Guelph. The discussion cast dairy in a very positive light and the audience came away with a much better understanding of dairy's contributions to food security in Canada.



## DFC's Annual Policy Convention

In February, some 500 dairy farmers from across Canada participated in a virtual edition of DFC's 2021 Annual Dairy Policy Conference (APC). The conference featured industry experts and former politicians from both sides of the border discussing top issues and opportunities for the Canadian dairy sector. Speakers highlighted opportunities for growth in the market, viable sustainability options, and the importance of innovation to fuel COVID-19 recovery. A range of experts and thought leaders also provided their advice on trade relations and video messages from the four main parties in the House of Commons were played for delegates.



**«I am an American supporter of supply management. American small dairy farmers are being driven out of business and receiving nothing but empty promises. We are running out of options, and we have yet to look at the most successful option in North America, just north of our border.»**

- **Howard Dean**, Former Governor of Vermont  
Democratic National Committee Chairman

Globe and Mail - March 5, 2021

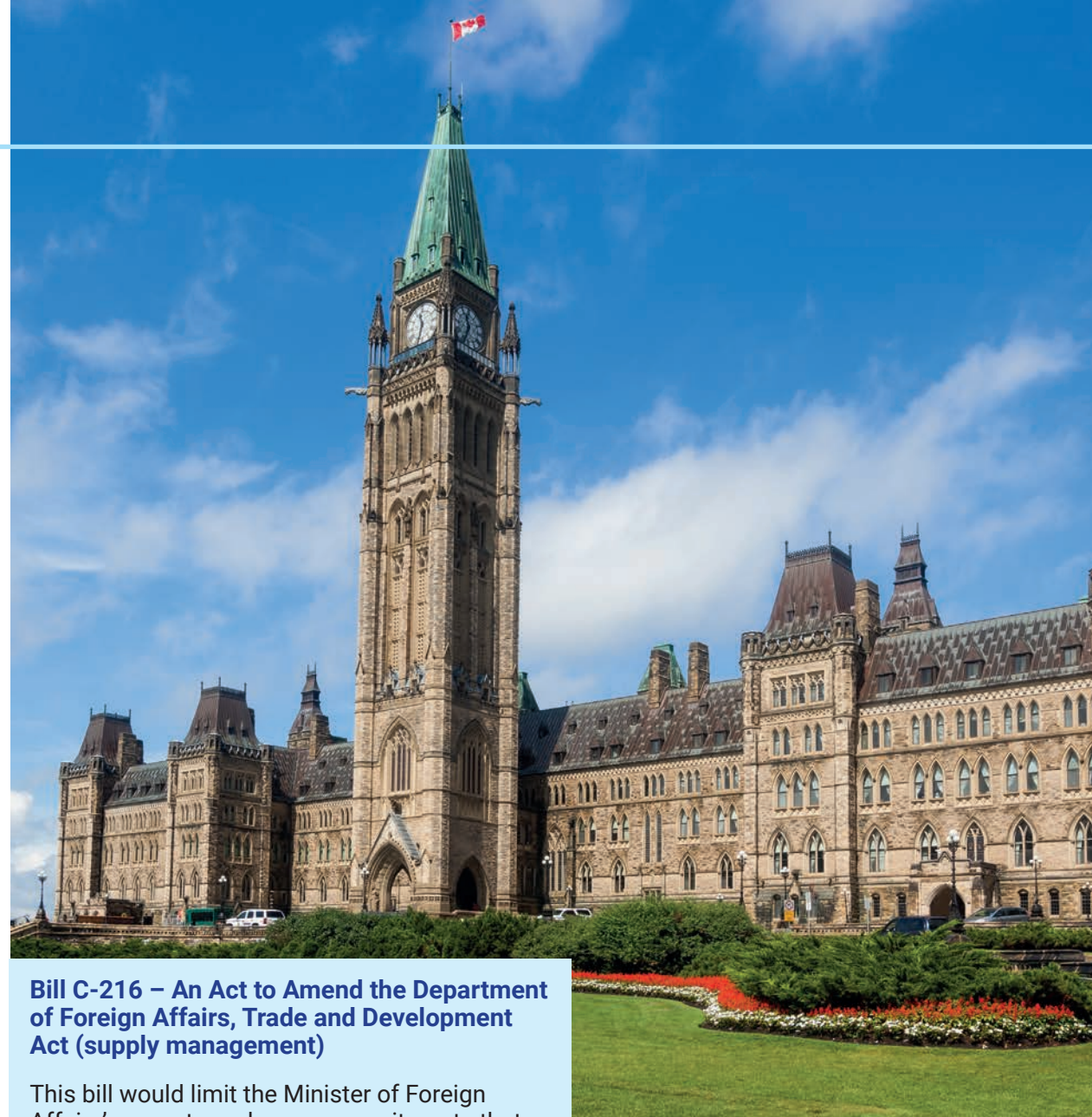
## Update on Private Members' Bills of relevance to dairy

Several private members' bills of relevance to dairy went through the legislative process over the past year, with some reaching the last stages before becoming laws. These include:

### Bill C-208 – An Act to Amend the Income Tax Act (transfer of small business or family farm or fishing corporation)

This bill allows small businesses, family farms and fishing corporations the same tax rate when selling their operations to their family member as they would selling it to a third party. Previously, when a farmer sells his or her business to a family member, the difference between the sale price and the original purchase price was deemed to be a dividend. However, if this business was sold to a non-family member, it was considered a capital gain, which is taxed at a lower rate and allows the seller to use his or her lifetime capital gains exemption. DFC supports bill C- 208, as it would address a problem long raised by dairy farmers.

**Status as of July 1, 2021:** This bill has received royal assent and has become law. The government intends to introduce legislation to clarify that these amendments would apply at the beginning of the next taxation year, starting on January 1, 2022.



### Bill C-216 – An Act to Amend the Department of Foreign Affairs, Trade and Development Act (supply management)

This bill would limit the Minister of Foreign Affairs' power to make any commitments that either increase TRQs or reduce the applicable over-quota tariffs for dairy, poultry, or egg products. The bill passed second reading at the House of Commons on March 10, 2021, with support from the Liberals, NDP, Bloc Quebecois and 38 Conservatives MPs.

**Status as of July 1, 2021:** The bill was studied by the Standing Committee on International Trade, to which DFC participated, submitted a brief and testified to the merit of the bill as well as its importance to all agricultural sectors under supply management. The Committee reported the bill back to the House without amendments.

### Bill C-205 An Act to Amend the Health of Animals Act

This bill would make it an offence to enter, without lawful authority or excuse, a place in which animals are kept if doing so could result in the exposure of the animals to a disease or toxic substance that is capable of affecting or contaminating them. The bill passed second reading at the House of Commons on March 10, 2021, with support from the Conservatives, NDP and Bloc Quebecois.

**Status as of July 1, 2021:** The bill was studied by the Standing Committee on Agriculture and Agri-Food and referred back to the House with amendments. DFC had proposed an amendment that would have removed the absolution of wrongdoing through ignorance and extend liability to individuals and organizations that assist others in breaking the law, but it was not retained by the Committee. Instead, the Committee preferred to incorporate three amendments to the text of the Bill that would increase farmers' liability.

### Bill C-206 – An Act to Amend the Greenhouse Gas Pollution Pricing Act (qualifying farming fuel)

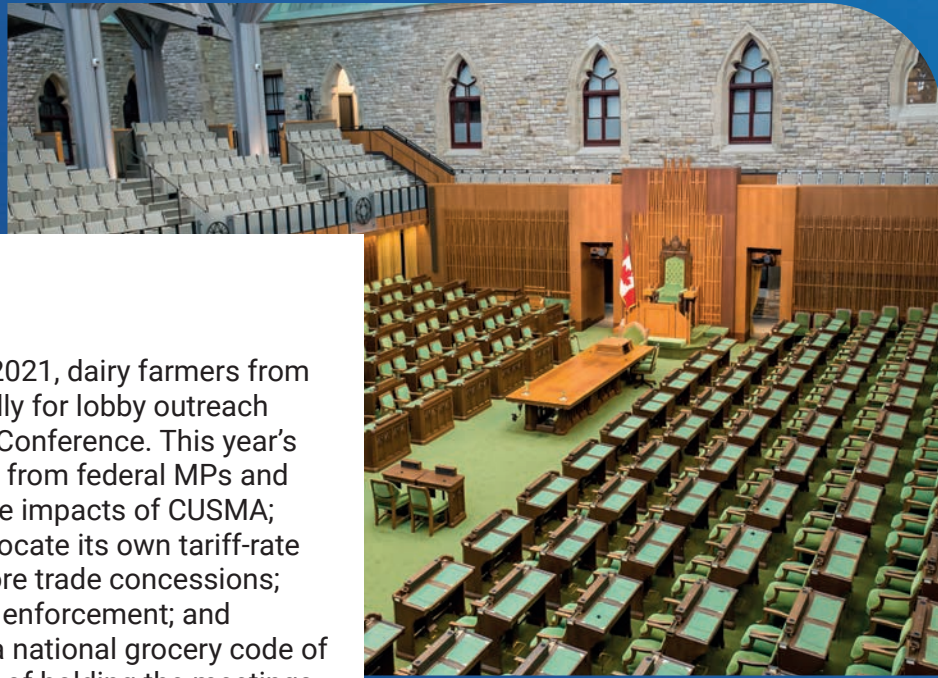
This bill would extend the exemption for qualifying farming fuel to marketable natural gas and propane. DFC is in favour of extending the exemption and, is supportive of the CFA's advocacy efforts on this issue.

**Status as of July 1, 2021:** Third reading of the bill in the House garnered support from all parties except the Liberals. This bill has now been referred to the Senate, where it is up for debate at first reading.

DFC will continue to monitor the progress of these bills and engage as needed. Unfortunately, if an election occurs in Fall 2021, all unfinished parliamentary business would fall – including any bills that have not received Royal Assent.

## Lobby Week 2021

The week of February 8 to 12, 2021, dairy farmers from across Canada gathered virtually for lobby outreach as part of DFC's Annual Policy Conference. This year's focus was on securing support from federal MPs and Senators towards mitigating the impacts of CUSMA; preserving Canada's right to allocate its own tariff-rate quotas (TRQs); ensuring no more trade concessions; strengthening Canada's border enforcement; and advocating for the creation of a national grocery code of conduct. Despite the challenge of holding the meetings virtually, this year's lobby week was a huge success, and saw dairy farmers conduct nearly 140 meetings with MPs and Senators from all political parties and meetings with leaders of four parties in the House of Commons including the Prime Minister.



## UN Food Systems Summit

Taking place in September 2021, the UN Food Systems Summit aims to bring together key players from a variety of stakeholders to develop solutions to transform the world's food systems. Concerns have been raised that advocates for diets focused on plants (such as Eat Lancet) are influencing outcomes from the Summit. Leading up to the Summit, countries were invited to hold their own dialogues that will feed into the global discussion. DFC has taken an active part in dialogues organized by the Canadian government and by agricultural groups such as the Canadian Federation of Agriculture, to raise the importance of animal farming, highlighting the improvement of our carbon footprint in recent years and the higher nutritional value of dairy. DFC has also undertaken direct advocacy with government officials to ensure animal agriculture is not minimized in any way due to its science-based importance in diets and sustainable agriculture more broadly alongside other animal protein commodities.



## Grocery Code of Conduct

In recent years, some retailers have increased pressure on suppliers by imposing arbitrary and unreasonably harsh fees and penalties and making unilateral changes to supply agreements. If left unchecked, these practices could hamper product innovation, reduce product variety, and generate unnecessary costs, with a negative impact on dairy farmers, processors, independent grocers and consumers alike. DFC and other stakeholders support the notion of a Grocery Code of Conduct to strengthen the country's food supply chain. If adopted, a code of conduct of this nature would bring greater balance to supplier-retailer relationships, improve competition in the grocery retail environment, and foster greater collaboration throughout the supply chain. DFC advocated our position on this issue during our Lobby Week and continued to follow up with the government throughout the year. Following these advocacy efforts and those of other stakeholders, the Federal/Provincial/Territorial (FPT) Ministers of Agriculture announced their intention to form a committee to study this issue, and report back at the next FPT Ministers meeting later in 2021.



## A global partner for dairy

Further to its work as a tireless advocate for the dairy industry in Canada, DFC also contributes to international organizations such as the International Dairy Federation, the World Trade Organization, the World Health Organization, Codex Alimentarius, the World Farmers' Organisation, the Global Dairy Platform, and the International Farm Comparison Network. DFC also sponsored and participated in the IDF Cheese Symposium in Spring 2021. Our work with each of these global organizations has cemented our position as a leader in Canadian dairy.



# Communications and Issues Management

## ISSUES MANAGEMENT

DFC tracks a diverse range of issues, from the growing popularity of dairy alternatives to the development of lab-made proteins designed to replace milk proteins, with an eye towards anticipating the social and political ramifications of emerging issues.

Climate change, environment, animal care and interest in non-traditional diets are among the preoccupations monitored by DFC on a regular basis.

This foresight helps DFC respond to emerging issues and demonstrate that farmers and consumers share the same values around things like quality, food safety, animal care and environmental sustainability.

DFC also works with other national farm groups as well as international organizations, such as the International Dairy Federation and Global Dairy Platform to stay informed of international issues so that we can better defend the sector from the spread of misinformation.

## MEDIA RELATIONS

DFC tracks and monitors emerging media stories and current events to stay abreast of the latest developments relevant to dairy. We respond regularly by providing interviews and statements to media, submitting letters to the editor, making replies and comments on social media posts about dairy, responding to consumer questions, and reaching out to journalists and influencers to ensure that dairy is present in the discussion and set the record straight when necessary.

We also engage in proactive media relations, submitting story ideas, article and op-ed submissions and liaising with opinion-leaders to ensure that dairy's story is being told. Over the course of the past year, we have responded to various media clippings which, based on misinformation or an uninformed point of view, portrayed dairy in a negative light by countering directly or indirectly with facts and science. These range from myths about the production process to misrepresentations of the nutritional value of dairy. As DFC is often viewed as being too closely connected to the issues to be impartial, we are increasingly relying on independent third-party experts with no direct affiliation to DFC to respond on our behalf, which gives additional credibility.



## SOCIAL MEDIA BY THE NUMBERS:

Verified on all platforms

**230,000**  
social media followers

**70%**

More Instagram followers

**33%**

More LinkedIn followers

**18 MILLION+**  
Twitter impressions

## EXPERT WORKING GROUP ON BUTTER

In light of the public concern surrounding the hardness of butter this past winter, DFC established an expert working group to study the issue further. The overarching goal of this group is to deliver independent conclusions rooted in science on both the hardness of butter and the use of palm supplements in dairy. The key objectives of the expert working group include:

- **Confirming whether there are or have been changes in the characteristics of butter.**
- **Conducting a scientific literature review to assess current best practices for:**
  - Feeding of palm fat supplements to cows;
  - Milk (and butter) composition;
  - Milk handling and processing techniques; and,
  - The health and safety of supplements (including palm).
- Identifying any gaps in data or research.
- Reviewing the level of sustainability of various types of palm supplements, including by-products.
- Assessing the role and nutritional value of palm fat supplements for dairy cows.



The expert working group includes prominent academics and scientists from across Canada, with a diverse range of expertise. All are recognized as leaders in their fields, with specializations in areas such as dairy nutrition, animal health, sustainability, food science and human nutrition. Consumers will have a clear voice as the working group includes representation from the Consumers' Association of Canada. The working group also includes participation from dairy processors and farm-level experts.

It is important that the working group operate independently of DFC, as critics tend to dismiss research or experts that are closely associated with our industry. Therefore, the working group has been allowed to pursue its work without intervention from DFC, except to provide information as requested. To ensure complete independence, the working group is also responsible for its own communications with the media.

# Driving Innovation: Research Initiatives

The Canadian dairy sector has always been a global leader in research and innovation. DFC has invested millions over the past quarter-century to:

- ✓ **Foster innovation**
- ✓ **Increase farm efficiency and sustainability**
- ✓ **Enhance animal health and care practices**
- ✓ **Improve milk quality**
- ✓ **Strengthen the role of dairy in human nutrition and health**



DFC leverages its investments to attract funding from other research partners, including organizations like Agriculture and Agri-Food Canada, the Natural Sciences and Engineering Research Council, and Lactanet Canada, to name a few.

This research provides the basis for our communications with health professionals and the public, and helps to inform new best practices and requirements such as those under proAction.

To ensure our sector remains ahead of the curve, DFC has initiated a process to update the National Dairy Research Strategy. First published in 2016, the strategy outlines a five-year plan for our investments in scientific research. The new strategy will be released in October 2021 and is being developed with input from dairy farmers, researchers, students, health professionals, and technical and scientific experts and industry stakeholders.

## Informing our key stakeholders of the latest findings

DFC's research team aims to inform farmers and health professionals of the latest findings in dairy research. To this end, DFC released several factsheets outlining the latest research outcomes:

- Three factsheets were updated and 5,300 copies of each were made available to Canadian dairy farmers as part of the proAction® Environment module rollout, for which farm environmental assessments will begin in September 2021. They contain best practices to mitigate greenhouse gases in livestock, manure, and crop management to support continuous improvement in farm sustainability.
- Two factsheets were created in partnership with the Mastitis Network, outlining a recommended protocol for the administration of internal teat sealant as well as protocols for drying off cull dairy cattle at high production and in emergency situations with visual step-by-step procedures.
- As part of Nutrition Month 2021, two factsheets were created to help raise awareness of Canadians' low calcium intakes and the nutritional gaps between the EAT-Lancet Planetary Health Diet and Canadian Nutrient Recommendations. Over 8,000 copies were distributed to secondary school teachers and dietitians.

## Expert Committees

The Canadian Dairy Research Council (CDRC), chaired by David Wiens, met five times over the last 12 months to approve financial support for nine research projects and one Knowledge Transfer and Translation (KTT) national, and to initiate the update of the National Dairy Research Strategy.

The Nutrition Experts Scientific Advisory Committee met twice to evaluate 15 research proposals and review six annual and final projects reports, while the Sustainable Dairy Production Experts Committee met to review 13 projects annual reports.



### Research by the numbers

**39 PROJECTS**

**32 INVESTMENT PARTNERS**

**36 RESEARCH INSTITUTIONS**

**124 SCIENTISTS**

**113 STUDENTS (M.Sc., Ph.D., POSTDOCS)**

**3,023 DAIRY FARMS COLLABORATING ON PROJECTS**



Reinforcing understanding of dairy's role in human health:

# Nutrition programs

DFC's national nutrition team has continued to connect with health professionals and consumers to share information, emerging research and new resources which reinforce the role of milk products in promoting health.

## Encouraging *Only Good Things*

During the first wave of the COVID-19 pandemic, DFC launched *Only Good Things*, a campaign encouraging millennials to prepare meals at home using wholesome ingredients, such as dairy products, while highlighting their role in a healthy diet. Through easy-to-prepare, nutritious recipes and a wide range of unique, carefully curated social and digital content, the campaign aimed to connect with Canadians who were cooking from home more often during the pandemic by sparking joy into the kitchen and inspiring good moments with loved ones.



**49 MILLION**  
impressions on social media

**105,000**  
new website users



Nutrition Month  
official sponsor



Nutrition Month  
presented by  
Dietitians of Canada



## Promoting dairy's role in a healthy diet: Nutrition Month 2021

DFC remained focused on digital content as an official sponsor of Dietitians of Canada's 2021 Nutrition Month campaign, an annual event running every March. In addition to materials created for teachers and health professionals, DFC also developed a consumer social media campaign focused on the diversity of foods Canadians consume and the influences that shape an individual's unique choices. The social media content directed consumers to a new microsite offering resources and recipes.

This sponsorship provided an opportunity to position DFC's Registered Dietitians as leaders in the field and to reinforce the importance of high-quality Canadian milk products within a healthful diet.

**20,000**  
print and digital  
posters shared  
with Canadian  
teachers and  
dietitians

Approximately  
**50 MILLION**  
impressions on  
social media

**50%+**  
of Dietitians  
of Canada  
media activities  
mentioned dairy

There was a significant increase in agreement among consumers during the campaign that dairy is a key part of a healthy diet, that Canadian milk is antibiotic-free and that Canadian milk is produced without artificial growth hormones.

# What you eat. Unique, like you.

I enjoy spicy foods

I choose Canadian

I care for the environment

I listen to music while cooking

I like reinventing old classics

WHATYOU EAT.CA

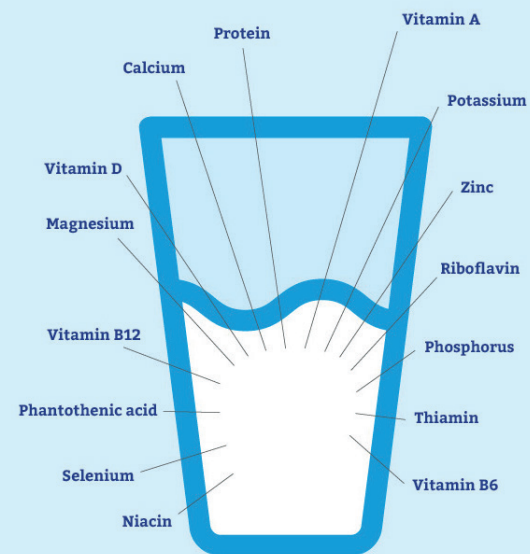
**Good for you!**  
Dietitians help you find your healthy.

Nutrition Month presented by Dietitians of Canada nutritionmonth2021.ca

Nutrition Month official sponsor whatyoueat.ca

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## MILK: A SOURCE OF 15 ESSENTIAL NUTRIENTS



### Reaching Professionals

DFC hosted or supported three webinars this year to connect health professionals with the latest information on the role of dairy in a healthful diet:

*Protein for Bone Health* featuring speaker Andrea Josse, Ph.D., Assistant Professor in the School of Kinesiology and Health Science at York University.

*Dispelling Myths About Calcium and Bone Health* featuring Jennifer Sygo, RD, along with two members of Osteoporosis Canada's Scientific Advisory Council, Lianne Tile MD, FRCPC M Ed at the University of Toronto and Hassan Vatanparast MD, Ph.D., at the University of Saskatchewan.

*New Insights on the Role of Milk Products in the Prevention of Type 2 Diabetes* featuring speaker Anthony Hanley, Ph.D., Professor in the Department of Nutritional Sciences at the University of Toronto.



## Financial Report

As noted earlier, the DFC budget structure includes three business offerings delivered on behalf of its members:

- Core funding, which includes DFC's foundational activities such as advocacy, legal, policy, operations, and our Blue Cow certification program;
- Strategic objectives, established by the Board on an annual basis;
- Regional service and program offering.

To view Dairy Farmers of Canada's complete 2020 financial statements, [click here](#). The budget for 2021 was approved in December 2020.



## Subscribe to the Dairy Express

Dairy Farmers of Canada's newsletter for provincial members and farmers: [communications@dfc-plc.ca](mailto:communications@dfc-plc.ca).



## Download DairyExpress+

Dairy Farmers of Canada's mobile app for farmers from the App Store or Google Play.

Access to these tools is restricted to farmers and provincial dairy staff, they allow us to communicate recent news, key messages, and more, directly to you.

