



Les
Producteurs
de lait
du Québec

Press release

Special General Meeting of Les producteurs de lait du Québec:

Milk producers unveil their new logo

Quebec City, November 27, 2014/CNW – At the Special General Meeting of Les producteurs de lait du Québec, Chairman Bruno Letendre unveiled the organization's new logo.

It should be noted that on May 1, 2014, the Fédération des producteurs de lait du Québec became Les Producteurs de lait du Québec. The federation of 14 member syndicates formed a single organization where all producers are direct members. Due to this transformation, it was necessary to change the name and the logo.

New logo

The product reference was kept from the logo of the Fédération des producteurs de lait du Québec, which was a white drop of milk against a blue background.

The new drop of milk symbol is modern, open and elegant. Its curved shape suggests the typical motion of milk when it is poured into a glass.

The symbol also takes the form of an "L," as in "Lait" and "Les Producteurs de lait du Québec," to connect it with the product and the collective work of producers.

Blue was chosen in reference to the purity of the product and because the colour contrast brings out the white in the drop of milk. The colour blue is often associated with milk. It was featured in the logo of the Fédération des producteurs de lait du Québec from 1983 to 2014.

About Les Producteurs de lait du Québec

Les Producteurs de lait du Québec, affiliated with the UPA, represents Quebec's 5,900 producers who deliver nearly 3 billion litres of milk every year, which yield a total of over \$2 billion in farm receipts. Milk production creates around 83,000 jobs in Quebec and contributes as much as \$5.1 billion to the gross domestic product. www.lait.org

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