



Les
Producteurs
de lait
du Québec

Press release
For immediate release

**Les Producteurs de lait du Québec reveals the winners
of the Lait'xcellent milk quality competition**

Quebec City, April 12, 2017 – Ferme Denis Desfossés on Sainte-Brigitte-des-Saults, Ferme Jolichutes of Lévis and Ferme Simal of Princeville are the big winners of the 2016 edition of Lait'xcellent, a competition that rewards milk producers who stand out in the province for the excellent quality of their milk. The names of the recipients were revealed by Les Producteurs de lait du Québec at its Annual General Meeting.

A video featuring the 2016 Lait'xcellent recipients can be viewed at <https://youtu.be/n-iovvceTTU>.

2016 GOLD Lait'xcellent Award winner: Ferme Denis Desfossés, Sainte-Brigitte-des-Saults, Centre-du-Québec

According to its owner, Ferme Denis Desfossés' winning recipe for quality milk is based on exemplary best practices in clean equipment, herd health monitoring, rigorous milk recording, generous straw bedding, and good milking conditions for the cows.

Ferme Denis Desfossés received the Gold Lait'xcellent Award in 2013 and 2015, the Silver Award in 2010 and 2014, and the Bronze Award in 2006 and 2007. In the last 13 years, it has ranked 12 times among the 25 dairy enterprises with the best milk quality in Quebec.

Denis Desfossés took over from his father in 1990. His herd has 34 heads, including 20 lactating cows and his farm extends over 27 hectares of land.

2016 SILVER Lait'xcellent Award winner: Ferme Jolichutes, Lévis, Chaudière-Appalaches

Several factors explain the quality of the milk from Ferme Jolichutes S.E.N.C., including regular vaccinations against the most frequent cause of contagious mastitis in dairy herds, clean and abundant straw bedding, and a milking routine that limits the risks of contamination.

In 2015, Ferme Jolichutes was one of the ten provincial finalists of the Lait'xcellent competition.

Nathalie Roberge, Jocelyn Gosselin and their daughter Gabriel are the owners of Ferme Jolichutes, a family enterprise for eight generations, with 39 animals, including 26 cows and 70 hectares of land.

2016 BRONZE Lait'xcellent Award winner: Ferme Simal, Princeville, Centre-du-Québec

Four strict rules are rigorously followed at Ferme Simal inc. to ensure that it produces good quality milk: adequate stable ventilation, which keeps the cows dry, a thick layer of clean bedding that is changed regularly, a milking system that is checked annually, and a milking routine that everyone follows.

In the last nine editions of the Lait'xcellent competition, Ferme Simal has ranked every year among the 30 farms with the best quality milk.

Ferme Simal belongs to Simone Seliner and Albert Donni. They purchased the dairy enterprise in 1992. It has 115 heads, including 52 lactating cows and 92 hectares of land.

Milk quality, a priority for producers

Quebec and Canada have some of the highest milk quality standards in the industry, which specifically include very strict rules on the absence of antibiotics in milk and a ban on using growth hormones for animals. They ensure that the bacteria and somatic cells found naturally in milk can be kept under control.

Quebec milk producers apply optimal quality practices by complying with the very strict rules of the Canadian Quality Milk (CQM) program, which is designed to prevent, monitor and reduce food safety risks on farms.

About Lait'xcellent

The Lait'xcellent competition has been held every year since 1987 by Les Producteurs de lait du Québec to reward the dairy farms in each region that achieve the best quality results as well as three provincial winners.

About Les Producteurs de lait du Québec

Les Producteurs de lait du Québec, affiliated with the UPA, represents Quebec's 5,473 dairy farms, which deliver over 3 billion litres of milk every year, for a total of over \$2.45 billion in farm receipts. Milk production and processing generate around 83,000 direct, indirect and induced jobs in Quebec and contribute as much as \$6.2 billion to the gross domestic product. Finally, they generate \$1.3 billion in tax receipts, including \$678 million for the federal government and \$454 million for the Quebec government. www.lait.org

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Carine Salvi
Advisor, Public Relations
Les Producteurs de lait du Québec
csalvi@lait.qc.ca 514 589-7477