

Three Quebec dairy farms rewarded for the quality of their milk

QUEBEC CITY, April 17, 2019 – Ferme Denis Desfossés of Sainte-Brigitte-des-Saults, Ferme Beaux-Près enr. of Saint-Vianney, and Ferme Vicain SENC of Saint-Éphrem-de-Beauce are the big winners of the 2018 edition of Lait'xcellent, a competition that rewards milk producers across the province for the outstanding quality of their milk. The recipients were revealed at the 2019 Annual General Meeting of Les Producteurs de lait du Québec.

The video introducing the winners of the 2018 edition of the Lait'xcellent competition can be viewed at <http://bit.ly/2Kllmmk>.

2018 GOLD Lait'xcellent Award Ferme Denis Desfossés, Sainte-Brigitte-des-Saults, Centre-du-Québec

According to its owner of the same name, Ferme Denis Desfossés' winning recipe is based on exemplary practices in the cleanliness of its cows, their environment and the equipment. Proper health monitoring of the 34 cows in the herd, rigorous milk controls and a generous supply of clean and dry straw bedding are also key factors. Finally, its herd's bulls are chosen based on their low somatic cell count profile and the strength of their immune system.

Ferme Denis Desfossés has received the Gold Lait'xcellent Award in the last four years. In the last 15 years, Ferme Denis Desfossés has ranked 14 times among Quebec's top 25 dairy enterprises for the quality of its milk.

2018 SILVER Lait'xcellent Award Ferme Beaux-Prés enr., Saint-Vianney, Bas-Saint-Laurent

Georges Beaupré and Micheline Girard, owners of Ferme Beaux-Prés enr., focus on the cleanliness of the stalls and the comfort of the 60 animals in their herd to guarantee high-quality milk. For instance, they make sure that there is proper ventilation in the summer and added mattress stall beds a few years ago. Also, CMP mastitis tests are performed after every calving and equipment is thoroughly cleaned during milking routines. They also make sure to avoid overmilking.

The Beaux-Prés enr. farm has already earned two Very Great Distinctions and a Great Distinction in the Lait'xcellent competition and came in second in Quebec for the quality of its certified organic milk in 2014 and 2017.

2018 BRONZE Lait'xcellent Award
Ferme Vicain SENC, Saint-Éphrem-de-Beauce, Chaudières-Appalaches-Sud

At the Vicain SENC farm, owners Alain Couture and Vicky Grondin make sure to give their cows high-quality feed so that they stay healthy. The owners are also meticulous and attentive when it comes to the 72 cows in their herd. The cows are regularly brushed and the saw dust is always dry. Finally, to produce high-quality milk, a great deal of effort goes into cleanliness.

Before winning the gold in the Lait'xcellent regional competition, Ferme Vicain SENC obtained four Very Great Distinctions and a Great Distinction. In 2014, it won the "Jarret agricole" award from the Saint Georges Chamber of Commerce.

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 requirements on the absence of antibiotics in milk and a ban on using growth hormones for animals.

Quebec milk producers apply optimal quality practices by complying with the very strict rules of the Canadian Quality Milk program, which is designed to prevent, monitor and reduce food safety risks on farms. This program is a module of proAction, the sound and sustainable governance program for Canadian dairy 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 5,050 dairy farms, which deliver roughly 3.37 billion litres of milk, for a total of over \$2.60 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. For more information, visit our Web site at lait.org or follow us on [Twitter](https://twitter.com/laitqc).

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