



Les
Producteurs
de lait
du Québec



SUSTAINABLE DEVELOPMENT STRATEGY OF LES PRODUCTEURS DE LAIT DU QUÉBEC

Objective

Mobilize and involve the dairy industry and its partners in ensuring responsible dairy production to help fight against climate change and make an increasing economic and social contribution.

BACKGROUND

The Sustainable Development Action Plan aims to provide the organization with a clear framework for steering its future actions on environmental, social and economic issues. Sustainable development is an integral part of the mission pursued by Les Producteurs de lait du Québec and very much part of its current activities. Since 2013, the proAction quality assurance program has certified that milk producers' actions contribute to sustainable development through a structured, multifaceted approach. Whether they are complying with animal welfare standards on the care and handling of animals or food safety, biosecurity or environmental requirements, producers are already making effective efforts toward sustainable development goals.

This action plan serves as a guide for steering research and training needs, equipping producers to achieve the set goals, and creating dialogue between dairy producers and society as a whole in the interest of reaching a better mutual understanding between them. It proposes an entire series of strategic themes to achieve sustainable dairy farms. The sustainable development action plan is based on a sustainable collective marketing model, which ensures that dairy production is managed according to market needs, while dairy producers are fairly compensated and continue to be present across the territory.



It is important to note that some of the targeted goals in the Plan are not the sole responsibility of Les Producteurs de lait du Québec. All partners and governments will need to be involved if this action plan is to be successful.



PROCESS

This process is transparent, inclusive and grounded on a globally recognized reference framework: the United Nations (UN) Sustainable Development Goals (SDGs). To carry out this process, the Chair in eco-advising at the Université du Québec à Chicoutimi analyzed the extent to which sustainable development was incorporated into the organization's activities and assisted the organization in defining its priorities and identifying related actions. This analysis not only identified the actions that have already been taken and should be reinforced, but also new actions, in the interest of continuing the organization's and producers' efforts. The UN SDG targets were put in order of priority by cross-referencing progress in achieving relevant targets for the organization with their importance. In doing so, 6 priority targets, 30 medium-term targets and 28 reinforcement targets were identified.

After the analysis, dairy producers and industry partners were surveyed to help prepare the action plan. This consultation sought to confirm the findings of the analysis and the target prioritization efforts, determine what is needed to achieve the goals, ensure the feasibility of the actions proposed to reach the plan's goals, and clarify producers' and partners' expectations along those lines. Ultimately, three strategic themes were identified from the targets and consultations: responsible agricultural production, the fight against climate change, and economic and social contribution.

Based on the research findings, the training activities offered, and the available tools and tools being developed in connection with the plan, producers will be encouraged to reinforce certain actions or start taking new actions on their farms. Since milk producers are the heart of the sustainable development action plan, the efforts made to implement the plan will consider their impact on the quality of life of milk producers, their mental and physical health, and the availability of skilled workers. This plan will span five years and be reviewed for the next period.

In parallel to the sustainable development action plan, Les Producteurs de lait du Québec also reviewed its strategic plan for the 2023 to 2030 period. Both plans are independent from one another, yet intrinsically linked through many of their goals, i.e. the actions that are taken for one plan will contribute to achieving the goals of the other.

An implementation plan will be developed with partners to map out exactly how the described goals will be achieved.

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SUSTAINABLE DEVELOPMENT STRATEGY ACTION PLAN OF LES PRODUCTEURS DE LAIT DU QUÉBEC



Economic and social contribution

GENERAL GOALS	SPECIFIC GOALS
Support supply management as a sustainable collective marketing model	Participate in setting up a business environment that promotes profitable and sustainable farms
	Keep the wealth fairly distributed in the industry
	Maintain equity between producers
	Maintain collective risk management and support programs
Keep farms in all regions to contribute to rural economic development	Help keep farms sustainable in every region of Quebec
	Promote the supply of a skilled and trained workforce
	Inventory producers' community service activities outside their farms
	Support organizations that make efforts to maintain laws and mechanisms that protect agricultural lands
Promote healthy lifestyles	Support Quebec organizations that share sustainable development values
	Support organizations that help producers
	Promote the importance of healthy, sustainable food and exercise to Quebecers

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Responsible agriculture

GENERAL GOALS	SPECIFIC GOALS
Use natural resources efficiently on dairy farms	Optimize water management on farms by complying with the principles of reducing, reusing and conserving
	Transfer knowledge and assess the adoption rate of soil management practices that promote the health and conservation of cropland and the quality of harvested food
Reduce the impact of dairy production on the environment	Encourage sound management of agricultural waste and plastics
	Document practices that encourage the conservation of biodiversity and ecosystems and their adoption rates
	Adjust the raw milk production level to demand as effectively as possible
	Use inputs wisely
Optimize herd management	Promote the continuous improvement of animal health and well-being
	Produce nutritious, high-quality milk

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The fight against climate change

GENERAL GOALS	SPECIFIC GOALS
Continuously improve dairy farms' greenhouse gas (GHG) performance with the goal of achieving net-zero emissions by 2050	Reduce enteric methane emissions and GHGs from manure and soil
	Update knowledge and compare practices that promote carbon sequestration on dairy farms
	Understand the environmental impact of various milk transportation optimization strategies
Adapt to climate change	Transfer knowledge and assess the adoption rate of practices that promote adaptation to climate change
	Participate in implementing decision support tools that promote adaptation to climate change, particularly for agricultural practices
	Foster access to resources that provide guidance to producers