



Les
Producteurs
de lait
du Québec



SUPPLY MANAGEMENT AND COLLECTIVE MILK MARKETING



Les Producteurs de lait du Québec

Les Producteurs de lait du Québec is a democratic organization, whose directions are set in the general meetings of its members, and are administered by a board of directors made up of the presidents of the 14 regional boards. Affiliated with the Union des producteurs agricoles (UPA), the organization works to defend and promote the general interests of its members.



Mission

To bring together Quebec milk producers by providing leadership in marketing high quality milk, which meets the expectations of society, and to ensure sustainable development of dairy farms.

Vision

By forging progress in a solid supply management and collective marketing system, by 2030, we will have producers in every region whose profession is recognized and who operate profitable businesses within a dynamic, innovative and sustainable sector.

Mission and vision adopted by resolution of the Annual General Meeting of Les Producteurs de lait du Québec on April 19 and 20, 2023.

Feed our own people first

Dairy supply management has been in place in Canada since 1971. It ensures local production of high-quality food while providing producers with stable and equitable income, derived entirely from the marketplace, without income support subsidies and without dumping surplus products on the markets of other countries.

Along with collective marketing, it is a concrete model for the application of food sovereignty for Canadian milk producers and consumers and to improve food security in the country. It's a model of sustainable agriculture that promotes the consumption of local products while avoiding food waste.

Collective milk marketing by producers provides...

- A single spokesman to negotiate all marketing conditions
- A fair, uniform and stable price to all producers for the milk they put on the market
- Production adjusted to market requirements
- A guaranteed supply to processors on the same conditions and at the same prices for everyone, also available to new businesses
- Priority to high value-added and developing markets
- High standards of quality negotiated with the processors
- Investments in promotion, advertising and nutrition education
- Joint investments by producers and processors in research
- Centrally coordinated routing of milk to plants in Quebec
- Provincial negotiations for optimum milk transportation conditions
- A single average rate for all producers to have their milk transported



Quebec milk production in 2025, in numbers



4,087
dairy
farms



9,281
owners



3.60
billion
litres of milk



312
tank
trucks



117
processing plants,
including **60 artisanal**
dairy product plants



\$3.61
billion
in milk sales



65,998
jobs*
generated by the dairy industry

* Includes direct, indirect and induced jobs.



1,682,531
litres of milk
donated by producers to
the Food Banks of Quebec



127
certified organic
farms
producing **70.3 million**
litres of milk

GDP

\$6.12
billion
contributed to the GDP



\$1.03
billion
in tax revenue



\$649
million
invested on farms

Present in every region

Thanks to supply management, dairy farms are found across Quebec, contributing to the food security, economies and vitality of our regions.

In Quebec, at least one dairy farm can be found in:

3 out of 5 municipalities
(61.5% of municipalities)

Nearly 9 out of 10 RCMs
(85.6% of RCMs)



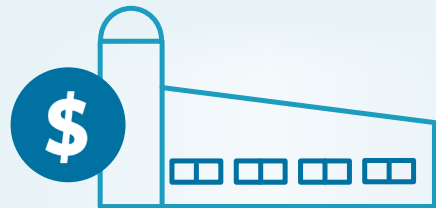
Sources: Les Producteurs de lait du Québec and the Government of Quebec, 2025.

A significant portion of the revenue

Quebec's dairy industry accounts for:

25% of Quebec's agricultural revenue

36% of the dairy revenue in Canada



Quebec, an undisputed leader in Canada

50% of dairy farms in Canada

Over **70%** of yogurt

About **50%** of cheese



Supply management and collective marketing

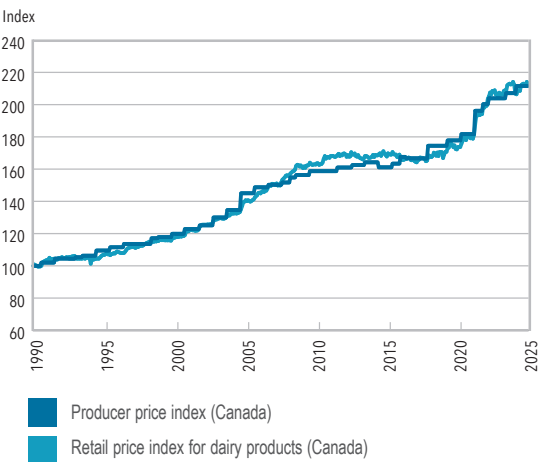
Quebec and Canadian producers manage their production to meet all domestic requirements. The representatives of producers in all provinces, in consultation with the industry, set an annual production target called market sharing quota.

The proceeds of all milk sales are pooled by the producers who receive an average price based on their monthly milk deliveries within the target.

Canadian dairy farmers receive no income support subsidies and have access to only the minimum support generally offered all farmers like the property tax refund and crop insurance program.

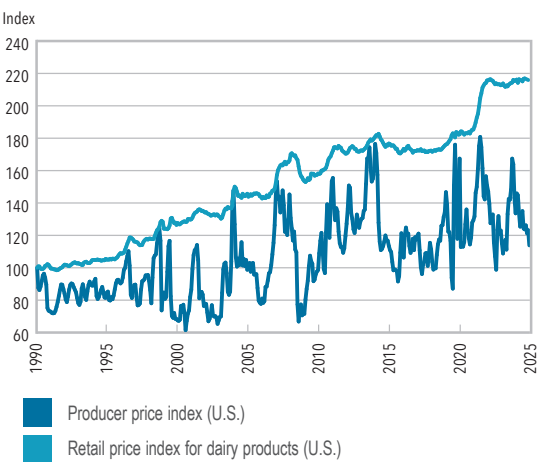
Steady income for producers

COMPARISON OF RETAIL PRICE INDEX FOR DAIRY PRODUCTS AND PRODUCER PRICE INDEX IN CANADA, 1990-2025



Sources: Statistics Canada, Canadian Dairy Commission and Les Producteurs de lait du Québec.

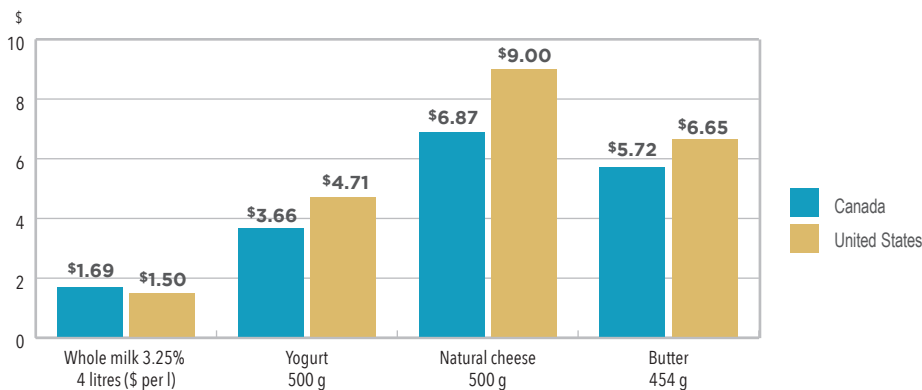
COMPARISON OF RETAIL PRICE INDEX FOR DAIRY PRODUCTS AND PRODUCER PRICE INDEX IN UNITED STATES, 1990-2025



Sources: Bureau of Labor Statistics (BLS) and United States Department of Agriculture (USDA).

Comparable retail price for consumers

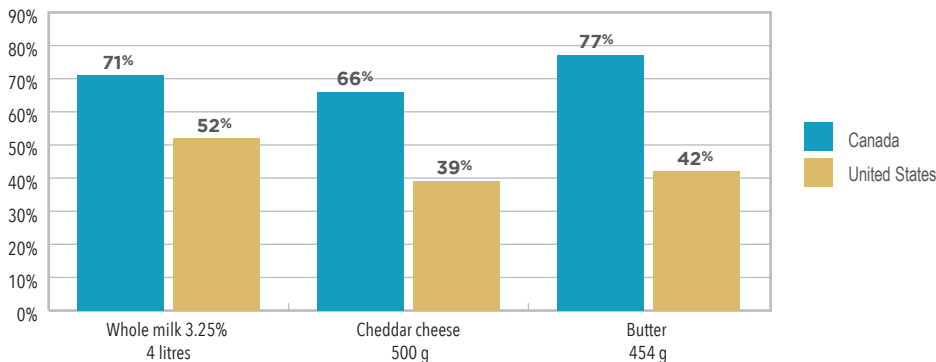
DAIRY PRODUCT PRICES IN CANADA AND THE UNITED STATES



Sources: Calculated by Dairy Farmers of Canada based on Statistics Canada, Bank of Canada, U.S. BLS and USDA, 2026. Data from 2025.

A fairer share of each dollar spent

PRODUCER'S SHARE FOR CERTAIN DAIRY PRODUCTS IN CANADA AND THE UNITED STATES



Sources: Calculated by Les Producteurs de lait du Québec and Dairy Farmers of Canada based on Statistics Canada, Canadian Dairy Commission and USDA, 2026. Data from 2025.

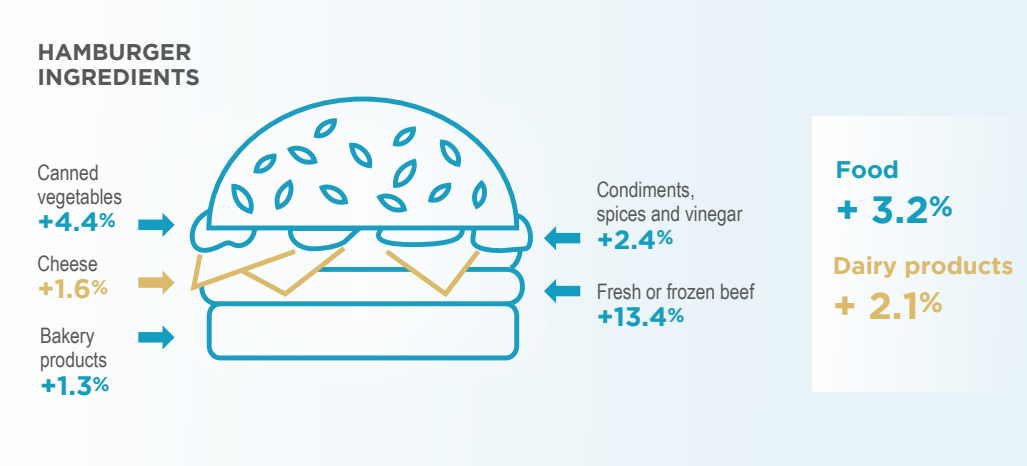
High-quality milk at a reasonable price



Source: International Dairy Federation, 2024.

A lower price increase than other foods

FOOD PRICE INDEX, 2025 VERSUS 2024

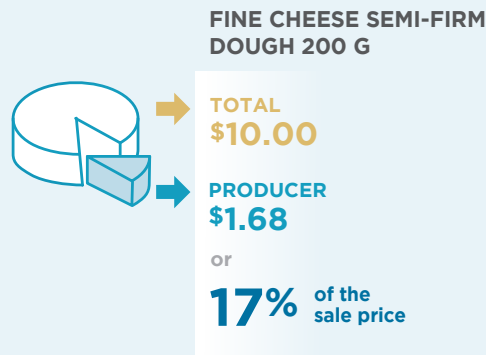
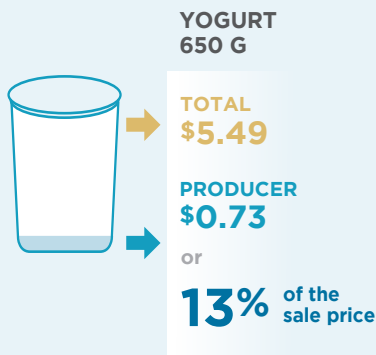
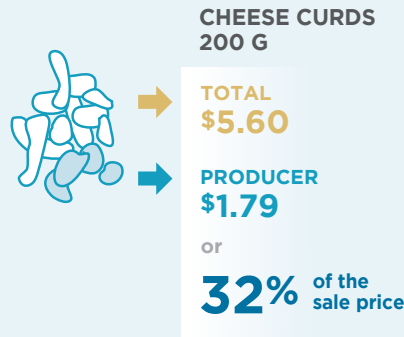
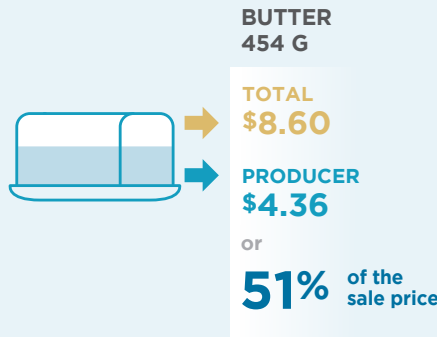
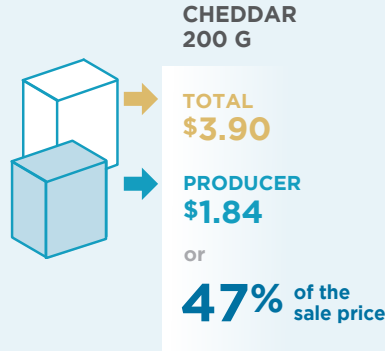
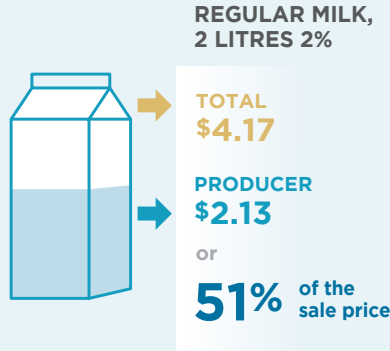


Source: Statistics Canada, 2025.

A fair share for Quebec producers

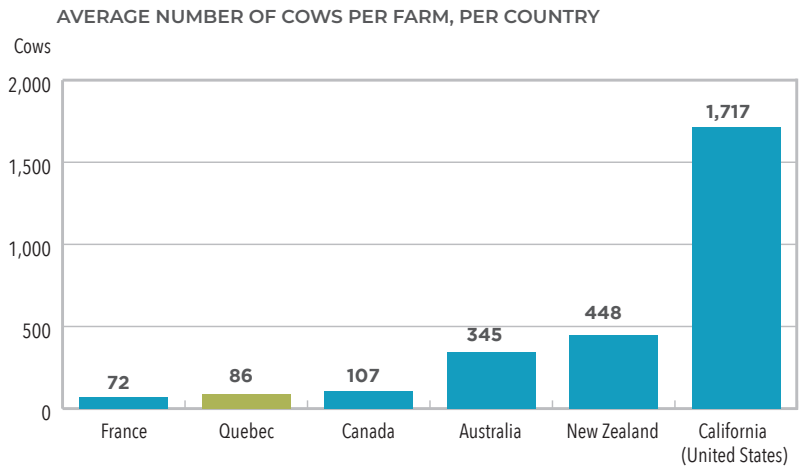
In Quebec, only the retail price of regular fluid milk is regulated by the Régie des marchés agricoles et alimentaires du Québec. The price of value-added fluid milk and other dairy products is fixed by retailers.

Regardless of the retail price fluctuation, the price paid to producers is always the same everywhere in Canada.



Source: Les Producteurs de lait du Québec, February 2026.

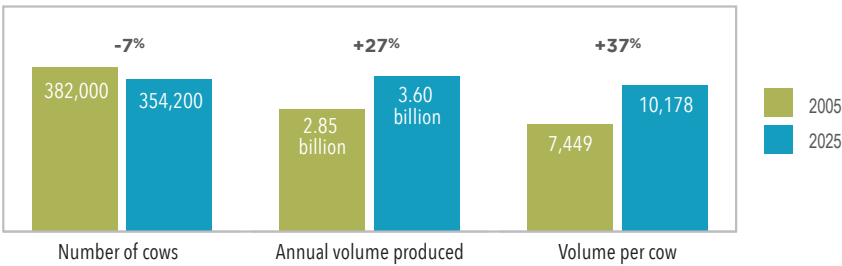
Efficient, human-scale agriculture



Sources: Cniel, Statistics Canada, Dairy Australia, LIC and DairyNZ, Idaho Dairymen's Association, 2023-2025.

Production focused on improvement

Thanks to our advances in technology, genetics, animal feed and comfort, we **produce 27% more milk than 20 years ago with 7% fewer cows.**

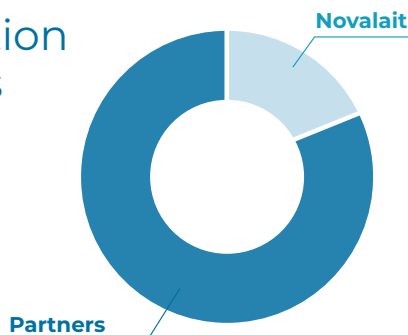


Sources: Statistics Canada and calculations by Les Producteurs de lait du Québec, 2026.

A lever for innovation thanks to 30 years of research

Since its creation in 1995:
\$79.6 million in
152 research projects

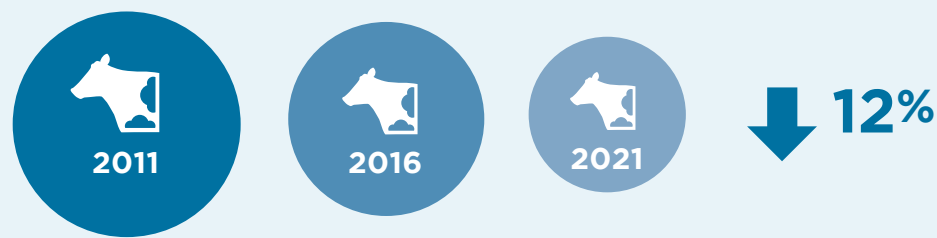
Source: Novalait, 2025.



Resource-friendly agriculture

CARBON FOOTPRINT

Milk's carbon footprint in Quebec decreased by 12%, from 1.06 kg to 0.93 kg of CO₂ per kilogram of milk.



WATER FOOTPRINT

Water consumption fell by 32%, from 15.45 litres of water per kilogram of milk to 10.43 litres/kg of milk.



LAND USE

The area required to produce one kg of milk decreased by 28%, from 2.04 to 1.47 m² a/kg of milk.



Source: Life Cycle Assessment of Milk, AGEKO Group, 2021.



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