

COMMUNICATIONS, PUBLIC AFFAIRS AND UNION SUPPORT

The Communications, Public Affairs and Union Support Department is responsible for the organization's internal and external communications and public affairs. It also coordinates and conducts training and union support activities. In this role, it works closely with the other departments and elected officials to support and advise them in these areas.



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HIGHLIGHTS OF THE YEAR

Government relations

Les Producteurs de lait du Québec defends producers' interests with elected officials, authorities and public servants in the Quebec and Canadian governments. In 2023, meetings were held with federal MPs in conjunction with the Annual Dairy Policy Conference of Dairy Farmers of Canada. Efforts were also made during the electoral campaign in Quebec to promote and ensure the advancement of various issues in connection with dairy production. Some of these efforts included sending a questionnaire to the different party leaders that asked them to clarify several of their electoral promises to producers.

New trade agreements under negotiation, including Mercosur, the Pacific Alliance and the Canada-United Kingdom Free Trade Agreement, were monitored and followed up in 2023. Finally, government relations actions were carried out to ensure passage of Bill C-282 in the House of Commons in June and its progress toward final passage by the Senate.

In-person meeting with federal Members of Parliament

March 21, 2023
46 MPs



Sustainable development plan

During the year, a great deal of effort was made to communicate the adoption of the Sustainable Development Plan by Les Producteurs de lait du Québec. In addition to preparing a communication document describing the Plan, public relations activities were held in connection with the announced financial assistance of the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec for a methane research project and the federal government's announced funding for the Carbon-Neutral Milk Living Laboratory.

40th anniversary of Les producteurs de lait du Québec

In 2023, Les Producteurs de lait du Québec celebrated its 40th anniversary. A communication plan was developed and implemented, a column of articles was published in the magazine, thematic pages were developed, and a photo tribute was exhibited at the Annual General Meeting.



1 Photo tribute exhibited for the organization's 40th anniversary 2 3 of the 10 editions of *Le producteur de lait québécois* magazine in 2023
 3 Logo created for the 40th anniversary 4 Cover of the Sustainable Development Plan 2023-2027 5 Visual for the 2023 brainstorming days
 6 Poster on economic benefits in Quebec in 2023 7 Banner displayed at the 2023 Annual General Meeting

OTHER ISSUES AND ACCOMPLISHMENTS

Reputation management and updates on issues

Les Producteurs de lait du Québec monitors and documents a wide range of issues. From dairy cattle feed, animal care and the environment to social and political issues, a number of subjects are monitored and researched on an ongoing basis to highlight the most recent scientific knowledge. The organization also belongs to a pan-Canadian issue management group that focuses on dairy production and dairy product issues. This group monitors media coverage of these issues and performs crisis management, where necessary.

Media relations

As part of its media relations activities, Les Producteurs de lait du Québec replies to requests from journalists on an ongoing basis, prepares press releases and holds media activities, when necessary, to draw the media's attention to our priority issues.

Communication plans

A number of plans were carried out in 2023 to support the various communication efforts of the organization. These included the sustainable development strategy, the review of the Code of Practice for the Care and Handling of Dairy Cattle, the review of the price paid to producers and for the production of pedagogical material for producers as part of the Quebec government's 2020-2030 Sustainable Agriculture Plan.

Promotion of the profession

In 2023, the Union des producteurs agricoles (UPA) held its Quebec Farm Open House again for one day on September 10. Three dairy farms opened their doors to the public in order to share information on local agriculture and the actions that producers take every day to protect the environment and look after the welfare of their animals. Les Producteurs de lait du Québec also participated in the initiatives of the UPA to promote buying local, by collaborating in the development of the *Mangeons local plus que jamais!* mobile application.

Le producteur de lait québécois magazine

One of the main tasks in communicating with producers is to produce *Le producteur de lait québécois* magazine. The magazine can be consulted during the month in progress, and previous issues can be accessed on the producers' extranet site and at lait.org. Work on adding a digital component to the magazine continued in 2023.

Communication tools

- lait.org website
- Producers' extranet
- *Laitb'do* weekly newsletter
- Annual report
- Supply management brochure

Social Media

- Facebook: @ProdLaitQc
- Daniel Gobeil's Facebook page: @DanielGobeilPLQ
- Instagram: @ProdLaitQc
- Twitter: @ProdLaitQc, @RevueLPLQ
- YouTube, LinkedIn

These platforms are used to meet information needs, explain the organization's work, shed light on the profession and promote supply management and collective marketing. A great deal of attention is paid to visuals and interactivity by giving priority to exciting, exclusive and original content, including videos.

Number of followers

Facebook

Les Producteurs de lait du Québec
20,300

Daniel Gobeil
1,300

X

2,624

Instagram

1,900

LinkedIn

1,706

Youtube

627



Publication on the Facebook page of Daniel Gobeil, Chair of the Producteurs de lait du Québec

“Government relations actions were carried out to ensure passage of Bill C-282 in the House of Commons in June and its progress toward final passage by the Senate.”

Training and union support

Training activities are offered to newly elected officials and the organization’s Board members every year. Meetings with the secretaries of regional groups concerning issues related to their duties are held periodically. The Department works closely with General Management on preparing the organization’s brainstorming days and General Meetings.

Coordination of communications from the Supply Management Movement

The Department continues to perform its task of coordinating the communication activities of the Supply Management Movement (movementgo.ca) with its partners, the UPA and other supply-managed groups.



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