



## MESSAGE FROM THE CHAIR

2023, the 40th anniversary of Les Producteurs de lait du Québec, was exceptional due to the passage of Bill C-282 in the House of Commons, the adoption of the 2023-2030 Strategic Plan and the 2023-2024 Sustainable Development Plan.



Indeed, we celebrated the organization's 40th anniversary in different ways throughout the year, under the theme of *Toward the Future*. This gave us an opportunity to remember just how far we have come in the last four decades and use this experience to tackle our current and future challenges more effectively.

Looking toward the future and rallying in solidarity behind a clear vision and goals for the coming years is what we did when we adopted the 2023-2030 Strategic Plan and the 2023-2027 Sustainable Development Plan. The vision we adopted is the following: 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.

One of the goals of the Strategic Plan is to preserve our greatest common assets: supply management and collective marketing. A major milestone in protecting our collective marketing model was achieved when the House of Commons passed Bill C-282, which aims to prohibit the Canadian government from signing agreements that endanger the supply management system. All leaders of the political parties represented in Parliament voted in favour of the bill, in addition to all Quebec MPs. The debates should continue in 2024, but once the Senate passes the bill, this matter will be resolved.

In terms of revenue, the price indexing formula generated a 4.7% increase, of which 2.5% was applied in advance on September 1, 2022. Despite heavy food inflation both in Canada and around the globe, our marketing model provided

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a great deal of stability to consumers and producers. Our farms faced huge challenges, given the higher interest rates in 2023 and the impending requirements that must be implemented in order to meet societal expectations. This is why it is important for producers to be able to obtain fair compensation from the market.

To achieve the goal of strengthening our marketing model and ensure the sustainability and growth of our industry, the 10 provinces worked together like never before in 2023. We started by adopting the Market Growth Program and then reviewed market and cost sharing between the provinces. These efforts were made to ensure that the risks are shared by producers and that producers and processors are treated equitably. The sustainability of our industry depends on the cooperation of all actors. A strong local industry will be a meaningful asset in dealing with the coming crises and feeding the population.

The Sustainable Development Action Plan that we adopted at our Annual General Meeting in April 2023 also shows our desire to look toward the future with a view to ensuring the long-term viability of our production and making a contribution to our planet's sustainability. Our Sustainable Development Plan sets priorities based on our expertise and capabilities, with the ultimate goals of improving our

performance in the fight against climate change and in sustainable agricultural practices and of strengthening our social and economic contributions.

With this in mind, we chose the sustainable development of our industry as the theme for our annual report. I encourage you to read its thematic pages for that reason. These pages summarize the organizational analysis that highlighted four effective actions as strengths of our organization, due to their positive impact on the environmental, social and economic dimensions of sustainable development, and present the Plan adopted last April.



Daniel Gobeil, Chair