

# ProAction

The Milk Management Department implements and coordinates the proAction program in Quebec. It follows up the validations and ensures that producers are registered. It informs producers of the program requirements through training sessions, by updating the **proaction.quebec** website and by drafting articles for *Le producteur de lait québécois* magazine.

## Validation process

The validation cycle takes place over two years: A full validation is performed in the first year and a self-declaration form is submitted in the second. To keep the registration process compliant, a random sample of the producers who submitted a self-declaration form during the year receives an on-farm validation. Furthermore, a new pilot project was created in 2022 to monitor the proper application of corrective measures. This pilot project was also conducted in 2023 and will continue in 2024.

**The amount for the on-farm validation, which is covered by Les Producteurs de lait du Québec, went from \$240 to \$257 in 2023.**

## Management of unregistered producers

In accordance with the resolution adopted in April 2021 by the delegates of Les Producteurs de lait du Québec, milk pickup was suspended for a minimum 6-day period for 7 producers because they were not registered with the proAction program on August 1, 2023. Since August 1, 2023, all milk marketed comes from registered farms.

## Validators

Each provincial organization is responsible for organizing and providing registration services for the proAction program. Les Producteurs de lait du Québec commissions Lactanet to carry out on-farm validations. **In 2023, two new validators were trained.**

Les Producteurs de lait du Québec also makes sure to follow up with validators in view of helping them obtain and keep their accreditation with Dairy Farmers of Canada.

## Animal assessments by Holstein Canada

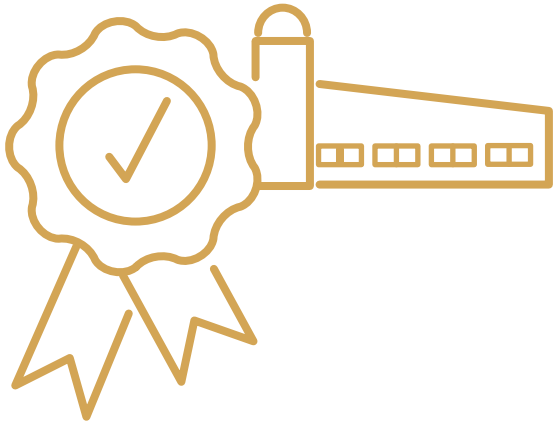
Les Producteurs de lait du Québec continued to work with Holstein Canada on the assessment of the body condition, injuries (hock, knees and neck) and animal mobility. This assessment is a requirement of the animal care module and must be carried out prior to the on-farm validation.

## ProAction Guidance service

Lactanet continued to provide the proAction Guidance service to producers who wanted to receive assistance in completing the pre-requisites for their registration. Les Producteurs de lait du Québec covers the cost of the first two hours of this service. **In 2023, the organization assumed the cost of 842 hours of guidance for 584 producers.**

## Internal audit

In 2023, Les Producteurs de lait du Québec, as the provincial administrator of the proAction program, was subject to an internal audit process by Dairy Farmers of Canada. The objective was to verify the efficiency of the registration system and the consistency of the individuals who administer and coordinate the program in Quebec. The audit results confirmed that the proAction program was soundly managed by the organization.



**2,380 enterprises** were visited for a full validation

**2,074 enterprises** submitted a self-declaration by form

As at December 31, 2023:

**4,329** active dairy enterprises were **registered with the proAction program, i.e. 100% of the volume of milk produced**



As at December 31, 2023:

**15 validators** were accredited in Quebec

This year, during the on-farm validations:

**11 validators** were supervised by Les Producteurs de lait du Québec



## WHY PROACTION?

Thanks to the proAction program, milk producers can be sure that they meet the needs of buyers and avoid multiple programs and various on-farm audits. ProAction certifies that producers apply best practices on their farms in the areas of milk quality, animal care, food safety, biosecurity, traceability and protection of the environment.

This registration program is an ideal way to guarantee buyers and consumers that every effort is being made to meet their demands and remind them that all milk produced in Canada is subject to strict standards. This continuous improvement process can be recognized through the “Canadian Quality Milk” logo with the blue cow, which conveys the message that a lot of work has been done to comply with these high milk production and quality standards. The image reminds consumers that milk producers are helping to ensure a healthy and sustainable future and calls for their solidarity in encouraging local milk producers.