



Les  
Producteurs  
de lait  
du Québec

**Press release**

**Special General Meeting of Les producteurs de lait du Québec:**

## **Les Producteurs de lait du Québec gives the proceeds from its *Le Lait* album to Food Banks of Quebec**

**Quebec City, November 27, 2014/CNW** – At the Special General Meeting of Les producteurs de lait du Québec, Chairman Bruno Letendre was pleased to present Zakary O. Rhissa, Executive Director of Food Banks of Quebec, with \$15,000.

In December 2013, Le Lait released a new compilation of songs from its television ads between 2011 and 2014. In keeping with the values of solidarity that it advocates, Les Producteurs de lait du Québec has pledged to pay its share of the proceeds from sales of the compact and vinyl versions of the album entitled *Le Lait*, Volume 3, to Food Banks of Quebec. **“We wanted the general public to enjoy a source of musical comfort with *Le Lait* as its theme and the proceeds to benefit less fortunate families, which do not always have the financial means to put enough food on their table,”** explained Mr. Letendre.

Zakary O. Rhissa, Executive Director of Food Banks of Quebec, thanked milk producers. **“We appreciate this donation from milk producers, as well as all the milk they donated this year. This gesture by Les Producteurs de lait du Québec allows families to get the food they need, including milk and dairy products, which are essential for a healthy diet,”** stated Mr. Rhissa, who went on to explain that a one-dollar donation to the Food Banks of Quebec is worth twelve dollars of food for families in need.

Bruno Letendre, Chairman of Les Producteurs de lait du Québec, also reaffirmed that poverty and food insecurity is not just a problem during the holiday season, but every day of the year. That is why milk producers, in cooperation with milk processors and transporters, donated a record volume of 1,279,280 litres of milk to underprivileged families in 2014 as part of the milk and dairy product donation program. Since the milk donation program began in 2003, over 8 million litres of milk have been provided to the most vulnerable individuals.

According to Food Banks of Quebec, every month, over 400,000 people, including 150,000 children, do not have enough to eat in Quebec. It receives more than 1.6 million emergency food assistance requests (groceries, meals and snacks) every month and supplies 332,745 shopping baskets, 811,756 meals and 418,236 snacks (for homework help, day camps, etc.). Nearly half of those who benefit from this assistance are families with children. In March 2014, 53% of the assistance organizations declared that they did not have enough food supplies to meet the demand, which is 22% higher than last year.

**About Food Banks of Quebec**

For over 25 years, the Food Banks of Quebec network has supported and represented 18 regional food banks (Moissons) across Quebec in supplying the some 1,064 assistance organizations that serve more than 400,000 people, including 150,000 children, who do not have enough to eat. Food Banks of Quebec oversees the equitable distribution of food supplies to the regional banks across Quebec and makes sure that resources, expertise and information are pooled in order to more efficiently meet the needs of less fortunate Quebecers. [www.banquesalimentaires.org](http://www.banquesalimentaires.org)

#### **About Les Producteurs de lait du Québec**

Les Producteurs de lait du Québec, affiliated with the UPA, represents Quebec's 5,900 producers who deliver nearly 3 billion litres of milk every year, which yield a total of over \$2 billion in farm receipts. Milk production creates around 83,000 jobs in Quebec and contributes as much as \$5.1 billion to the gross domestic product. [www.lait.org](http://www.lait.org)

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