



Les  
Producteurs  
de lait  
du Québec

## Press release

*For immediate release*

---

# Les Producteurs de lait du Québec donates 38,000 litres of milk to less fortunate families for Christmas

---

**Longueuil, December 19, 2014** – This holiday season, Les Producteurs de lait du Québec has donated nearly 38,000 additional litres of milk to the less fortunate, in addition to the record-breaking volume of 1,279,289 litres of milk already donated to underprivileged families in 2014, as part of the dairy industry partners' milk and dairy donation program. In fact, Les Producteurs de lait du Québec gave 15,000 litres of milk to the Sun Youth Organization, which will distribute it in the Greater Montreal Region. It also gave 1,774 litres to the Action nouvelle vie organization in Longueuil, 2,600 litres to the Quebec City regional food bank and 1,000 litres to the Société Saint-Vincent de Paul de Québec. Finally, milk producers donated nearly 17,000 litres of milk to organizations of their choice in the various regions of Quebec, for a total of just over 38,000 litres.

**“Milk is part of a healthy diet. Due to financial hardship, many families will not be able to put enough food on their table this holiday season, not to mention for the rest of the year. We donate this milk to show our solidarity with these families,”** stated Bruno Letendre, Chairman of Les Producteurs de lait du Québec.

The Chairman of Les Producteurs de lait du Québec also pointed out that poverty and undernourishment is not just a problem during the holiday season, but every day of the year. Aware of milk's importance to the health of food bank beneficiaries, dairy sector partners have donated over 8 million litres of milk to the least fortunate since the first memorandum of understanding was signed with Food Banks of Quebec in 2003.

At the time, Quebec's dairy sector partners had decided to join forces to set up the first producer program for food aid organizations. This program is an ongoing annual donation program, not a pick-up program, and requires planning and coordination between milk producers, processors and transporters. The partners have continued their involvement ever since.

It should also be noted that in November, Les Producteurs de lait du Québec gave Food Banks of Quebec \$15,000 in proceeds from the sale of the compact and vinyl versions of "Le Lait" volume 3 album.

## **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 \$2 billion in farm receipts. Quebec dairy production generates approximately 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)

### **MILK DONATIONS THIS HOLIDAY SEASON**

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

15,000 litres of milk to Sun Youth for the Montreal region;  
1,774 litres to the Action nouvelle vie organization in Longueuil;  
2,600 litres for the Quebec City regional food bank;  
1,000 litres to the Société Saint-Vincent de Paul de Québec;  
17,727 litres of milk distributed to regional organizations;  
for a total of approximately 39,000 litres.

### **MILK AND DAIRY PRODUCT DONATION PROGRAM**

#### **Donations in 2014:**

- 1,279,289 litres of milk.

#### **Total donations since 2003:**

- 8,227,604 litres of milk.

-30-

Information:

François Dumontier  
Public and Government Relations Advisor  
Tel.: (450) 679-0530, ext. 8704  
Cell: 514 713-0530