



Les  
Producteurs  
de lait  
du Québec

## Press release *For immediate release*

*Periodic review of collective milk marketing  
before the Régie des marchés agricoles et alimentaires du Québec*

---

### **Dynamic supply rules and innovative programs support dairy sector growth**

---

**Montreal, February 19, 2015** – Today, Les Producteurs de lait du Québec gave a positive assessment of collective marketing in the dairy sector, as part of a review of the 2009-2013 period before the Régie des marchés agricoles et alimentaires du Québec (RMAAQ). **“Dynamic supply rules for our marketing agreements in Quebec and innovative national programs have supported the growth of sales in the class whose required milk is used primarily to make yogurt. (...) This growth was 45% between 2008-2009 and 2013-2014. Over the same 5-year period, sales in the class of milk used for fine cheese and regional cheddar grew 18%,”** states Les Producteurs de lait du Québec in the brief it presented before the RMAAQ.

#### **Flexibility for niche markets and support for innovation**

**“Producers have continued to contribute to niche market development thanks to marketing rules that offer flexibility to producer-processors and small processors”** states Les Producteurs de lait du Québec, in specific reference to the milk reserve for new enterprises and the flexibility offered to producers who process only a portion of the milk produced on the farm, which guarantees them a market for the milk that they cannot process themselves. **“This guaranteed outlet for milk they do not use in their processing operation gives their enterprise a definite advantage when it comes to the stability of revenues. (...) During the 2009 to 2013 period, 13 new cheesemakers entered the market, thanks in part to the rules stipulated in the milk marketing agreements and the efforts made to meet the specific milk needs of certain enterprises,”** continues the brief.

#### **Organic milk market**

During this period, the organic milk segment enjoyed steady growth, which intensified in 2014. The production volume increased 16%, i.e. by 5.3 million litres, to meet the higher demand. The number of producers remained stable from 2009 to 2013, but eight new producers began operations in 2014.

## **Startup Assistance Program and young farmers**

As confirmed in the MAPAQ's 2014 summary profile of the Quebec dairy industry, young farmers are still very present on dairy farms. While the sector accounts for 23.7% of the farming operations in Quebec, 36% of young established farmers have chosen milk production. **“Collective marketing as well as the Startup and Young Dairy Farmers Assistance programs have surely played their part in achieving these results. From 2009 to 2013, 967 producers received assistance from the Young Dairy Farmers Assistance Program”** on already existing dairy farms. Furthermore, the Startup Assistance Program has helped 49 new farms launch milk production operations.

Milk is the main agricultural product produced in Quebec, which is the top milk-producing province, with 12,287 producers operating 5,856 farms across its territory. Furthermore, while the number of farms is in sharp decline in North America and Europe, this trend has slowed in Quebec.

**“Collective marketing helps maintain dynamism in each region by pooling revenues and transportation costs. Milk production revenues come from milk sales, not government subsidies, and contribute as much as \$687.1 million, for milk production, and \$621.6 million, for processing, in tax receipts to the provincial, federal and municipal governments”** concludes the brief.

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

Les Producteurs de lait du Québec, affiliated with the UPA, represents Quebec's 5,856 dairy farms, which annually deliver nearly 3 billion litres of milk every year, for a total of over \$2.4 billion in farm receipts. Milk production and processing generate around 83,000 direct, indirect and induced jobs in Quebec and contribute as much as \$6.2 billion to the gross domestic product (GDP). The dairy industry's contribution to GDP rose by 19.7% from 2009 and 2013. During the same period, Quebec's GDP grew 14.4%, according to data from the Quebec Statistics Institute. [www.lait.org](http://www.lait.org).

#### **To read the brief (in French):**

[http://lait.org/wpcontent/uploads/2015/02/Memoire\\_EvaluationPeriodiqueRMAAQ.pdf](http://lait.org/wpcontent/uploads/2015/02/Memoire_EvaluationPeriodiqueRMAAQ.pdf)

#### **To read the MAPAQ's 2014 summary profile of the Quebec dairy industry (in French):**

<http://www.mapaq.gouv.qc.ca/fr/Publications/portraitindustrielaitiere.pdf>

Information:

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