



Les
Producteurs
de lait
du Québec

Press release

For immediate release

Les Producteurs de lait du Québec donates nearly 40,000 litres of milk to less fortunate families for Christmas

Longueuil, December 20, 2016 – With Christmas approaching, Les Producteurs de lait du Québec has donated 39,157 litres of milk to the less fortunate, which brings the total volume of milk donated to poor families in 2016 to 741,684 litres.

“Les Producteurs de lait du Québec donates milk every year as a gesture of solidarity with Quebec families in financial hardship. We thank all dairy industry partners who participate in giving Quebec families an essential staple that they can rely on during the Holiday Season,” said Bruno Letendre, Chair of Les Producteurs de lait du Québec.

Poverty and undernourishment are not just issues during the Holiday Season, but everyday issues. Aware of milk’s importance to the health of food bank beneficiaries, producers, transporters and processors in the dairy sector have donated nearly 9.5 million litres of milk used in various dairy products distributed to the least fortunate since the first memorandum of understanding was signed with Food Banks of Quebec in 2003.

For 13 years, dairy sector partners in Quebec have dutifully implemented a production program for food aid organizations. This program is an ongoing annual donation program, not a pick-up program, and is made possible through planning and coordination between the milk producers, processors and transporters that individually decide to join the cause. In 2016, 428,326 litres were donated through this program. In addition to that quantity, Les Producteurs de lait du Québec and selected partners donated an additional 274,201 litres of milk during the year.

MILK DONATIONS FOR THE 2016 HOLIDAY SEASON

Les Producteurs de lait du Québec distributed 39,157 litres of milk to over 100 organizations in Quebec, including:

- 15,000 litres of milk to Sun Youth for the Montreal region;
- 1,800 litres to the Action nouvelle vie organization in Longueuil;
- 1,700 litres for Moisson Québec;
- 1,000 litres to the Société Saint-Vincent de Paul de Québec.

MILK AND DAIRY PRODUCT DONATION PROGRAM

Donations in 2016: 428,326 litres of milk **TOTAL since 2003:** 9,498,360 litres of milk

OTHER MILK DONATIONS in 2016: 274,201 litres of milk

TOTAL MILK DONATIONS in 2016: 741,684 LITRES OF MILK

About Les Producteurs de lait du Québec

Les Producteurs de lait du Québec, affiliated with the UPA, represents Quebec's 5,624 dairy farms, which deliver nearly 3 billion litres of milk every year, for a total of over \$2.38 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. Finally, they generate \$1.29 billion in tax receipts, including \$678 million for the federal government and \$454 million for the Quebec government. www.lait.org

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