



Les  
Producteurs  
de lait  
du Québec

**Press release**

## **Three Quebec milk producers rewarded for the quality of their milk**

**QUEBEC CITY, April 12, 2018** – Ferme Denis Desfossés of Sainte-Brigitte-des-Saults, Ferme Catoche of Saint-Joseph-de-Beauce, and Ferme Jolispré Holstein of Saint-Moïse are the big winners of the 2017 edition of Lait'xcellent, a competition that rewards milk producers in the province for producing outstanding quality milk. The recipients were revealed at the Annual General Meeting of Les Producteurs de lait du Québec.

The video introducing the 2017 Lait'xcellent winners can be viewed at <https://youtu.be/1w-nTPJMfh4>.

### **2017 GOLD Lait'xcellent Award: Ferme Denis Desfossés, Sainte-Brigitte-des-Saults, Centre-du-Québec**

According to its owner of the same name, Ferme Denis Desfossés' winning recipe for quality milk is based on exemplary practices in terms of clean equipment, herd health monitoring, rigorous milk controls, and generous straw bedding for his herd of 34 cows. The herd's bulls are chosen based on their low somatic cell count profile and the strength of their immune system.

Ferme Denis Desfossés has received the Gold Lait'xcellent Award in the last three years. In the last 14 years, Ferme Denis Desfossés has ranked 13 times among Quebec's top 25 dairy enterprises for the quality of its milk.

### **2017 SILVER Lait'xcellent Award: Ferme Catoche, Saint-Joseph-de-Beauce, Chaudière-Appalaches**

Milk producers, brothers and co-owners of Ferme Catoche, Marc and Daniel Cliche focus on a set of factors to assure the quality of the milk produced by the 57 cows in their herd. Sound management of the deep bed stalls is the critical factor for obtaining quality milk. They use milking robot analyses to monitor somatic cell counts and make rapid adjustments.

In the last three years, Ferme Catouche has received a "Great Distinction" certificate for its milk quality, but this is the first time it has won a provincial award.

## **2017 BRONZE Lait'xcellent Award: Ferme Jolipré Holstein, Saint-Moïse, Bas-Saint-Laurent**

At Ferme Jolipré Holstein, the main factor for producing quality milk is cleanliness, from the animals and equipment to the environment. Régis Lepage and Marie-Josée Turcotte regularly monitor their cows' somatic cells and udder health to keep their herd of 90 cows producing quality milk and comfortable.

This is the first time that Ferme Jolipré Holstein has been one of the three provincial winners of the Lait'xcellent competition. From 2013 to 2015, it finished second regionally and, in 2016, improved to first regionally.

### **Milk quality, a priority for producers**

Quebec and Canada have some of the highest milk quality standards in the industry, which specifically include very strict requirements on the absence of antibiotics in milk and a ban on using growth hormones for animals.

Quebec milk producers apply optimal quality practices by complying with the very strict rules of the Canadian Quality Milk (CQM) program, which is designed to prevent, monitor and reduce food safety risks on farms. This program is a module of proAction, the sound and sustainable governance program for Canadian dairy farms.

### **About Lait'xcellent**

The Lait'xcellent competition has been held every year since 1987 by Les Producteurs de lait du Québec to reward the dairy farms in each region that achieve the best quality results as well as three provincial winners.

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

Les Producteurs de lait du Québec, affiliated with the UPA, represents Quebec's 5,308 dairy farms, which deliver roughly 3.3 billion litres of milk, for a total of over \$2.58 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 \$1.3 billion in tax receipts. For more information, visit our Web site at [www.lait.org](http://www.lait.org) or follow us on [Twitter](#).

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