



Les
Producteurs
de lait
du Québec

PRESS RELEASE

Geneviève Rainville is the new General Manager of Les Producteurs de lait du Québec

Longueuil, August 27, 2020 – On behalf of the Board of Directors of Les Producteurs de lait du Québec (PLQ), the President, Daniel Gobeil, is pleased to announce the nomination of Geneviève Rainville as the organization's General Manager. Ms. Rainville will take over from Alain Bourbeau on October 5. Mr. Bourbeau announced his decision to step down almost a year ago and will now embark on his well-deserved retirement. He has served as the PLQ General Manager since 2008.

Geneviève Rainville graduated from Laval University in 2003 with a Bachelor's degree in Agro-economics. She then worked as a management consultant between 2003 and 2008 before taking on the role of Assistant Director and then Director of Economic Research at Les Producteurs de lait du Québec. Ms. Rainville had a very active role in the work that led to a dairy ingredients strategy and in negotiations regarding milk marketing agreements.

"Over the past 12 years in the role of Director of Economic Research for PLQ, Ms. Rainville has demonstrated impressive analytical abilities and an ease of communication with milk producers. Her knowledge of industry challenges and her professionalism are an invaluable asset for our organization, and I am certain that she will demonstrate the same level of commitment in this new role," said Daniel Gobeil following Ms. Rainville's nomination.

Les Producteurs de lait du Québec, which is affiliated with the UPA, represents 4,877 dairy farms that produce some 3.33 billion litres of milk which generates a total of over \$2.7 billion in milk sales. Milk production and processing has created approximately 83,000 direct, indirect and induced jobs across the province, and contributed \$6.2 billion to Quebec's GDP. These jobs have resulted in economic benefits of \$1.3 billion.

For further information, please consult our website by visiting www.lait.org or follow us on [Twitter](#) and [Facebook](#).

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