



Les
Producteurs
de lait
du Québec

**Press release
For immediate release**

Les Producteurs de lait du Québec donates 45,000 litres of milk for Christmas baskets

Longueuil, December 16, 2020 – As the holiday period approaches, Les Producteurs de lait du Québec (PLQ) is donating 45,000 litres of milk to 134 organizations across the province to help fill Christmas baskets. Food aid is always in high demand at this time of year, but it is in especially high demand this year because of the pandemic. Given this situation, milk donations have been increased by 12% compared to last year in order to supply an additional 14 organizations.

These donations are in addition to the roughly 550,000 litres of milk that was donated to the Food Banks of Quebec (BAQ) during the year as part of the Quebec dairy industry's milk and dairy product donation program. Since the program was created in 2003, producers, transporters and processors in the dairy sector have joined forces to give over 11.4 million litres of milk, in the form of various dairy products, to society's most vulnerable. The milk donation program is an authentic milk donation program that is planned on an ongoing and annual basis.

"Over 500,000 people in Quebec, from children to senior citizens, suffer from hunger. Les Producteurs de lait du Québec is proud to support Food Banks of Quebec in its mission of feeding vulnerable individuals across the province, by offering a continuous supply of milk and dairy products. We have the opportunity to help Quebec families eat their fill. We are very proud that we can help and make our world a better place through these efforts," stated Daniel Gobeil, Chair of Les Producteurs de lait du Québec.

During the year, the PLQ also makes special monetary or dairy product donations whenever our communities are affected by particular circumstances. In collaboration with certain processors, around 4 million litres of milk was donated last spring to help the many families that were made vulnerable by COVID-19. This brings the milk donations in 2020 to 4.6 million litres, or four times the usual quantity.

The PLQ added a \$170,000 donation, of which \$70,000 went directly to the regions, to support the BAQ network in its efforts to fill the growing number of demands, which was up by over 30% to 40% depending on the region, between March and June 2020. In April alone, 50% more food items were distributed compared to the previous year.

"During the COVID-19 crisis, we made record donations to the Food Banks of Quebec in collaboration with our partners. Even though we have had our own challenges to face on farms during this period, it was more important than ever to help others and show solidarity. These values are at the root of our collective marketing system. Milk producers are big-hearted individuals who are always willing to lend a helping hand to their neighbours," explains Mr. Gobeil.

In addition to these efforts, the PLQ is providing a total of \$50,000 in financial support over five years to Food Banks of Quebec's food recovery in supermarkets program. This program is designed to reduce food insecurity and waste by rescuing unsold food at supermarkets and bringing it to people who suffer from food insecurity.

MILK DONATIONS FOR THE 2020 HOLIDAY SEASON

Les Producteurs de lait du Québec distributed 44,700 litres of milk to over 134 organizations in Quebec, including:

12,500 litres of milk to Sun Youth for the Montreal region;
1,700 litres to Longueuil's Action nouvelle Vie organization;
1,600 litres to the Société Saint-Vincent de Paul de Québec;
1,500 litres for Les Artisans de la Paix in Trois-Rivières;
1,400 litres for Moisson Québec;
1,100 litres for Moisson Beauce.

MILK AND DAIRY PRODUCT DONATION PROGRAM

Total 2020: 550,000 litres

Total since 2003: 11.4 million litres of milk

TOTAL MILK DONATIONS IN 2020: 4,595,000 LITRES

In Quebec, over 500,000 people suffer from food insecurity, including 150,000 children. The Food Banks of Quebec network includes over 1,200 organizations that answer nearly 1.9 million emergency food aid requests every month. Food and monetary donations help feed thousands of Quebecers every day. Every dollar donated makes it possible to produce and distribute the equivalent of \$12 in food or three meals to families in need. To make a donation, go to www.banquesalimentaires.org.

About Les Producteurs de lait du Québec

Les Producteurs de lait du Québec, affiliated with the UPA, represents Quebec's 4,877 dairy farms, which deliver roughly 3.33 billion litres of milk, for a total of over \$2.7 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 or follow us on [Twitter](#), [Facebook](#) and [Instagram](#).

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