



Les
Producteurs
de lait
du Québec

**Press release
For immediate release**

Les Producteurs de lait du Québec donates 46,500 litres of milk for Christmas baskets, for a total of 1.5 million litres in 2021

Longueuil, December 21, 2021 – As the holiday period approaches, Les Producteurs de lait du Québec (PLQ) is donating 46,500 litres of milk to more than 115 organizations across the province to help fill Christmas baskets. Food aid is always in high demand at this time of year, but especially this year because of the pandemic. Between 2019 and 2021, the number of people assisted increased by 22%.

To meet the entire demand, milk producers support Food Banks of Quebec (BAQ) throughout the year. In addition to donations for Christmas baskets, roughly 824,000 litres of milk was donated to the BAQ as part of the Quebec dairy industry's milk and dairy product donation program.

During the year, the PLQ also made special donations of dairy products to meet specific needs in our communities. In collaboration with certain processors, nearly 640,000 litres of milk was donated during the year, which brings the total amount donated to 1.5 million litres of milk in 2021.

Since the donation program was created in 2003, producers, transporters and processors in the dairy sector have joined forces to give over 12.2 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.

“Les Producteurs de lait du Québec is proud to support Food Banks of Quebec in their mission of feeding vulnerable individuals across the province, by planning continuous donations of milk and dairy products. We are proud to be able to give back to society by helping each family eat their fill,” stated Daniel Gobeil, Chair of the Les Producteurs de lait du Québec.

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.

“Over 600,000 people in Quebec are grappling with hunger, and this number has risen since the beginning of the COVID-19 crisis. With so many Quebecers facing food insecurity, we feel that it is more important than ever to lend a helping hand and show solidarity with our community. These are the basic values of our collective marketing system, but also our milk producers, who often volunteer to help others even after working long hours on their farms,” said Mr. Gobeil.

MILK DONATIONS FOR THE 2021 HOLIDAY SEASON

Les Producteurs de lait du Québec distributed 46,500 litres of donated milk to over 115 organizations in Quebec, including:
12,000 litres of milk to Sun Youth for the Montreal region;

MILK AND DAIRY PRODUCT DONATION PROGRAM

Total 2021: 824,000 litres
Total since 2003: 12.2 million litres of milk

TOTAL MILK DONATIONS IN 2021: 1.5 million litres

In Quebec, over 600,000 people suffer from food insecurity, with children making up one third of that number. 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 4,732 dairy farms, which deliver roughly 3.36 billion litres of milk, for a total of over \$2.75 billion in farm receipts. Milk production and processing create around 65,000 direct, indirect and induced jobs in Quebec and contribute as much as \$5.3 billion to the gross domestic product. Ultimately, they generate \$1 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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