



Les  
Producteurs  
de lait  
du Québec

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

*Les Producteurs de lait du Québec AGM: Lait'xcellent milk quality competition*

## **Three dairy farms rewarded by Les Producteurs de lait du Québec for the exceptional quality of their milk**

**Saint-Hyacinthe, April 14, 2022** – Ferme Denis Desfossés in Sainte-Brigitte-des-Saults, Ferme Morine in Coaticook and Ferme Marguerite Paiement in Mirabel finished in the top three positions in Quebec for the exceptional quality of their milk. They received the Gold, Silver and Bronze Awards respectively in the 2021 edition of the Lait'xcellent competition. The recipients were revealed in conjunction with the 2022 Annual General Meeting of Les Producteurs de lait du Québec.

Videos showing the 2021 Lait'xcellent competition winners can be viewed on our YouTube channel: <https://bit.ly/3vict71>.

### **2021 Gold Lait'xcellent Award**

#### **Ferme Denis Desfossés, Sainte-Brigitte-des-Saults, Centre-du-Québec**

Ferme Denis Desfossés, located in Sainte-Brigitte-des-Saults in the Centre-du-Québec region, won the Gold Lait'xcellent Award for the quality of its milk in 2021. This is its 10th award at the provincial level. The farm's 20 lactating cows are housed on straw bedding that is replaced twice a day. The comfort of the cows and the cleanliness of their environment are central concerns for Desfossés. He also spends a lot of time observing his cows and makes sure that they receive the right care for their specific temperament.

In addition to this first place finish at the provincial level, Ferme Denis Desfossés has won Gold six other times, Silver twice and Bronze three times in the Lait'xcellent competition. His farm has also ranked several times among the top 25 farms in the province for the quality of its milk.

### **2021 Silver Lait'xcellent Award**

#### **Ferme Morine, Coaticook, Estrie**

Véronique Lévesque and Réjean Morin have been the owners of Ferme Morine, located in Coaticook in the Estrie region, since 2001. They are the third generation to run the farm. This is the second consecutive year that they have made the podium of the Lait'xcellent competition. They see this recognition of their work as encouragement to keep going. The secret to their success lies in the diligence with which they perform their tasks and take care of the animals. They also pay a great deal of attention to keeping stalls and udders clean during milking. The herd has 65 cows, of which 35 are lactating. At Ferme Morine, quality milk is produced through teamwork, with a great deal of passion and as a family. The couple's children, Frédéric and Jérémi, are very involved on the farm.

In addition to being two-time provincial finalists in the Lait'xcellent competition, Ferme Morine has also received two "Great Distinction" and five "Very Great Distinction" certificates in recent years.

## **2021 Bronze Lait'xcellent Award**

### **Ferme Marguerite Paiement, Outaouais-Laurentides**

In 2009, Michel Paiement took over the reins of the family farm located in Mirabel, in the Outaouais-Laurentides region. He is the third generation to run this farm. The farm has approximately thirty lactating cows. Passionate about genetics, Michel cross-breeds and breeds six different races. He finds that letting the dry cows and pregnant heifers go outdoors greatly contributes to the health and well-being of the cows.

The farm has often been recognized as one of the top enterprises in its region for the quality of its milk, but this is the first time that it has won a Lait'xcellent Award at the provincial level. It has also received three "Very Great Distinction" certificates in recent years.

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

Quebec and Canada have some of the highest milk quality standards in the industry, which 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 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 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 4,643 dairy farms, which deliver roughly 3.46 billion litres of milk, for a total of over \$2.86 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](http://www.lait.org) or follow us on [Twitter](#), [Facebook](#) and [Instagram](#).

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François Dumontier  
Director – Communications, Public Affairs and  
Union Support  
Les Producteurs de lait du Québec  
514 713-0530  
[fdumontier@lait.qc.ca](mailto:fdumontier@lait.qc.ca)

#### For the Centre-du-Québec region

Nancy Paquet  
Milk Marketing Advisor  
Les Producteurs de lait du Centre-du-Québec  
819 519-5838, extension 169  
[centreduquebec@lait.qc.ca](mailto:centreduquebec@lait.qc.ca)

#### For the Estrie region

Mariane Paré  
Union Support Advisor  
Les Producteurs de lait de l'Estrie  
819-346-8905, extension 5118  
[mpare@lait.qc.ca](mailto:mpare@lait.qc.ca)

#### For the Outaouais-Laurentides region

Cynthia Guindon  
Secretary, Les Producteurs de lait d'Outaouais-  
Laurentides  
Cell: 705-477-5314  
[cguindon@lait.qc.ca](mailto:cguindon@lait.qc.ca)