

# SUSTAINABLE DEVELOPMENT STRATEGY OF LES PRODUCTEURS DE LAIT DU QUÉBEC

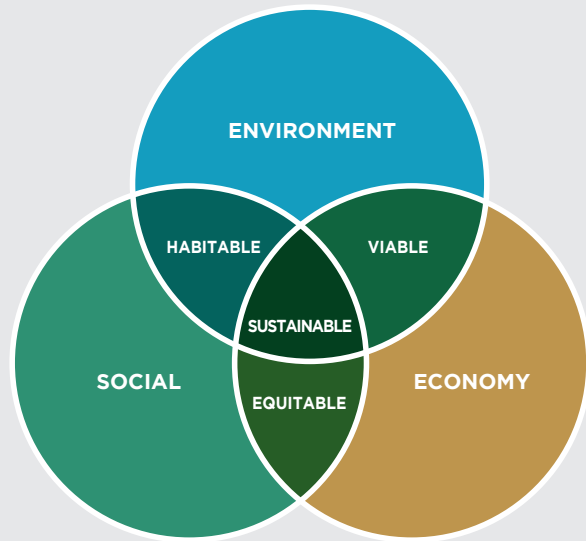
In 2021, Les Producteurs de lait du Québec began to work with the Chair in Eco-Consulting at the Université du Québec à Chicoutimi on evaluating its planned sustainable development actions based on the United Nations' (UN) targets and goals.



## WHAT IS SUSTAINABLE DEVELOPMENT?

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

World Commission on Environment and Development (WCED, 1988)



## SUSTAINABLE DEVELOPMENT GOALS

The UN adopted 17 sustainable development goals (SDGs) that are each accompanied by targets based on the three pillars of sustainable development. It should be noted that not all of these targets apply to Les Producteurs de lait du Québec.



## GOAL OF THE MILK PRODUCERS' EFFORTS

Mobilize and involve the dairy industry and its partners in ensuring responsible dairy production that contributes to the fight against climate change and makes a growing economic and social contribution.



# RESULTS OF THE ANALYSIS

The Chair in Eco-Consulting at the Université du Québec à Chicoutimi analyzed<sup>1</sup> the extent to which sustainable development was incorporated into the activities Les Producteurs de lait du Québec.

The analysis highlighted four effective actions that can be considered strengths of the organization in the environmental, social and economic dimensions of sustainable development.

<sup>1</sup> Chair in Eco-Consulting of the Université du Québec à Chicoutimi (2023). Les Producteurs de lait du Québec Sustainable Development Process and Analysis (in French only), 87 p. (<https://lait.org/developpement-durable>)

## RESEARCH AND INNOVATION

“Les Producteurs de lait du Québec encourages research and innovation (R&D). R&D promotes the transfer and appropriation of more productive agricultural practices and optimizes natural resource use in accordance with sustainable agriculture criteria. Its benefits and effects are disclosed and distributed to members.”



**\$69.8 million in  
140 projects** by Novalait  
since 1995

## SUPPLY MANAGEMENT

“Dairy supply management ensures the production of high-quality local food and provides producers with a stable and equitable income. The cornerstones of this system are production and import management and a guaranteed stable income for producers. The proceeds from milk sales are pooled by producers who care a great deal about the quality of the milk they market. Furthermore, by managing production, resource waste is significantly reduced, which in turn decreases its environmental impact.”



**65,998 job\***  
generated by the dairy  
industry

\* Includes direct, indirect and induced jobs.

**PIB**  
**\$6.1 billion**  
contributed to the GDP

## DONATIONS AND SPONSORSHIPS

“Les Producteurs de lait du Québec is actively involved in its community, particularly through its donations and sponsorships, which serve as examples of its social responsibility efforts. It gives due consideration to producers and consumers and adjusts its actions based on their needs on an ongoing and annual basis across Quebec.”



**350** provincial events

Nearly **500** supported organizations



Nearly **9 million** milk cartons through the milk-school program in **600** elementary schools



Nearly **2,600 kg** of cheese for fundraising events by organizations

## WEALTH CREATION AND MARKET ACCESS

“The commitments of Les Producteurs de lait du Québec foster the economic development of its members and Quebec society. The organization’s strength lies in its mission, which is to bring together Quebec milk producers in marketing high-quality milk that meets the expectations of society, and ensure the sustainable development of dairy farms. Thus, the initiatives taken by Les Producteurs de lait du Québec enable its members to gain access to a stable market and collectively share the risks involved in marketing a highly perishable product.”



Dairy Enterprise Startup

**144** new farms started since the launch of the program in 2006



Young Dairy Farmers Assistance

More than **7,000** quota loans issued since the launch of the program in 1986

# 2023-2027 SUSTAINABLE DEVELOPMENT ACTION PLAN

After the analysis, milk producers and dairy industry partners were surveyed to help prepare the 2023-2027 Sustainable Development Action Plan. This consultation sought to confirm the findings of the analysis and the target prioritization efforts, determine what was needed to achieve the goals, ensure the feasibility of the actions proposed to reach the plan's goals, and clarify producers' and partners' expectations along those lines. The Plan was unanimously adopted by producers in April 2023 and centres on three major themes.



## ECONOMIC AND SOCIAL CONTRIBUTION

### GENERAL GOALS

### SPECIFIC GOALS

Support supply management as a sustainable collective marketing model

- Participate in setting up a business environment that promotes profitable and sustainable farms
- Keep the wealth fairly distributed in the industry
- Maintain equity between producers
- Maintain collective risk management and support programs

Keep farms in all regions to contribute to rural economic development

- Help keep farms sustainable in every region of Quebec
- Promote the supply of a skilled and trained workforce
- Inventory producers' community service activities outside their farms
- Support organizations that make efforts to maintain laws and mechanisms that protect agricultural lands

Promote healthy lifestyles

- Support Quebec organizations that share sustainable development values
- Support organizations that help producers
- Promote the importance of healthy, sustainable food and exercise to Quebecers

## RESPONSIBLE AGRICULTURE

GENERAL GOALS	SPECIFIC GOALS
Use natural resources efficiently on dairy farms	Optimize water management on farms by complying with the principles of reducing, reusing and conserving
	Transfer knowledge and assess the adoption rate of soil management practices that promote the health and conservation of cropland and the quality of harvested food
Reduce the impact of dairy production on the environment	Encourage sound management of agricultural waste and plastics
	Document practices that encourage the conservation of biodiversity and ecosystems and their adoption rates
	Adjust the raw milk production level to demand as effectively as possible
	Use inputs wisely
Optimize herd management	Promote the continuous improvement of animal health and well-being
	Produce nutritious, high-quality milk

## THE FIGHT AGAINST CLIMATE CHANGE

GENERAL GOALS	SPECIFIC GOALS
Continuously improve dairy farms' greenhouse gas (GHG) performance with the goal of achieving net-zero emissions by 2050	Reduce enteric methane emissions and GHGs from manure and soil
	Update knowledge and compare practices that promote carbon sequestration on dairy farms
	Understand the environmental impact of various milk transportation optimization strategies
Adapt to climate change	Transfer knowledge and assess the adoption rate of practices that promote adaptation to climate change
	Participate in implementing decision support tools that promote adaptation to climate change, particularly for agricultural practices
	Foster access to resources that provide guidance to producers

# SUSTAINABLE

The 2023-2027 Sustainable Development Action Plan aims to provide the organization with a clear framework for steering its future actions on environmental, social and economic issues.

It serves as a guide for steering research and training needs, equipping producers to achieve the set goals, and creating dialogue between dairy producers and society in the interest of reaching a better mutual understanding between them.

Based on the research findings, the training activities offered, and the available tools and tools being developed in connection with the plan, producers will be encouraged to reinforce certain actions or start taking new actions on their farms.





## LABORATOIRE — VIVANT — Lait carboneutre

### CARBON-NEUTRAL MILK LIVING LABORATORY

Goal – Assist milk producers in the process of co-developing carbon sequestration and GHG emissions reduction practices on participating farms.

- 20 farms in Quebec
- 38 researchers
- 2023-2028
- Joint project with Agriculture and Agri-Food Canada, Agrinova, ICIARC, Novalait, Université Laval and UPA Montérégie



### METHANE ESTIMATION PROJECT

Goal – Estimate the quantity of enteric methane emitted by all dairy cattle in a herd based on an analysis of milk from the bulk tank.

- Reduce methane emissions from enteric fermentation in dairy herds by 14% to 16% for each kilogram of milk produced
- 2023-2027
- Joint project with Valacta (Lactanet) and financial support from the Quebec government as part of its 2030 Plan for a Green Economy.

Since milk producers are the heart of the 2023-2027 Sustainable Development Action Plan, the efforts made to implement the plan will consider the availability of skilled workers and the impact of the proposed actions on producers' quality of life and mental and physical health.

To achieve the goals, Les Producteurs de lait du Québec is focusing on the strengths of local producers and their desire to innovate.

Together, for sustainable development.

