



proAction: Milk Quality

Under the proAction® program, Canadian dairy farmers produce high-quality, nutritious food in accordance with some of the world's most stringent standards. proAction builds on robust federal and provincial regulations, instilling confidence that every drop of Canadian milk was produced with care.

Milk Quality Standards on the Farm



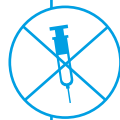
All dairy farms are licensed and inspected by provincial regulators. They meet regulations for animal housing, milking equipment, milk storage, environmental protection and more.



Canadian milk is always fresh, because it is picked up from the farm every one or two days, where it is inspected and sampled for quality by a trained expert before it is loaded on the truck.



All Canadian milk is tested at processing plants and labs to ensure the milk meets quality and food safety standards.



The use of artificial growth hormones is banned in Canada, so consumers can be confident that milk produced under proAction is rBST-free.



For more information on proAction:
dairyfarmers.ca/proAction

For more information on Dairy Farmers of Canada:

- dairyfarmersofcanada.ca
- communications@dfc-plc.ca

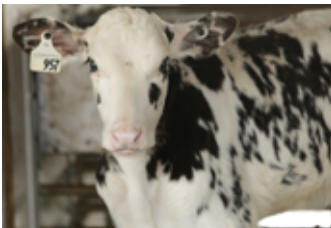


Meeting proAction's milk quality standards means:

➤ Canadian criteria for milk quality are founded on science-based indicators and surpass international standards. For example:

- Canadian dairy farmers are required to meet a maximum somatic cell count (SCC) limit of 400,000 cells/ml of milk. The Canadian average is less than half that amount – a clear testament to farmers' focus on cow health.¹
- Bacteria limits are set in food safety regulations. While bacteria are found naturally in fresh food, under proAction, dairy farmers follow procedures to keep bacteria well below the limits by:

Monitoring the health and hygiene of their cows.



Keeping the animals' housing and milking environments clean.



Somatic cells are produced naturally in a cow's udder. They are a very useful part of the cow's immune system, standing ready to fight infections if they occur. Their number will rise if the cow is fighting an infection, therefore low levels are a good indicator of health.

Following procedures to clean and sanitize milking equipment.



➤ Somatic cell count, bacteria levels, freezing point, and inhibitors are measured to ensure compliance with provincial regulations, which are based on national standards for food quality and safety.

➤ Farmers store milk in a refrigerated tank that is electronically monitored 24/7 or checked regularly to keep contents fresh and safe.

➤ Dairy Farmers of Canada and provincial milk organizations continuously monitor milk quality trends and invest in research to develop best practices for farmers.



Canadian dairy farmers care about the quality of their product and monitor milk production closely – it's quality stewardship in every drop!

¹ "Somatic cell and bacteria counts," Canadian Dairy Information Centre: <https://www.dairyinfo.gc.ca/eng/dairy-statistics-and-market-information/farm-statistics/somatic-cell-and-bacteria-counts/?id=1502473730839>.