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Subject: Letter of support for the proAction program

Dairy Farmers of Canada (DFC) is about to take a decisive step with the approval of the proAction® modules by its delegates. We are very proud that our farmers are making an official commitment to this demanding program to be implemented on their farms. As a result, the Valacta Board of Directors adopted a resolution during its meeting on July 6, 2015, to endorse this letter of support.

The proAction Initiative makes it possible to recognize and demonstrate numerous best practices already implemented by dairy farmers, which embody responsible stewardship of animals and the environment. As a centre of expertise, our assessments are based on science and its practical application to on-farm practices as identified by our field teams who are committed to technical and economical improvements for dairy farms. Valacta is also well positioned to vouch for this program due to its involvement in the technical committees that were established to develop it. The processes are rigorous; our expertise, which was used to validate the Canadian Quality Milk program, has made us a leading advocate of the program for several years now. We are delighted that, beyond its regulatory requirements, the proAction Initiative is also profitable for farmers because the underlying principles are based on good management. In particular, animal comfort and care promote productivity and longevity, biosecurity minimizes the risk of disease, and respect for the environment is the result of production efficiency and ensures the preservation of production resources.

Our support extends beyond mere words because—as we have done for the deployment of the CQM, quality, traceability and animal care modules in Quebec—Valacta is committed to helping farmers implement the proAction program to make it easier for them to accomplish their courageous achievements.

Daniel Lefebvre, PhD, agr.
General Manager

Cc: Valacta Board members
Management team
Valacta employees