



July 14, 2015

DFC 2015 federal electoral kit

Dear members,

As you know, our industry is at the heart of discussions centered on the ongoing Trans-Pacific Partnership (TPP) free trade negotiations. Make no mistake: with the USA, Australia and New Zealand all asking Canada to further open its dairy market to imports, supply management is at risk.

A federal election is coming up this fall, and, as Canadian citizens, we all have one vote. With the latest polls indicating an increasingly tight contest that any party could win, the local races in each of our ridings have never been more important. Each of our votes has the potential to be the one that makes or breaks a government. Rarely has democracy been so much on our side.

We are asking that you and your families take time this summer and this fall to meet with the candidates in your local riding whenever you have an opportunity; whether at town hall meetings, candidate BBQs, or other events. To help you, we have prepared an electoral kit that includes a handout to leave with the candidate, as well as talking points and arguments for you to use when you have an opportunity to talk with them. On the candidate handout, we left a space for you to write your name and coordinates for the candidate to reach you if needed. It will be your responsibility to keep yourself informed of all of the candidates in your local riding for each party. You should, however, focus your attention on the three major federal parties: the Conservatives, the New Democratic Party and the Liberals.

As a dairy farmer, you are part of a strong organisation that has the power to influence this election - but it can't be done without you. It is critical that we show every candidate in this election that Canadian dairy farmers are strong and united in our support of supply management. We are available to answer any questions you may have, and to provide support if needed.

We will reach out again at the end of August with more guidance on how to make supply management a priority in the coming federal election.

Sincerely,

Isabelle Bouchard
Directrice, Communications et relations gouvernementales



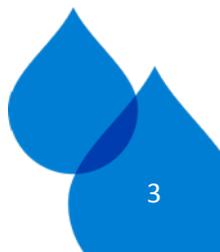
General Key Messages

| ISSUE | KEY MESSAGE(S) |
|--------------------|---|
| ON THE FARM | |
| Animal Care | <ul style="list-style-type: none"> • Animal care is a priority for all Canadian dairy farmers. Dairy farmers' commitment to providing high quality milk begins with a high standard of animal care that includes providing their cows with nutritious diets, healthy living conditions and good veterinary care. • Dairy farmers have a strict Code of Practice on the care and welfare of dairy cattle. Based on a document originally developed by the Canadian Federation of Humane Societies and the Canadian Agri-Food Research Council, the Code was significantly updated by the National Farm Animal Care Council (NFAACC) and industry groups in 2009. The Code of Practice are national guidelines for the care and handling of the different species of farm animals. • Dairy farmers started being assessed for their compliance to the Code in 2015. Within four years, all farms will be trained, then validated by provincial producer groups, under the umbrella of the proAction initiative. The assessment program was developed with many experts and stakeholders with the common objective of making concrete improvement on farms. |
| Antibiotics | <ul style="list-style-type: none"> • All milk is tested for antibiotics before it is unloaded at the processing plant. If antibiotic residues are detected, the load of milk is rejected and properly discarded. Since samples are always taken at the farm, any antibiotic residues will be traced back and the farmer penalized. The farmer must pay a fine, pay for the milk disposed of and all related costs. • Just like any living being, cows sometimes get sick or fight an infection. When a cow is sick, veterinarians may prescribe medication such as antibiotics. Farmers and vets follow strict guidelines on the use of antibiotics. Farmers must record the use of antibiotics and identify the cow so she is not milked with other cows. There is a withdrawal period for dairy cows if veterinary drugs were administered. Her milk is discarded until the mandatory withdrawal period of the medication has passed, so there will be no residue in milk. For more information, visit http://www.uoguelph.ca/foodsafetynetwork/safety-canadian-milk. • The use of antibiotics is recorded in the Canadian Quality Milk program (CQM), the on-farm food safety program to help farmers prevent and reduce food safety hazards and risks on their farms. |

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| Artificial Bovine Growth Hormones | <ul style="list-style-type: none"> The artificial bovine growth hormone (rbST) for increasing milk production in dairy cows is illegal in Canada. |
| Dairy Farming | <ul style="list-style-type: none"> A typical Canadian dairy farm is family-run and operated with about 70-80 milking cows, but it also relies on many experts to ensure the family business is successful and the animals are healthy and thriving. Professionals that regularly visit farms to provide service include cow nutritionists, veterinarians /herd health specialists, dairy herd improvement advisors, herd classifiers, hoof trimmers, milk graders/truck drivers, feed truck delivery, mechanics, equipment specialists, and agronomists who provide all kinds of expertise to run a dairy farm. Local and national resources to learn more about dairy farming in Canada include: <ul style="list-style-type: none"> Virtual Farm Tours <ul style="list-style-type: none"> Ask a Farmer (Agriculture Proud) Canadianmilk.ca Dairy Farmers of Canada BC Dairy Association Alberta Milk SaskMilk Dairy Farmers of Manitoba Dairy Farmers of Ontario Les Producteurs de lait du Quebec Dairy Farmers of Nova Scotia Dairy Farmers of New Brunswick Dairy Farmers of Prince Edward Island Dairy Farmers of Newfoundland & Labrador |
| Environment | <ul style="list-style-type: none"> Dairy farmers care about the environment – they live and work on their farms every day, so it is important for them to protect the land, water and air for their families, surrounding communities, and future generations. Federal and provincial laws regulate the environmental practices on all farms, regardless of their size or type. In 2014, 70 per cent of dairy farmers had implemented environmental farm plans to minimize the impact of their farm operations on the environment. In 2012, DFC received the results of the Life Cycle Analysis of Canadian milk production (on farm), which showed that Canadian milk has one of the lowest environmental footprint in the world! The report was prepared by the Canadian offices of Quantis and AGECO with the collaboration of CIRAIG and UQÀM. |
| Food Safety | <ul style="list-style-type: none"> Canadian milk is produced according to high standards outlined in federal and provincial regulations, as well as in the Canadian Quality Milk program. Milk is rigorously tested for antibiotic residues. Ninety-seven per cent of dairy farms are now certified under the “Canadian Quality Milk” program – with producer groups aiming for 100 per cent by fall 2015 - demonstrating their commitment to providing safe, healthy milk for all Canadians. Learn more about our commitment at http://www.dairyfarmers.ca/our-commitments/to-food-safety. |



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| GMOs <i>(a list of additional 3rd party resources is available from DFC or Farm and Food Care)</i> | <ul style="list-style-type: none"> Genetically modified feed must be approved by the Canadian government before it is made available in Canada. The Canadian government has the final authorities for approbation of genetically modified feed. It is the farmer's choice to decide what crops to grow to feed their own cows, including if they give them organic, conventional or genetically modified corn, soya or canola, which are part of what cows eat. Cows also eat other crops and hay that are not genetically modified. The protein of a feed that is genetically modified is completely broken down during the digestion process, and the cow produces new dairy proteins from the nutrients she eats. Milk contains milk protein and is the same, whether the cow ate GM feed or not. |
| Somatic cell count, mastitis or 'pus' | <ul style="list-style-type: none"> Farmers take udder infections seriously and are very vigilant about preventing infections/ mastitis. Farmers continually monitor the quality indicators of milk (somatic cell count, bacteria count, others) for each cow in their herd When cows have a bacterial infection, they are treated and the milk is discarded to keep only the quality milk from healthy cows going to consumers. Mastitis is one of the main health issues dairy farmers are vigilant about. Dairy farm groups invest in research to improve udder health, such as the Mastitis Research Network. Between 2011 and 2014, Canadian dairy farmers improved their milk quality by an impressive 15 per cent for somatic cell count and seven per cent for bacteria count, demonstrating continuous improvement of quality and commitment to cow health. 'Pus' happens only when a case of mastitis is quite severe. With the checks and balances in place, milk from that sick animal would not enter the food chain. Somatic cells are the white blood cells or 'soldiers' that fight infections. This is why it is critical to monitor the count – it indicates udder health and milk quality. |
| PRODUCT/NUTRITION | |
| Artificial Sweeteners | <ul style="list-style-type: none"> Adding artificial sweeteners to flavoured milk is approved and allowed in Canada by Health Canada; however, milk processors that use anything other than sugar to sweeten their flavoured milk are obliged by law to indicate what they use on the package, so consumers can easily see it. |
| Autism | <ul style="list-style-type: none"> Autism is a complex developmental disorder. More research is needed on dietary interventions, but to date, the medical community has not concluded that eliminating certain foods is an effective treatment. Parents should follow the advice of their doctors in treating the symptoms of autism. It is important to consult a health professional for nutritional advice before changing a child's diet, because eliminating entire food groups makes it difficult for children to meet their nutrient needs. |
| Cancer | <ul style="list-style-type: none"> The sum of the scientific evidence to date does not warrant limiting the intake of milk products in an effort to prevent prostate cancer. Based on the Canadian Community Health Survey (CCHS), from the Canadian Council of Food and Nutrition (CCFN) Ethnographic Study, and Statistics Canada, Canadian adults who do not consume enough milk products every day could be missing out on the multiple health benefits that they provide including a reduced risk of developing several chronic diseases of concern such as type 2 diabetes, cardiovascular disease and certain cancers, such as colon cancer. |



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| Chocolate Milk | <ul style="list-style-type: none"> • Chocolate milk has the same 16 essential nutrients as white milk and contains the same quantity of total sugar (natural lactose and added sugar) as an equal amount of unsweetened apple juice. • Research has shown that children who drink chocolate or other flavoured milks consume fewer soft drinks and fruit drinks than children who don't and have an overall better diet quality because they drink more milk. This has been shown to have no adverse impact on body weight. (<i>Patterson J and Sidel M. The removal of flavored milk in schools results in a reduction in total milk purchases in all grades, K-12 .J Am Diet Assoc 2009;109(9):A97.</i>) |
| Organic Milk | <ul style="list-style-type: none"> • Conventional and organic milk are equally safe and equally nutritious. • In Canada, milk is produced according to safety and quality standards that are among the highest in the world and must meet the same government inspection and food safety standards and both contain 16 essential nutrients. • As with all organic foods, it is the process that makes the milk organic, not the final product. For example, organic milk comes from cows that are fed crops that are organically grown. |
| Raw Milk | <ul style="list-style-type: none"> • Milk in Canada is pasteurized to ensure consumers are offered a safe product. • The standard pasteurization process involves heating milk to 72°C for 15 seconds before cooling it in order to destroy bacteria that may be present in the milk. |



Food Nutrition: The importance of dairy products in achieving a healthy, balanced daily diet

Two out of three adult Canadians do not consume the minimum number of servings of milk products recommended in Canada's Food Guide (2-3 servings daily, depending on age). The DFC has a team of registered dietitians that provide factual, up-to-date, science-based information on a wide range of nutrition subjects, primarily related to milk products. Our dietitians strive to separate fact from fiction – dispelling the myths about milk products and enumerating their known benefits – as well as putting in place innovative nutritional programs to promote healthy eating habits.



How you, as an MP, can help:

Help Canadian Farmers:

- Defend and promote supply management, and commit to compensating supply managed industries to diminish any negative effects coming as a result of CETA, the TPP, or any future free trade deals
- Commit to sharing with us the costs of the implementation of the all six modules of the proAction initiative

Help Canadian Consumers:

- Require Quantitative Unit Identification (QUID) on all food labels so that Canadian consumers know exactly what they are eating
- Support the education of Health Canada and health professionals about the nutritious aspects of dairy products

Stand With Canadian Dairy Farmers, Support Supply Management

As a result of recent and proposed trade agreements, supply management, and the stability of the Canadian dairy sector as a whole, are facing serious potential challenges. Any changes to supply management have the potential to impact not only the strength of our national economy, but the livelihood of all dairy farmers; and, perhaps most importantly, the high quality dairy products that Canadian consumers are accustomed to.

As a candidate in the federal election – you have the power to stand up for Canadian dairy farmers by supporting supply management. Canadian farmers, Canadian products, a Canadian system. Will you stand with us?

[CONTACT INFO]

Dairy Farmers of Canada



2015 FEDERAL ELECTIONS

Stand With Canadian Dairy Farmers



On behalf of Canadian dairy farmers, we would like to congratulate you on your decision to run for public office!

Throughout our country's history, the Canadian dairy sector has been proud to be one of the bedrocks of our national economy. An ever-reliable beacon of stability, the Canadian dairy industry contributes hundreds of thousands of jobs, and billions in tax revenue year-after-year, as well as some of the safest, highest quality milk on the planet. As dairy farmers, we also take pride in our country – and strive to be active participants in our local communities. A vibrant dairy industry within a rural community means more jobs, and improved access to infrastructure.

We have prepared this package as a short introductory guide to our industry; where it's heading in the future, and how, as an MP, you might be able to help us achieve our goals.



Founded in 1934, the Dairy Farmers of Canada currently represents **12,234** family farms country-wide

The dairy sector contributes roughly **\$18.9B** a year to Canada's GDP, and **\$3.6B** annually in taxes¹

Dairy is one of the top two agriculture sectors in **7/10** provinces

The dairy industry sustains approximately **215,000** full-time equivalent jobs across Canada by comparison, Canada's aerospace industry sustains roughly 180,000 jobs²

Under supply management, the dairy industry receives **zero** government subsidies

¹The Economic Impacts of the Canadian Dairy Industry in 2013", EcoResources, http://www.dairyfarmers.ca/content/download/4337/41452/version/7/file/EcoResources_2013DairyEconomicContribution_en.pdf
²"Industry Statistics", Aerospace Industries Association of Canada, 2014, <http://www.aiaac.ca/canadas-aerospace-industry/industry-statistics/>

Supply Management: Canada's Unique System

Canada's supply management is a mechanism that ensures stability within the dairy sector, and several other commodity groups. Supply management enables Canadian dairy farmers to act collectively to negotiate farm prices, and adjust milk production to meet consumer demand. In other words, we only produce as much milk as is required.

Supply management ensures that we can weather any economic storms, while still providing the high quality product that Canadian consumers have grown accustomed to. Unfortunately, there is a lot of misinformation out there. We'd like to take this opportunity to separate some of the myths from reality.

Supply management rests on three equally important pillars:

1. Producer Pricing
2. Production Discipline
3. Import Control

Myth: Supply management is costly to Canadians

Reality: In Canada, retail prices for milk are in line with those in other jurisdictions. The average Canadian spends approximately 1% of their disposable income on dairy products; this share has been decreasing over time. A Nielsen study showed that during 2014, consumers paid an average of \$1.30/litre for fresh milk in Canada, as compared with \$1.83 in New Zealand, \$1.81 in France, \$1.15 in the U.S, \$1.19 in Germany, and \$2.35 in China. Additionally, countries without supply management typically heavily subsidize their dairy industries – coming straight out of the pockets of taxpayers, and essentially forcing taxpayers from those countries to pay twice for their milk.

Myth: Canada is the only country with protected sectors

Reality: All countries have sensitive sectors they wish to protect. The United States, for example, has a long history of restrictive import protection in the sugar and dairy industries; Japan has a long history of heavy protectionism in the rice sector; and New Zealand has always vigorously defended its pharmaceutical program.

Myth: The price consumers pay for dairy would come down significantly without supply management

Reality: Farmers are not responsible for the retail price of food – the store price has always been set by retailers. In countries where supply management has been dismantled, such as New Zealand, prices have actually gone up for consumers, while revenue for farmers has gone down or stayed the same. In fact, the average domestic price for two litres of milk in New Zealand jumped 11.3% from May 2013 to May 2015, despite being a major milk exporter, and having one of the lowest costs of production in the world.

Myth: The quality and safety of the milk you drink won't change if we open up our markets to foreign imports

Reality: The Canadian dairy industry, on our own initiative, is unparalleled in the quality and safety standards that are rigorously set and adhered to by all of our farmers under our proAction and Canadian Quality Milk programs. You already know and trust the safety and quality of Canadian dairy - not all farmers outside of Canada adhere to the same high level of standards.

Myth: Supply management negatively impacts the poorest Canadians

Reality: While it may be true that low-income Canadians use a larger share of their income on food, it is a function of their relative poverty – not of supply management. Furthermore, the notion that the dismantling of supply management will lead to lower prices at the store is based on the false premise that farmers control the retail price of milk. Retailers have always set the retail price of milk.

International Trade

While Canadian dairy farmers recognize that international trade is important to businesses across Canada, and are not against it, we have serious concerns regarding the impact of trade negotiations on our livelihood, and the stability of our farms and communities. We have a lot to gain from international trade deals, but we must take care that in negotiating these deals we do not erode strong and viable Canadian industries to achieve an undefined benefit for others.

Canadian dairy farmers are more than willing to work closely with our parliamentarians to find constructive solutions that ensure that any other current or future trade negotiations do not negatively impact the stability and viability of our supply managed dairy industry.

On October 19, 2013, the Government of Canada signed a tentative free trade agreement with the EU (CETA) that had a significant negative impact on Canadian dairy farmers. This agreement allows the EU to ship an additional 16,000 tonnes of fine cheese, and an additional 1,700 tonnes of industrial cheese into Canada. This amounts to the government giving away \$300 million in cheese sales annually – roughly 4% of the Canadian cheese market – and puts Canadian cheese makers at a disadvantage by forcing them to compete with an industry in the EU that is heavily subsidized.

In support of Canadian farmers, we ask that the Canadian government fulfill its commitment to compensate supply managed industries to diminish the negative effects of CETA, and any other free trade deals.

Canadian Dairy Farmers Care

Canadian dairy farmers are recognized as world leaders in producing quality milk. We are proud of our product, and we stand by it – but consumer trust must be maintained. With the proAction initiative, we have taken it upon ourselves as an industry to proactively develop and implement a co-ordinated set of national standards for on-farm customer assurance programs. Under proAction, Canadian dairy farmers take the initiative to set, adhere to, and constantly improve what are already among the world's strictest standards for best practices. The national standards set by proAction cover six key modules, including:

1. Milk Quality
2. Food Safety (Canadian Quality Milk)
3. Animal Care
4. Livestock Traceability
5. Biosecurity
6. Environment



In support of Canadian dairy farmers and proAction, we are asking the government to share with us the costs of implementing the six modules (estimated at \$200 million for the first ten years).

Labelling Modernization

Although there is a lot of information contained on a food label, this information is not always clear and accurate – or easy to find and read. Furthermore, the list of ingredients on a product label currently only states what the ingredients are; the proportions of ingredients are not listed. This makes it difficult for a consumer to properly compare products, and assess which one best meets their nutritional needs, or desired quality profile.

Canadian dairy farmers know that Canadian consumers care about what goes in to their food. Quantitative Unit Identification (QUID) on food labels identifies the percentage of ingredients that a food contains. This helps consumers compare products based on the quality of their ingredients, and avoids deceptive claims on food labels.

In support of Canadian consumers, we ask that the government of Canada require Quantitative Unit Identification (QUID) on all food labels.

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