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13 July 2015

### **proAction**

The proAction initiative being implemented by Canadian dairy farmers is an excellent example of sustainable dairy production, an initiative to measure and encourage on-farm improvement. The program fits well within the direction that the Global Dairy Agenda for Action (GDA) has taken to transparently report on and improve sustainability of the dairy industry. I believe Canadian farmers are showing leadership in this global field of dairy sustainability with the proAction initiative.

The GDA believes that dairy products promote the good health and wellbeing of people in all countries of the world and is pleased to see initiatives, like proAction in Canada, that will provide consumers with the nutritious dairy products they want, in a way that seeks to be economically viable, environmentally sound and socially responsible.

Donald Moore  
Chairman  
Global Dairy Agenda for Action