



July 14, 2015

Guy A. Séguin, P. Eng.
Assistant Director, Policy and Dairy Production
Dairy Farmers of Canada
21, Florence Street, Ottawa ON
K2P 0W6

Re: proAction

Dear Mr. Séguin,

We are writing to express our strong support for the proAction initiative of the Dairy Farmers of Canada.

This dairy farmer led initiative will help provide our industry with a quality assurance mechanism that is very much required. It has been our honor to work with DFC to do the research that has provided much of the scientific basis for the recommendations in the Code of Practice, and ultimately for the standards that will be part of proAction.

In other part of the world these types of standards have been set by government, or by major retailers, etc. In contrast, DFC has invested in more than a decade of research and consultation to develop made-in-Canada solutions that set standards reflecting the values of our farmers. ProAction shows consumers and citizens of this country and around the world where we as an industry stand when it comes to providing excellent standards of care for our animals.

We are proud to have been part of this process and hope to continue to support the development of implementation of proAction.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Marina von Keyserlingk'.

A handwritten signature in black ink, appearing to read 'Dan Weary'.

Marina von Keyserlingk, PhD and Daniel M. Weary, Ph.D
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