

What is *proAction*?

Consumers want to know more about what is in their food and where it comes from. That is why Canadian dairy farmers developed *proAction*[®], the sector's national quality assurance program. *proAction* is mandatory on Canadian dairy farms, providing a framework for high standards of farming. Under *proAction*, farmers demonstrate excellence in six distinct areas: milk quality, food safety, animal care, livestock traceability, biosecurity, and environment.

This initiative incorporates the latest research and technological innovations and evolves continuously as new best practices are identified. Thanks to the robust requirements of *proAction*, consumers can be confident that the Canadian milk used in their favourite dairy products was produced under some of the world's most stringent standards.

The *proAction* program underpins Dairy Farmers of Canada's iconic Blue Cow logo, which identifies products made with 100% Canadian milk and milk ingredients.



Milk Quality

Every day, farmers adhere strictly to provincially regulated milk quality standards to produce some of the world's **highest-quality milk**.



Food Safety

Farmers work to **prevent, monitor and reduce food safety risks** on farms, based on the principles of Hazard Analysis and Critical Control Points and Canadian Food Inspection Agency requirements.



Animal Care

Farmers provide **excellent care for their animals**, based on the Code of Practice for the Care and Handling of Dairy Cattle.



For more information on *proAction*:
dairyfarmers.ca/proAction

For more information on Dairy Farmers of Canada:
• dairyfarmersofcanada.ca
• communications@dfc-plc.ca



Traceability

The Canadian Food Inspection Agency has established traceability regulations to **safeguard animal and human health and ensure a safe food supply**. Canadian dairy farmers meet or exceed these requirements to facilitate effective tracking of the movements of dairy cattle.



Biosecurity

To improve herd health, farmers work with veterinarians to **manage risks and focus on preventing the introduction of disease into and spread within their herds**.



Environment

Building on existing provincial environmental farm plans, **farmers ensure the best nutrient management, soil health, and water management practices**. They also work to **reduce greenhouse gas emissions, enhance biodiversity and reduce waste**.



proAction Standards of Excellence

The robust requirements of proAction reflect the values dairy farmers share with consumers and demonstrate that food produced on Canadian dairy farms and used in Canadian dairy products is made in a socially responsible way.

- proAction is mandatory and its 82 requirements are measurable and verifiable on all Canadian dairy farms.
- Farmers keep meticulous records and their practices are verified annually and audited every two years by trained, independent professionals.
- proAction modules and requirements are carefully tested, evaluated and updated regularly based on the latest scientific evidence.



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