



ACTION FACTS

DFC MARKETING & NUTRITION NEWS

JULY - AUGUST 2014

A Vision For The Future

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Ian MacDonald, National Director of Marketing and Nutrition at DFC, presented a five-year strategic plan during DFC's Annual General Meeting in Fredericton, New Brunswick, on July 16. The plan exposed opportunities and threats to dairy products.

Healthy snacking, protein content in food and naturally functional foods remain strong trends in the market to exploit. On the other end, the rise of dairy alternatives, energy drinks and growing concern about sugar content of foods can negatively influence dairy consumption, and these threats need to be addressed. Positioning dairy products as an essential food for a healthy lifestyle

is key and emerging research on the health benefits of milk fat and nutrient density presents many opportunities. Partnering with processors, retailers, hotel and restaurant operators as well as sports and health and wellness associations is also part of the strategy to encourage and increase consumption of dairy products.

DFC delegates requested more details of what the plan entails before the final vote take place at the next Policy Conference in February 2015.

The Canadian Cheese Rolling Festival Is Back

The seventh edition of the Canadian Cheese Rolling Festival will be held on August 16 in Whistler, B.C. The event is a recurring success amongst Canadian cheese lovers, and its main objective is to demonstrate and promote the diversified products of Canadian cheese makers across the country. The fun-filled festival features cheese rolling races, costume contests and activities for the whole family.

An 11-pound wheel of Courtenay Cheddar cheese, produced by cheese maker Natural Pastures, will roll down a hill and enthusiastic and ambitious cheese lovers will chase after it. The first contestant to make it down the hill wins. The winners get to take home the giant, coveted wheel of delicious Canadian cheese and a Whistler season ski pass for two.

Kids of all ages can take part of the fun things at the festival, including a Cheese Market full of delicious samples. In July, Dairy Farmers of Canada has also partnered with Sobey's nationally and Marketplace IGA in British Columbia for in-store promotions and a contest. Learn more at cheeserolling.ca.



Send us your comments and suggestions!
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A Dairy Twist In South Asian Dishes

The second part of the multicultural campaign is about to launch. Aimed at promoting dairy products amongst South Asian communities, the campaign will focus on in-store advertising and promotions.

Since they already consume a fair level of dairy products but less cheese in their recipe, DFC created opportunities to make them sample products they are less familiar with.

From October 6 to November 2, in-store advertising will be held in 25 stores located in South Asian markets in the Greater Toronto Area. Recipe sampling and booklets will be distributed in a few of those supermarkets. DFC has also partnered with AB World Foods (Patak products) to ensure a presence in multicultural section of supermarkets such as Loblaws, Fortinos, FreshCo, Food Basics and Walmart.

Bal Arneson, also known across the globe as the *Spice Goddess*, is a well-known author, educator and passionate advocate for simple and healthy Indian inspired cooking. With seven new recipes, Bal will demonstrate how adding cheese can boost the flavour and add nutritional value to South Asian cuisine.



Healthy Tomorrows begins With Getting Enough



The [Get Enough](#) campaign is in full swing with in-store promotions throughout Ontario. In-store advertising is being displayed in Sobeys supermarkets since August 11 and will run until September 7. Consumers will be able to attend on-site demos on August 23, 24, 30 and 31. The same campaign will be featured in Loblaws, Real Canadian Superstore and Fortino from September 8 to October 5, with demos on September 13, 14, 27 and 28. Dietitians will be on-site to inform consumers on the daily recommended serving as well as serving sizes of milk, cheese and yogurt, based on Canada's Food Guide recommendations.

They will also discuss milk products' health benefits to incite them to increase their daily consumption. The dietitians, along with reps, will also offer consumers samples of milk and yogurt-based smoothies

Come visit our team of dietitians in action at a supermarket near you!



aynic Fall Magazine

DFC will launch on August 28 the newest issue of the *all you need is cheese* magazine entitled "Delicious tradition". This issue fuses the love of food with the love of family, showing readers how to use delicious Italian-inspired dishes to create a seasonal feast that will draw the whole family together.

This edition features seasonal ingredients and informative content about Canadian cheeses. Readers are invited to discover 12 simple updated Italian classics, be inspired by cheese lover Allison Spurrell, co-owner of [les amis du FROMAGE](#) in Vancouver. Also featured, our top four quick tips with Canadian Mozzarella, an inspiring description of Canadian Buratta, nutrition facts and tips for making the best of breakfast and more.

Readers will also enjoy six pages of delicious mac and cheese recipes created by chefs and foodies who participated in the 2014 Grate Canadian Cheese Cook-Off which will be held on August 27 during the [Canadian National Exhibition](#) in Toronto. Entries will be judged at the event by two Canadian food bloggers, a chef and the winner of the Professional Mac & Cheese Taster Wanted contest! for flavor, texture, creativity and presentation.

Visit allyouneedischeese.ca/magazine to subscribe for free to the magazine (not available to Quebec residents).



Strawberries and cream Whoppie Pies
created by Chef Julian Bond.

Fresh Berries and Real Cream

New recipes combining seasonal berries and real cream made from 100% Canadian Milk are now featured on Anydaymagic.ca. DFC partnered with the BC Dairy Association, Alberta Milk, SaskMilk and Dairy Farmers of Manitoba to get four Canadian chefs to create the new recipes. Chefs Michael Allemeier (Calgary), Devan Rajkumar (Toronto), Julian Bond (Vancouver), and Richard Julien (Halifax) each created two recipes. They include appetizers, sides, main dishes and desserts, and represent the culinary traditions of the chefs' home regions.

The site also includes [The Great Cream Challenge](#) featuring a group of three food bloggers who develop themed recipes every month using real cream. The food bloggers featured for July created chilled soup recipes. The contest continues through 2014.



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Gunn's Hill Artisan Cheese Won 2014 BDC Young Entrepreneur Award Contest

Last June, BDC announced in a [press release](#) that Canadian voters have chosen the turning point project [Cheese Champs](#), submitted by Shep Ysselstein of [Gunn's Hill Artisan Cheese](#) (Woodstock, Ontario) as winning the [2014 BDC Young Entrepreneur Award](#). Hundreds of applicants from across Canada submitted videos showcasing how they would use the grand prize of \$100,000 to boost their new business to the next level. Shep was selected as the finalist to represent Ontario in the prestigious competition.

The public was invited to watch each finalist's videos and vote for who they thought was Canada's best young entrepreneur. Shep stayed in first place for the whole two weeks of voting and in the end claimed the grand prize.

Shep's project involves the construction of a 2,000 square-foot, climate-controlled curing and aging extension to his current building that would allow him to double his annual production of cheese to 60,000 kilograms. His business needs to invest in this expansion to keep up with high consumer demand for his premium cheeses from grocery chains and specialty food shops across the province.

"Winning the BDC Young Entrepreneur Award contest means a lot to our business and to the local dairy



economy," says Shep. "We've been overwhelmed by the amazing public support and I want to thank everyone who voted for us. I also want to thank BDC for creating a contest that inspires entrepreneurs to take a hard look at their businesses and come up with concrete projects that will drive new growth."

Congratulations Shep for this accomplishment!

Loblaws and 100% Canadian Milk



As part of the 2014 *100% Canadian Milk* campaign, DFC conducted on June 27-28-29 an in-store animation experience with Loblaws banners in Ontario, Atlantic and the West. A specially decorated booth, containing a recipe-information booklet, poster, tent card and the 100% Canadian Milk branded uniform was manned by two brand ambassadors per store. The two ambassadors alternately roamed the deli, cheese, frozen and dairy departments interacting and educating consumers on the 100% Canadian Milk symbol.

Consumers were very favourable towards the activity and expressed both recognition with the symbol and appreciation for the recipe booklets. Here is what they had to say: "I am very familiar with this symbol, I try and purchase as much of my family's dairy that has it!" (shopper aged 45), "I love these booklets...I used a couple of the recipes and have added them to my regular meal line-up!" (shopper aged 55). This activity will be repeated this fall in Metro and Sobeys stores.



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DFC Partnerships

Part of DFC’s strategy to encourage and increase the consumption of dairy products is by establishing partnerships with processors, retailers, hotel and restaurant operators as well as sports and health and wellness associations. These partnerships give DFC tremendous visibility and remain an essential part of our marketing activities to leverage products made from 100% Canadian milk. These partnerships provide a win-win opportunity for everyone. It allows our partners to utilize the symbol, thus associating their menu or products with high quality Canadian milk and reassuring their clients that they support local and nutritious food, which is a growing demand and expectation from Canadian consumers. On the other end, it gives our symbol increased credibility and visibility from coast-to-coast and even abroad. It also allows DFC to reach out to multicultural groups that are less familiar with Canadian dairy products and showcase the versatility and goodness of dairy. In each issue of Action Facts, we will present some examples of these partnerships (from newspapers, magazines, web sites, restaurant’s menu, packaging and more).



Upcoming Events

Western Canada		Ontario		Maritimes
Wine Festival, August 9 - 14, Vancouver, BC	aynic	Can Fit Pro (Education), August 9, Toronto, ON	RWM	Fall Flavours Festival, Sept. 11-14, PEI
Canadian Cheese Rolling Festival, August 16, Whistler, BC	aynic	Multi-Sport (Endurance), August 9 -10, Bracebrige, ON	RWM	
Big Bike (Nutrition), August 27-28, Calgary, AB	Get Enough	Rugby Ontario (Endurance), August 16, Ottawa, ON	RWM	
		Two Wheels (Endurance), August 17, Midland, ON	RWM	
		Multi-Sport Triathlon (Endurance), August 23-24, Toronto, ON	RWM	
		Canadian National Exhibition, August 15 - Sept.1, Toronto, ON	aynic	
		Multi-Sport Triathlon (Endurance), Sept. 6-7, Wasaga, ON	RWM	

RWM: Recharge with Milk
aynic: All You Need is Cheese



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