



# ACTION FACTS

## DFC MARKETING & NUTRITION NEWS

### SEPTEMBER 2014

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### *Breakfast on the Farm*



Farm & Food Care Ontario hosts a *Breakfast on the Farm* event annually, and this year, Dairy Farmers of Canada, Egg Farmers of Ontario and Dairy Farmers of Ontario were presenting sponsors. This family-friendly event activity gives visitors a glimpse of what farming is all about.

This year's event took place over the August long weekend and was hosted by the Wert family at Stanlee Farms (a dairy farm in Anonmore, ON), and what a success it was! A total of 140 ag-proud volunteers served 2,300 visitors an all-Ontario breakfast. Additionally, visitors were educated about farming and food, particularly dairy farming, as well as the role agriculture plays in our economy and community.

Based on 100 pre-and post-surveys conducted, results are as follow:

- 64% came with a positive impression of agriculture, that increased to 85% when leaving
- 94% would visit a Breakfast on the Farm again
- 56% would like to know more about farming
- The overall experience rated a 4.9/5

[Click here](#) to know more about *Breakfast on the Farm*! The next event will take place on October 4.



## Video Campaign to Inspire Families to Cook Together



In August 2014, the Ontario nutrition team launched a new video campaign as part of its on-going *Family Kitchen (FK)* program to promote youths' food skills in Ontario. The FK initiative was developed to complement Dairy Farmers of Canada (DFC) school nutrition programs and enable parents to help their children eat well at home. Developing the ability for preparing food decreases dependence on pre-

prepared and fast foods, which often displace more nutrient-rich foods like milk and milk products.

The FK video campaign features documentary style videos and two public service announcements. Each documentary video focuses on a family that involves their children in the kitchen, highlighting how parents can get their kids cooking. These videos are currently being aired as online advertisements as well as being promoted on [FamilyKitchen.ca](http://FamilyKitchen.ca). Social media activities are also being used to promote the website and videos. In addition, footage from these documentary videos was used to make two 30-second public service announcements (PSAs) featuring children talking about why they like to be in the kitchen and what they gain from it.

Since its launch, DFC has received a strong positive response to the video-based awareness campaign. Many parents have tuned into YouTube to view the videos and there has been a sharp increase in web traffic and on social media. A survey with FK visitors shows the campaign is reaching our intended audience who are accessing our recipes and tools. Since recipes are a sought after resource for cooking with children as well as a driver of website traffic, nine new recipes were developed and added to [FamilyKitchen.ca](http://FamilyKitchen.ca).

In addition to the video campaign, the nutrition team will reach families by leveraging their longstanding relationship with Ontario teachers. Starting in September, student agenda bookmarks will be distributed to teachers and their students at DFC nutrition teacher training sessions. These bookmarks will promote the value of involving children in the kitchen and encourage parents to visit [FamilyKitchen.ca](http://FamilyKitchen.ca) for resources to get them started.

## Get Enough Helper App Recap

The *Get Enough Helper App* has already helped over 65,000 people track what they eat, and we have reached our goal of \$50,000 last July for the Heart and Stroke Foundation of Canada! A total of \$100,000 was raised so far for all three causes! See if you have a balanced diet and help Osteoporosis Canada and Colorectal Cancer Association of Canada reach their goals, too!

Try the app and start tracking your daily servings for each of the four food groups in Canada's Food Guide. Go to <http://store.apple.com/ca> for Apple or <https://play.google.com/store> for Android devices.



Send us your comments and suggestions!  
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## A Celebration of Innovation and Creativity



Gilles M. Deschênes (DFC), Rachel Rawson (Finica Foods), Albert Borgo (Quality Cheese) and Sabrina Paquette (DFC)

For many years now, DFC has been a major sponsor of the *Canadian Grand Prix of New Products*.

The awards, organized by Retail Council of Canada (RCC), recognize excellence in 26 food, non-food and private label categories by celebrating innovation and creativity amongst Canadian grocers. Entrants represent national and regional brands as well as private label and DFC is present to hand out a few of the awards, especially in the dairy category.

This year's gala evening which occurred on June 4 honoured products for the year 2013 and the winner in the Dairy category was Finica Foods for their Zerto pre-sliced fresh mozzarella which is made by Quality Cheese and proudly bears our 100% Canadian Milk symbol.

The top coveted prize of the evening, awarded ultimately by Diane J. Brisebois, President & CEO of the RCC, is the All-Canadian special award, and Finica Foods won for the same product for the second consecutive year! It was indeed quite an evening for the 100% Canadian Milk symbol!

You can see the list of all the winning new products here: <http://www.storeconference.ca/awards/grand-prix-awards-gala>.

## Cheese lovers meet at the Grate Canadian Cheese Cook-Off

Four top chefs and foodies participated in *the 2014 Grate Canadian Cheese Cook-Off* which was held on August 27 during the Canadian National Exhibition in Toronto. Chefs Andrew Farrell and Dave Bohati as well as food experts Bal Arneson and Kevin Durkee prepared in front of many cheese lovers their Mac and Cheese recipe. Wally Smith, President of DFC, was very appreciative of the event: "*The Grate Canadian Cheese Cook-Off* is another fantastic way to illustrate the versatility and quality of Canadian cheese - and yet another occasion to showcase the goodness of dairy products made from 100% Canadian milk. During the competition, I had the opportunity to witness four amazing chefs and foodies creating their unique Mac & Cheese using a local cheese maker. From my seat, I had no doubt that they were all proud ambassadors and Canadian consumers will definitely enjoy these mouth-watering recipes."



Entries were judged at the event by a jury of four members for flavour, texture, creativity and presentation. Chef Andrew Farrell from Nova Scotia was crowned the winner with his delicious Crispy Greens mac & cheese recipe including 4 cheeses from That Dutchman's Cheese Farm.

To learn more about the event and get the recipes, visit [allyouneedischeese.ca/cookoff](http://allyouneedischeese.ca/cookoff).



Send us your comments and suggestions!  
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## Milk is The Perfect Sidekick



On August 7<sup>th</sup>, *The Strategic Milk Alliance (SMA)* launched a new culinary webseries called *Snack Masters* that profiles some of Canada's top chefs preparing their favourite recipes that pair well with milk. Chefs including Vikram Vij, Trevor Bird, Connie DeSousa, shared mouth-watering recipes which they recommend pairing alongside a cold glass of milk, with *Snack Masters'* host and chef Kyla Eaglesham.

The series can be found on the campaign website, [www.milkeverymoment.ca](http://www.milkeverymoment.ca). On the site, 19 different milk pairings created by 15 chefs from six Canadian cities are

being profiled. The series includes six milk-pairing categories: spicy foods, peanut butter, cheese, cake, sandwiches, and cookies, with one category released every two weeks until mid-October.

*Snack Masters* is being supported via display advertising, 15-second pre-roll spots, social advertising and community cultivation, and a partnership with CBC's Steven and Chris show, which includes a milk-pairings cooking segment airing September 26th, 2014 and a 30-second trailer advertising on CBC.ca.

## DFC at Tim Hortons 50th Anniversary

DFC continues to thrive on developing strong partnerships with Canadian companies in the food and food service industry. As a result, DFC participated in Tim Hortons' 50th anniversary convention, which was held in Toronto from July 16 to 20. More than 3,500 restaurant owners, corporate head office team members, suppliers, and guests attended the event. On site, DFC showcased an interactive exhibit with Moonica the milking cow to promote the importance of Canadian dairy farming.

Attending the event made it possible for DFC to showcase the essential role that cream, cheese and milk products play within the Tim Hortons' coffee, beverage and food menus. DFC also provided factual information to dispel myths about Canadian dairy farming practices. Agropur, Parmalat and Saputo were also on-site to present and sample food service application concepts for dairy products that could be used in the near future at Tim Hortons.

Wally Smith, President of DFC, met with Marc Caira, President and CEO of Tim Hortons, and COO David Clanachan, COO of Tim Hortons, on his farm earlier this year, and added the following: "Partnering with a well-established, innovative company like Tim Horton's represents a great opportunity for DFC to strengthen the important role played by the dairy industry in supporting local, sustainable practices for all Canadian consumers."



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## DFC Partnerships

Establishing partnerships with processors, retailers, hotel and restaurant operators as well as sports and health and wellness associations, gives DFC tremendous visibility and remains an essential part of our marketing activities to leverage products made from 100% Canadian milk. The following magazine ads are two examples of partnerships DFC signed with processors and trade magazines in the food service industry to promote dairy products made with high quality Canadian milk. Mary Breedon, marketing director of Chapman's, said in a recent interview with *L'Alimentation* magazine that since 1973, Chapman's never deviated from their quality standards. She stated that their products are, and will always be, made from 100% Canadian Milk. Last August, *SALTSCAPES*, Canada's East Coast magazine featured an ad supporting the AYNIC campaign which showcased recipes made with real Canadian Feta. Stay-tuned for other samples of DFC's partnership in the October issue.



## Calendar of Events

West		Ontario		Maritimes	
Fraser Valley Food Show – Oct 3-5, BC	AYNIC	Wine Festival – Sept 19-28, Niagara Fall, ON	AYNIC	Endurance - PEI Marathon – Oct 19, Charlottetown, PEI	RWM
Rocky Wine & Food Show – Oct 17-18, Calgary, AB	AYNIC	Endurance - Multi-Sport Triathlon – 21 Sept, Niagara, ON	RWM		
		Endurance - Two Wheel Racing – Horseshoe – 21 Sept, Resort, ON	RWM		
		Endurance - County Marathon – 5 Oct, Wellington, ON	RWM		
		Delicious Food Show Oct 17-19, ON	AYNIC		



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