



ACTION FACTS

DFC MARKETING & NUTRITION NEWS

October 2014

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Domino's Pizza goes 100% Canadian with Cheese

On October 17 in Toronto, Wally Smith, president of DFC, and Michael Curran, president of Domino's Pizza of Canada, together announced a major partnership stating that Domino's Pizza of Canada is committing to using only cheese made from 100% Canadian milk on all its pizzas and other menu items. Domino's commitment will have a positive impact on the



Canadian dairy industry since the pizza company purchases over 4.8 million kg of cheese each year for use in its menu items.

"We are proud that Domino's has made this commitment to our Canadian dairy farmers," said Wally Smith. "Canada has some of the greatest cheeses in the world, and with good reason, since its main ingredient, 100% Canadian milk, is renowned for its high quality, purity and great taste." Canadians

will now see the 100% Canadian milk symbol on all Domino's menus, pizza boxes and on its website at www.dominos.ca.

TV Morning Shows on Dairy Farms

Following the successful partnership with the *Steven and Chris Show* on CBC last spring, DFC decided to recreate the experience by partnering with Breakfast Television and CTV Morning Live. On Tuesday September 23, Canadian consumers who tuned in to Breakfast television in Vancouver, Calgary, Winnipeg, Toronto, and Montreal, as well as CTV Morning Live in Atlantic Canada, were invited to have a quick glance at life on a dairy farm.

Breakfast Television and CTV Morning Live Atlantic visited dairy farms across the country to learn with viewers about Canadian dairy farming and the production of high quality Canadian milk from keeping cows healthy and happy to the milking and testing process to transportation to the processor.

DFC asked farmers to spread the word on social media before and during the shows using the hashtag [#CanadianMilk](#) or [#CDNMilk](#). Farmers encouraged Canadian consumers to tune in, watch and engage with featured dairy farmers as well as using DFC's [@dfc_plc](#) and [@100CanadianMilk](#) Twitter handles.

Each television station posted on their website a video from the show. The videos will be posted on our 100% Canadian Milk Facebook page during November.



Symposium 2014 on Nutrition and Health



DFC's 2014 annual symposium on Nutrition and Health will be held in Vancouver (Nov. 17), Toronto (Nov. 19), Montreal (Nov. 20) and Moncton (Nov. 21). The theme of this year's symposium is *Straight Talk about Nutrition Guidelines* and will feature the following topics:

- The need to revisit saturated fat guidelines;
- The role of dairy fat in obesity and cardio metabolic health (cardiovascular disease, type 2 diabetes);
- Dietary sugars and health;
- Sodium recommendations: what are optimal levels?

OBJECTIVE: Communicate the latest findings on the role of milk products in maintaining optimal health and preventing disease.

TARGET AUDIENCE: Dietitians, nutrition academics and policy shapers.

Participants from Toronto and Montreal will also be able to join via live webcast. In addition, participants will be invited to share their thoughts on Twitter using [#DFCsympo](https://twitter.com/DFCsympo). Media relations will also be implemented to generate media interest.

All the information, including the archive of the webcast, are posted on dairynutrition.ca/symposium2014.

Halloween Recipes

As part of its Recipe Bank campaign, DFC is thrilled to give consumers some ideas for preparing frightfully good food during the period of Halloween.

Lifestyle journalists and bloggers were contacted to share DFC's Halloween recipes. So, this Halloween, don't forget to visit dairygoodness.ca to find great ideas for preparing decadent and fun recipes like these two: Devilish Deviled Eggs and Sparkly Spider Cakes!

OBJECTIVE: Incite consumers to prepare recipes made with 100 % Canadian milk all-year long.

TARGET AUDIENCE: Parents of children with children under 18 living at home.



The 2015 Milk Calendar Celebrates Ontario Dairy Farmers Milestone

The ever-popular Milk Calendar will soon be off the press to be distributed from coast-to-coast starting in November. To mark Dairy Farmers of Ontario (DFO)'s 50th anniversary, a special edition will be distributed in Ontario only. Regular edition will be distributed in Atlantic Canada and Western provinces.

The 2015 Milk Calendar will showcase a collection of 27 newly developed recipes from soups to desserts that the whole family will enjoy.

From January 5, 2015 to January 4, 2016, users will be invited to participate in an online contest on milkcalendar/contest where they can view the monthly recipe video and answer a question for a chance to win a monthly prize consisting of a \$750 grocery voucher (retailer is the choice of the winner). It will be advertised online, as well as in the printed calendar.

All recipes were created by Heather Trim, food writer and stylist, recipe developer and spokesperson on various food networks.



OBJECTIVE:

Position the Milk Calendar and cooking with milk as a healthy way to get your daily milk and alternatives food group requirements.

TARGET AUDIENCE: Parents with children under 18 living at home.

MARKET: National (excluding Quebec).

AYNIC and the Mile High Wine and Music

On August 9, DFC cheese expert David Beaudoin hosted a seminar called *Sparkling up the cheese in your life* during the [Mile High Wine Tasting Event](#) at Silver Star Mountain in BC. Inside the intimate Bistro in Vernon, 40 people attended the seminar.

Participants expressed positive feedback after the seminar. Many shared their thoughts on the uniqueness of the cheese presented, the taste, and the pleasure of pairings sparkling wines and cheese.

Dwayne Schwaerzle, dairy farmer from BC, was in attendance. He said that he was blown away by the seminar and the event: "The cheese and sparkling wine tasting was amazing due in part to the expertise and humour of David Beaudoin. We have always appreciated cheese but now have a new understanding of the art. We highly recommend this festival and will be bringing a table of friends next year."



AYNIC crew greeting attendees during the event.



Send us your comments and suggestions!
François Guignard - francois.guignard@dfc-plc.ca

DFC engaged in its 1st Twitter Party



On September 30, DFC engaged with more than 170 influential Canadian food bloggers and cheese lovers in its first Twitter party. Organized by *Food Bloggers of Canada*, this opportunity was offered to us as part of our sponsorship of the [Food Blogging Conference](#) in Vancouver from October 17 - 19.

The theme for the twitter party was [#CDN CheeseComfort](#) and DFC interacted with foodies using [@100CanadianMilk](#) handle. During the one-hour party, participants were asked trivia questions for the chance to win prize packages as well as the grand prize at the end - a basket full of Canadian cheese, made to order.

This social networking event was a great success with participants tweeting or re-tweeting more than 2,400 times (during a 24 hour period following the party), and messages were viewed by 248,000 people. This was definitely a great opportunity for DFC to convey messages about the variety and versatility of Canadian cheese.

OBJECTIVE:

Engage with food bloggers to showcase the variety of Canadian cheese.

TARGET AUDIENCE: Food bloggers.

MARKET: National.



Mac & Cheese Winner



Chefs and food experts with DFC president Wally Smith (Centre)

Last August, DFC held its 3rd *Grate Canadian Cheese Cook-Off* event during the *Canadian National Exhibition* in Toronto. This year, four chefs and food experts from across the country competed against each other to create the best Mac & Cheese. Chefs Andrew Farrell (Halifax) and Dave Bohati (Calgary) as well as food experts Bal Arneson (Vancouver) and Kevin Durkee (Toronto) prepared in front of a jury and many cheese lovers their Mac & Cheese recipe. Chef Andrew Farrell from Halifax, Nova Scotia was crowned the winner with his delicious Crispy Greens Mac & Cheese recipe including four cheeses from [That Dutchman's Cheese Farm](#).

If you recalled, DFC also organized the *Professional Mac & Cheese Taster Wanted Contest* during the summer to look for the 4th judge. The contest was a huge success and, judging by the numbers of entries (2,705 in total) and cheese skills endorsements (90,977 times), it demonstrated the love of Mac & Cheese across the country. To learn more about the event and get the recipes, visit allyouneedischeese.ca/cookoff.



PEI Fall Flavours Festival



DFC is proud to have been the Signature Sponsor of the *PEI Fall Flavours Festival 2014*, a Maritime initiative aimed at promoting the Island's culture and local agricultural products as well as culinary authenticities. DFC cheese expert Phil Bélanger from New Brunswick hosted the cheese events. From September 11 to 14, different events featuring an array of great cheese makers (*Taste of the North Shore*, *Oysters on the Pier* and *Great Island Grilled and Cheese Challenge*) took place at different venues in PEI.

A record number of people from different provinces and other countries attended this year's events and the seminars were a huge hit among attendees. One of the highlights of the events was [Fromagerie du Presbytère's](#) Louis d'Or and Bleu d'Élisabeth who both scored extremely well with the different audiences. Le Louis d'Or and the Bleu d'Élisabeth were both served on a cracker with maple syrup and dried cranberries. Attendees were eager to get further information about the cheese maker and where to purchase the products.

The North Island's Gourmet Picnic

On September 21, DFC got on board [The North Island's Gourmet Picnic](#) event that was held at the spectacular [Coastal Black Estate Winery](#) in BC. Lori Palmiere, representative of DFC on Vancouver Island, coordinated the cheese station featuring two local cheese makers : [Natural Pastures](#) and [Little Qualicum Cheeseworks](#).

The cheese station was well positioned in this beautiful outdoor venue. Natural Pastures, Qualicum Cheeseworks and DFC had great exposure and attendees asked lots of questions on the cheese that were on display at the station, especially the curd which was a huge success among many first timers at the event. DFC has been invited back next year.



OBJECTIVES: Allow consumers to discover and taste new cheeses.

TARGET AUDIENCE: 25 to 54 year old adults who enjoy cooking and entertaining at home.

MARKET: Maritimes and BC.

Calendar of Events

West		Ontario		Maritimes	
Cornucopia – Nov 7-10, Whistler, BC	AYNIC	The Royal Agricultural Winter Fair – Nov 7-16, Exhibition Place, Toronto	AYNIC	Devour Food & Film Festival – Nov 12-16, Wolfville, NS	AYNIC
		The Gourmet Food & Wine Expo – Nov 20-23, Metro Toronto Convention Center	AYNIC		

AYNIC: All YOU NEED IS CHEESE/RWM: Recharge With Milk



Send us your comments and suggestions!
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