

Unveiling the New Mobile App

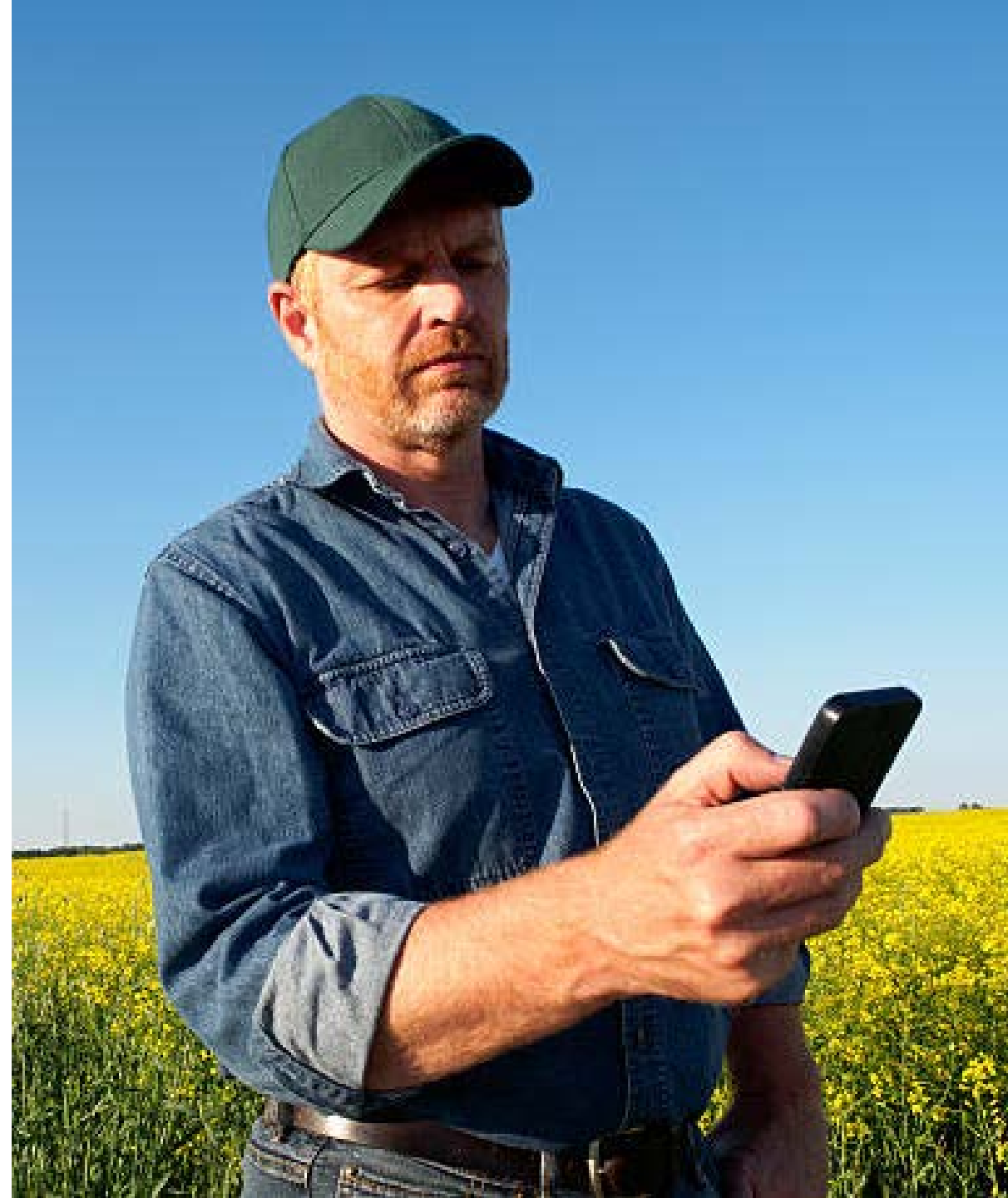
February 7, 2018

Annual Policy Conference



CONTEXT

- Internet has sped everything up, especially the news cycle
- Dairy farmers deserve information in a timely fashion
- Consumers have many questions for real farmers online
- New communication tool

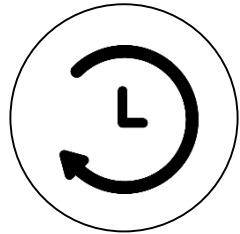


OBJECTIVES



Create a Closed-Loop Network

Put in place a digital channel, the use of which will be restricted to all dairy farmers in Canada and their staff (national and provincial)



Keep dairy farmers up-to-date

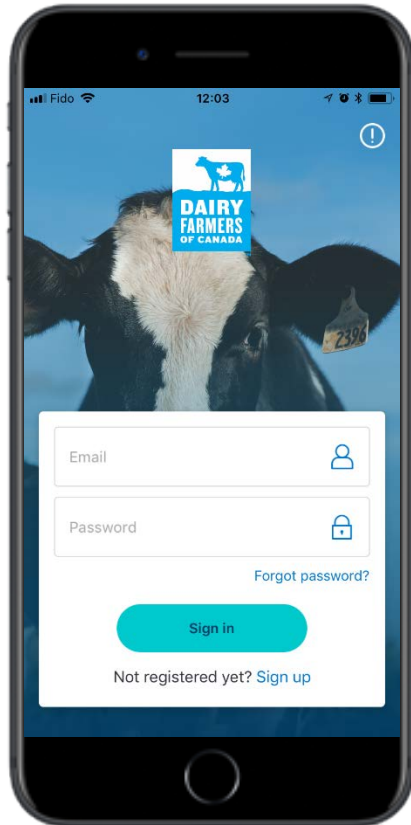
Use technology to inform members & dairy farmers on national dairy news & POV



Support dairy farmers anywhere, anytime

FAQ Information 24/7 at your fingertips

DFC UNVEILS NEW MOBILE APP



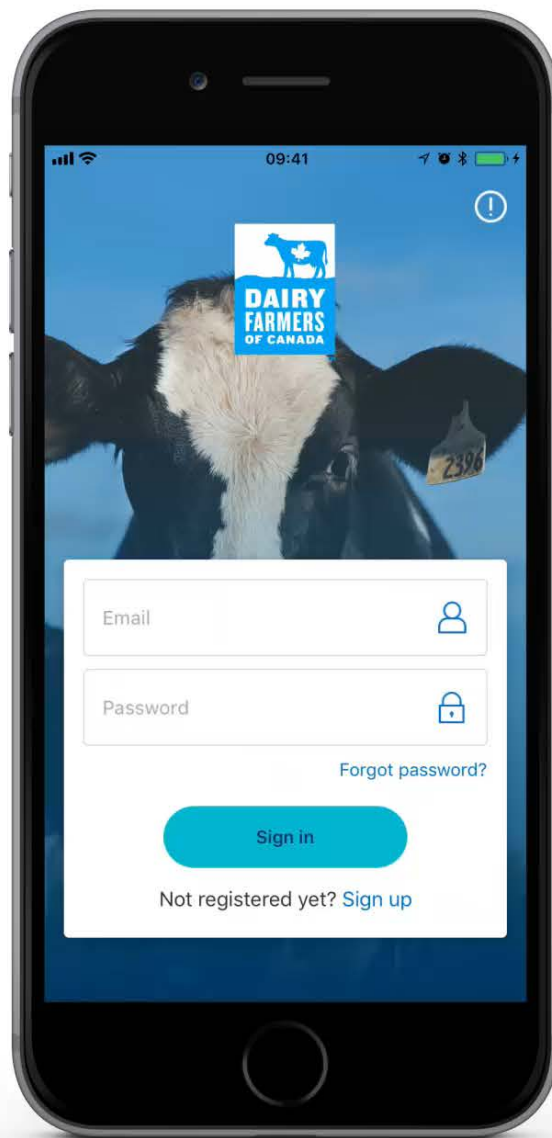
DairyExpress+
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Available on

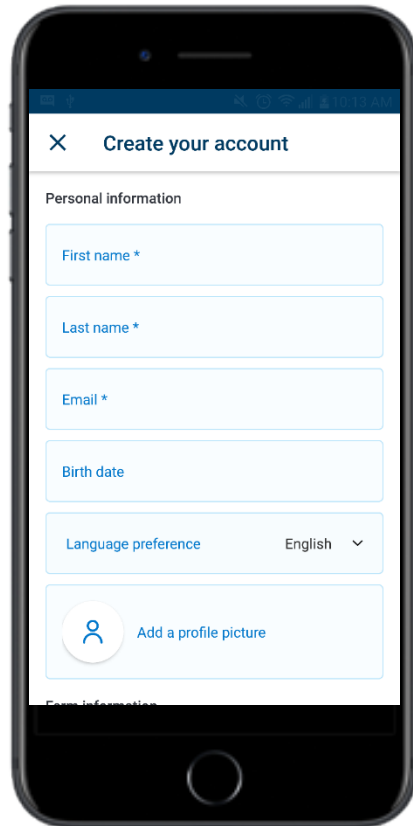


Launch: February 2018





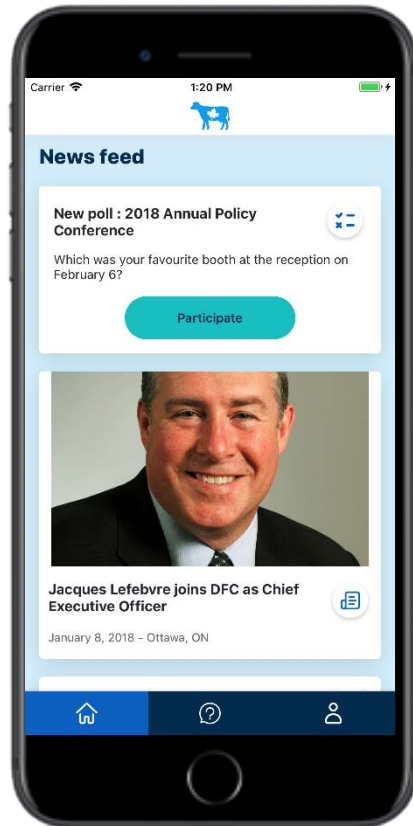
A CLOSED-LOOP NETWORK



The image shows a smartphone screen with a 'Create your account' form. The form is titled 'Create your account' with a back arrow icon. It is divided into two sections: 'Personal information' and 'Farm information'. The 'Personal information' section includes fields for 'First name *', 'Last name *', 'Email *', 'Birth date', and 'Language preference' (set to 'English' with a dropdown arrow). Below these is a section for 'Add a profile picture' with a person icon. The 'Farm information' section is partially visible at the bottom.

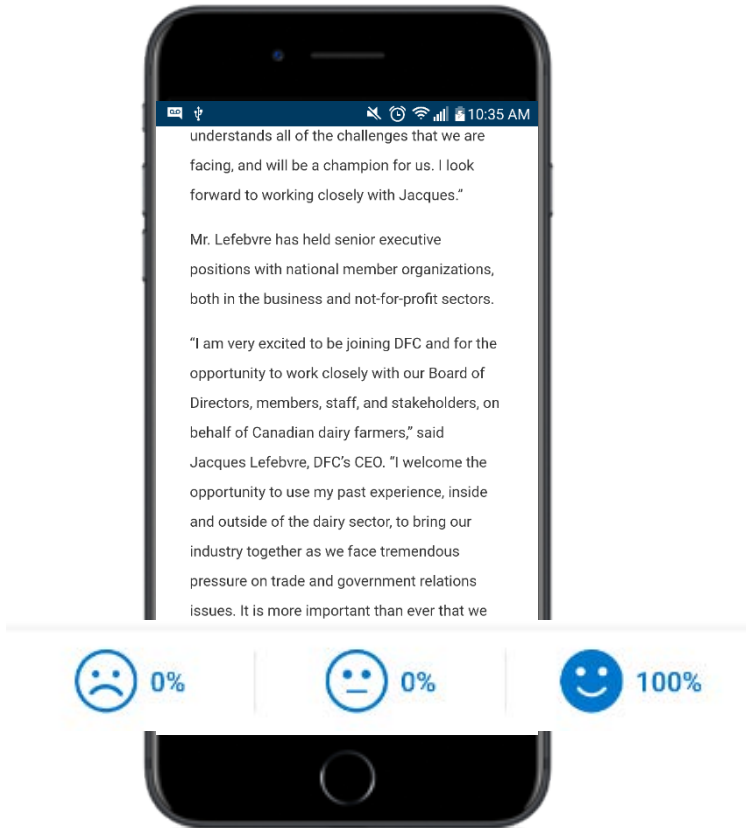
- For licensed dairy farmers
- Available to DFC and provincial staff
- Collaborative review process with provinces
- Estimated review time : up to a week

STAY UP-TO-DATE



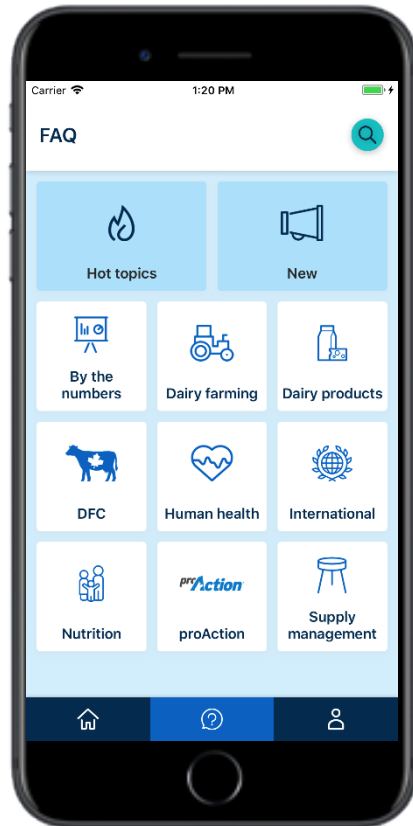
- Weekly updates in your news feed
- One-stop-shop
- Push notifications
- Possibility to geo-target content

GIVE FEEDBACK



- Share your reaction
- See how other dairy farmers feel about industry updates and news
- Participate in polls

ALL THE ANSWERS IN YOUR POCKET



- Consumer-oriented answers
- National data
- Available offline
- Quick access
- Regular updates



What's next?
Download the DairyExpress+ app now!

Questions?



THANK YOU !