



**Rapport d'activités**  
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**Le 8 février 2017**

# PRIORITÉS POUR 2016 – SURVOL

- Priorité 1 : Positionnement positif de la réputation de l'industrie laitière et de l'image des producteurs
- Priorité 2 : Promotion de la consommation de produits laitiers
- Priorité 3 : Influence quant aux mesures d'indemnisation associées à l'AECG et au PTP, et veille relative aux négociations commerciales
- Priorité 4 : Veille et influence relativement au processus réglementaire
- Priorité 5 : Contribution à un nouvel environnement de marché
- Priorité 6 : Développement de la Stratégie nationale en matière de recherche et de transfert de connaissances sur l'industrie laitière canadienne
- Priorité 7 : Planification stratégique pour 2017

# PRIORITÉ 1

- Positionnement positif de la réputation de l'industrie laitière et de l'image des producteurs :
  - Nouveau logo
  - Marketing
  - Relations gouvernementales
  - Gestion de crise



# PRIORITÉ 2

- Promotion de la consommation de produits laitiers
  - Marketing :
    - Fromage
    - Lait au chocolat
    - Food Bloggers of Canada
  - Nutrition :
    - Visites de ferme
    - Consommez assez



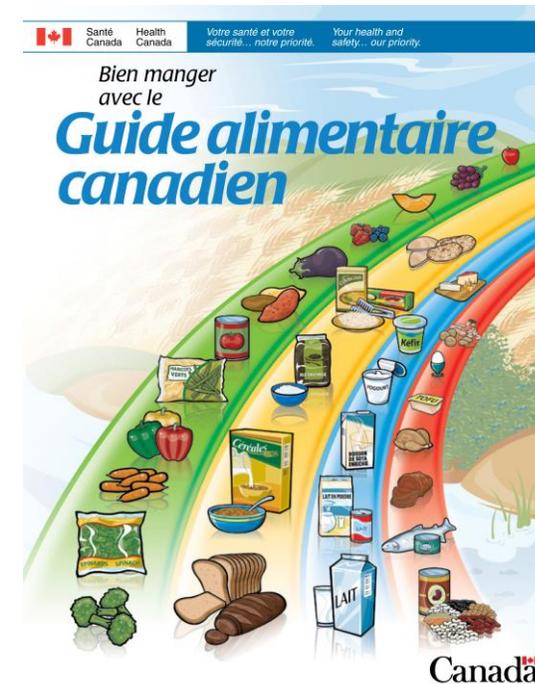
# PRIORITÉ 3

- Influence quant aux mesures d'indemnisation associées à l'AECG et au PTP, et veille relative aux négociations commerciales
  - Rencontre avec le bureau du premier ministre
  - Rencontre avec le ministre de l'Agriculture
  - Témoignages devant des comités
  - Discussions continues avec les principaux ministères du gouvernement



# PRIORITÉ 4

- Veille et influence relativement au processus réglementaire
  - Étiquetage des aliments
  - *Guide alimentaire canadien*
  - Publicité destinée aux enfants
  - Transport des animaux
  - Traçabilité



# PRIORITÉ 5

- Contribution à un nouvel environnement de marché
  - Étiquetage des aliments
  - Stratégie des ingrédients
  - Marque de certification de l'origine
  - Négociations producteurs-transformateurs
  - Amélioration de la collaboration



# PRIORITÉ 6

- Développement de la Stratégie nationale en matière de recherche et de transfert de connaissances sur l'industrie laitière canadienne

**National Dairy Research Strategy — Investing in our Dairy Future**

**Guiding Principles**  
The process to develop and implement the National Strategy for Dairy Research and Knowledge Transfer will be guided by the following principles:

- Transparency
- Inclusiveness
- Integrity
- Founded on a rigorous and credible scientific process
- Social responsibility

**Context**  
Dairy Farmers of Canada (DFC) believes in strong history of research investments:

- enhances farm programs, operations and product value.
- drives dairy sector innovation and profitability.
- supports continuous improvement in the sustainable production of quality, nutritious dairy products; and,
- increases the understanding of the role of dairy products in health.

DFC recognizes the need to strengthen partnerships with its member organizations, governments and stakeholders to build research capacity together for future sector growth.  
DFC aims to maximize farmer investments at the national and provincial levels through a coordinated and collaborative approach to research in dairy production and nutrition.

**Targeted Outcome: COORDINATION, COLLABORATION AND COMMUNICATION**  
A collaborative framework has been developed to coordinate national investments in dairy research and leverage partnerships at all levels (provincial/national) to maximize research results and investments for farmer investors.

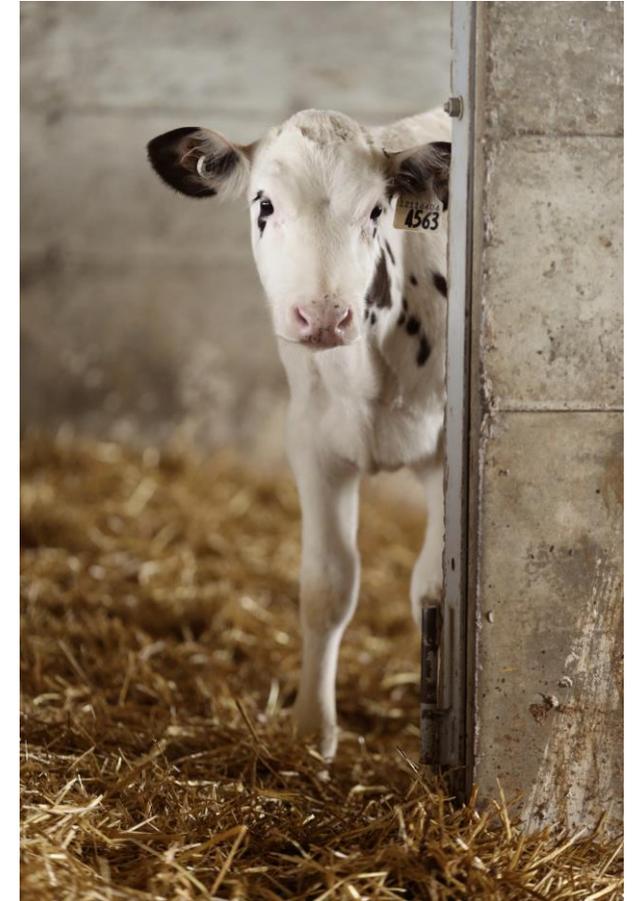
**Investment Priorities**

- Create a DFC Board committee responsible for the ongoing review and evaluation of dairy farmer needs, priorities and investments in dairy production and human nutrition and health research.
- Exchange information and deliver new knowledge on pan-Canadian research results to dairy farmers.
- Prepare and implement a communications plan to report on research investments that contribute to the sector's improvement and growth, and add value to Canadian-made dairy products.

Dairy farm efficiency and sustainability	Animal health and welfare	Milk composition, quality and safety	Milk products and their components in human nutrition and health
<p><b>Targeted Outcomes</b></p> <ul style="list-style-type: none"> <li>• New technologies and practices have been developed to optimize farm productivity and longevity of dairy cows.</li> <li>• Best management practices have been developed to minimize the environmental impact of milk production and enable adaptation to climate change.</li> <li>• Best farm management practices have been developed to support on-farm programs (i.e. practices).</li> </ul> <p><b>Investment Priorities</b></p> <ul style="list-style-type: none"> <li>• Dairy cattle genetic improvement (fertility, productivity, feed efficiency)</li> <li>• Dairy cow reproduction (including alternative tools and practices to reproductive hormones use)</li> <li>• Dairy cattle nutrition</li> <li>• Range breeding and management for improved yield, resistance, disease/health, quality and digestibility</li> <li>• Reduced environmental footprint including GHG, land use, methane, energy and water</li> </ul>	<p><b>Targeted Outcomes</b></p> <ul style="list-style-type: none"> <li>• Best management practices and tools have been developed to reduce on-farm economic losses from production limiting diseases with zoonotic potential.</li> <li>• Best management practices have been identified to improve the health and welfare of cows, optimize productivity and longevity.</li> <li>• Simple and effective welfare measurements have been developed and used to assess the impact of the milking milk production environment on cows.</li> </ul> <p><b>Investment Priorities</b></p> <ul style="list-style-type: none"> <li>• Strategies for mitigate targeted infectious diseases, mastitis, metabolic, lameness, respiratory, nervous, immune and other</li> <li>• Dairy cow genetic improvement (disease resistance)</li> <li>• Lameness prevention, management and treatment</li> <li>• Dairy cow transition period related health and welfare issues</li> <li>• Pain mitigation and euthanasia BPH and science-based decision making tools</li> <li>• Sustainable farm design for conventional and alternative dairy cattle housing systems</li> <li>• Barriers to adoption of BPH</li> <li>• Social aspects of dairy cattle health and welfare (such as consumer perception)</li> </ul>	<p><b>Targeted Outcomes</b></p> <ul style="list-style-type: none"> <li>• Methods have been identified to naturally modulate the composition of milk and improve its quality and value, potentially enabling new dairy product development.</li> <li>• Strategies have been developed to sustainably reduce the use of antimicrobials while maintaining farm biosecurity, dairy cattle health and welfare.</li> </ul> <p><b>Investment Priorities</b></p> <ul style="list-style-type: none"> <li>• Microbiology – better understanding of the impact of microbes on milk and dairy products composition and quality</li> <li>• Assessment of antimicrobials used in Canadian dairy herds</li> <li>• Development of alternative tools and practices to antimicrobials use and management</li> </ul>	<p><b>Targeted Outcomes</b></p> <ul style="list-style-type: none"> <li>• Further support has been provided to clarify the role of milk products, particularly full-fat, in cardiovascular health and healthy aging.</li> <li>• Further data has been provided on the role of sugar-sweetened milk and yogurt on diet quality and health outcomes.</li> <li>• The role of milk products has been strengthened in musculoskeletal health, including the prevention of osteoporosis and osteoporosis related fractures.</li> <li>• The value of dairy products in a healthy, sustainable diet (including plant-based diets) has been investigated.</li> </ul> <p><b>Investment Priorities</b></p> <ul style="list-style-type: none"> <li>• Dairy products, especially full-fat and specific dairy food matrices (milk, yogurt and cheese) on cardiovascular health and healthy aging including: <ul style="list-style-type: none"> <li>- Prevention of type 2 diabetes, metabolic syndrome, hypertension, cardiovascular disease</li> <li>- Weight and body composition</li> <li>- Risk factors: blood lipids, blood pressure, glycemic control, inflammatory markers</li> <li>- Age-related chronic diseases</li> </ul> </li> <li>• Role of sugar-sweetened milk and yogurt on diet quality and cardiovascular health including: <ul style="list-style-type: none"> <li>- Nutrient adequacy</li> <li>- Weight and body composition</li> <li>- Type 2 diabetes, metabolic syndrome, cardiovascular disease</li> </ul> </li> <li>• Role of dairy products, particularly milk, in musculoskeletal health including: <ul style="list-style-type: none"> <li>- Musculoskeletal quality</li> <li>- Prevention of sarcopenia, osteoporosis, falls and osteoporosis-related fractures</li> </ul> </li> <li>• Role of dairy products in healthy sustainable diet (including plant-based diets): <ul style="list-style-type: none"> <li>- Nutrient adequacy and healthy dietary patterns</li> <li>- Connection between nutrition and health with environmental and social aspects</li> </ul> </li> </ul>
<p><b>Communications and Knowledge Transfer</b></p> <p>Recognizing that communicating our research investment success stories and mobilizing and transferring results is a critical part of the research continuum for sector growth, DFC commits to developing a communications and knowledge transfer framework that will aim to:</p> <ul style="list-style-type: none"> <li>• Report on our dairy research investments, processes and successful outcomes from farm to table.</li> <li>• Identify and implement effective means of delivering pan-Canadian research results to support dairy farmers to confidently improve their farm businesses, and</li> <li>• Communicate findings on the role of dairy products in a healthy Canadian diet to the health sector.</li> </ul>			

# PRIORITÉ 7

- Planification stratégique pour 2017
  - Marketing
  - Politiques et Commerce international
  - Nutrition
  - Communications et Relations gouvernementales
  - Relations avec les intervenants



# 2017

- Mise en œuvre du plan stratégique – 2017

## PLAN STRATÉGIQUE DES PLC

LE TRAVAIL DES PLC ORGANISÉ SOUS QUATRE PILLIERS

<p>1. Créer un environnement favorable aux producteurs laitiers et aux produits laitiers canadiens, tout en adoptant une approche socialement responsable</p>	<p>2. Veiller à ce que les membres de l'organisation et les partenaires de l'industrie aient recours aux mêmes stratégies, messages et actions</p>	<p>3. Démontrer à la population canadienne la valeur des producteurs laitiers canadiens et de leurs produits</p>	<p>4. Être une organisation efficace Responsabilité Transparence Collaboration Amélioration continue</p>
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# PROCESSUS DE COMPTES RENDUS

- Mise à jour sur les livrables au conseil d'administration des PLC à tous les trimestres :
  - Tableau de bord pour le Marketing et la Nutrition indiquant les progrès réalisés
  - Identification des changements requis sur le plan de l'approche ou de la stratégie



# MERCI!