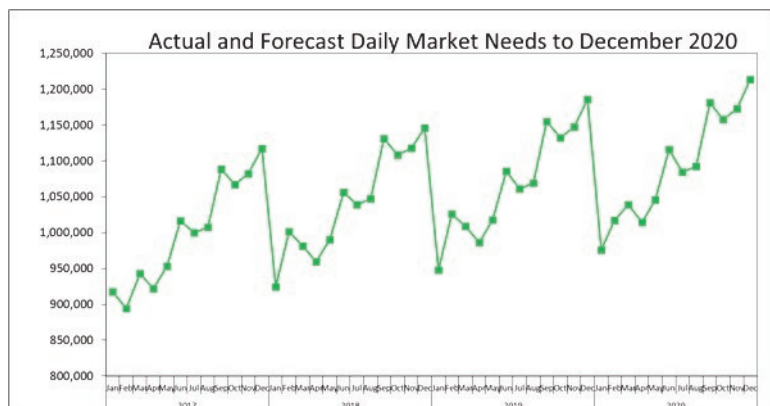


Fall Regional Meeting Highlights



Quota policy updates include three approved changes and increases to the New Entrant purchase/loan quantities for 2021. Ontario and Quebec producers are being consulted on a set of credit rules for possible adoption. NS leasing will remain in place until credit exchange programming done.

- Quota Exchange **deadline moving to NOON** for Feb 2020
- **Sleeve Narrowing** +10/-30 to 10/20 (Aug 2021) & 10/15 (Aug '22)
- **SNF:BF** ratio reduce from **2.35 to 2.30** Jan 2020

New Entrant (for 2021)

	Current	Oct 2 option
Loan quota	12 to 16	20
Purchase quota	12 to 16	20 to 30
Payback year start	11	11
Repayment schedule /	1.0 kg/yr	1.2 kg/yr
Number of loans	9-Quebec 7-Ontario 1 each-Maritime	9-Quebec 7-Ontario 1 each-Maritimes
Total Reserve	304 kg/year	380 kg/year

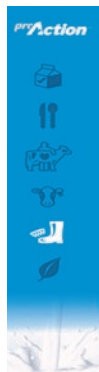
Ont/Que Credit Exchange

Parameters	Quebec & Ontario Proposal
Price Cap	\$4 per kg/ 45 par kg
Who can Buy	> 0 days (0 to +10 days)
Who can Sell	> 5 days (-5 to -15 days)
Buyer Amount	Up to 5 days per month (based on position, no trading beyond 0 days)
Seller Amount	Up to 5 days per month (based on position, no trading beyond -5 days)
Management of Under-issuance	Provided that Québec and Ontario participate in the program, the under-issuance applied will be 0.5%. If only 1 province participates out of 2 further discussion will take place.

- Seeking **processor growth** through a survey / discussion to grow that sector within Nova Scotia
- Just finishing year 1 of 2-year **DFC Services Agreement** covering nutrition and promotion / advertising @ National, Regional & NS
- Working with Dairy Inspector and Council on **Raw Milk Production & Transportation** regulations – March 15 effective – Board Role?
- Approved aligning with **Quebec Board IT system**; DFNB too
- 2-3 year transition including central system and handhelds
- Capital funding of \$350,000 to come from surplus

Board update includes looking for processor growth and new Services Agreement with DFC for \$3 million checkoff investment. Also, new farm and transportation regulations coming mid-March. DFNS approved aligning with Quebec Board IT system with 2-3 year transition.

After two years of proAction validations for Food Safety, Animal Care, and Livestock Traceability, the top 13 corrective actions are shown. New Reference Manuals and Workbooks for the full suite of modules, including Biosecurity, were passed out at Regional meetings. Those who did not attend will receive their copy soon.



Top 5 Food Safety CARs

- ❖ (1*) FS42 – Corrective action plans (R16) (down cows)
- ❖ (2*) FS20 – Treatment records (calves)
- ❖ FS43 – Deviation records (R17)
- ❖ FS16 – Medicine storage
- ❖ FS17 – Vet directions, CHD, Water

Top 5 Animal Care CARs

- ❖ (3*) AC14 – HC assessment
- ❖ AC 8 – Colostrum SOP
- ❖ AC11 – Animal practices SOP
- ❖ AC13 – Euthanasia SOP
- ❖ AC2 – weaned heifer housing

Top 3 Traceability CARs

- ❖ (4) LT3 – Birth records
- ❖ LT7 – Retirement records
- ❖ LT5 – Move in records

Results of the November 2019 Quota Exchange

Iteration (all buyers): 0.04 kgs
Prorated for buyers: 0.29%

Kilograms		Producers	
Purchased (actual)	4.70	Buying Quota	58
Offered to Purchase	803.49	Offering to Buy	58
Offered to Sell	4.70	Selling Quota	3
		Offering to Sell	3

Price	Offers to Sell (kgs)	Cumulative Sales	Difference	Cumulative Buys	Offers to Buy (kgs)
\$24,000	4.70	4.70	-798.79	803.49	803.49

Quota Exchange Deadline	Payment Due Date
November 13, 2019	November 27, 2019
December 13, 2019	December 27, 2019
January 13, 2020	January 29, 2020

UPCOMING EVENTS & DEADLINES:

December 13, 2019.....Quota Exchange Deadline
December 20, 2019.....Quota Lease Deadline
December 25 & 26, 2019.....Holidays—Office Closed
January 1, 2020.....New Year's Day—Office Closed
January 15-16, 2020.....AGM—Best Western Glengarry

Lab Results October 2019

Average IBC: 33,247

Average Somatic Cell Count (SCC): 204,437

Adulteration: (Tankers) 2

P5 QUOTA EXCHANGE MCP

PEI\$24,000
New Brunswick \$24,000
Ontario..... \$24,000
Quebec..... \$24,000

Send your **proAction** Self Declarations
or corrections to:

Nancy Douglas
(northern regions 1, 2, & 3)
Email: ndouglas@dfpei.pe.ca
Fax: 902-566-2755
Call: 902-394-1657

Lindy Brown
(southern regions 4, 5, & 6)
Email: lindy.brown@nbmilk.org
Fax: 506-432-4333
Call: 506-435-2117
Office: 506-432-4330 Ext. 104

Two New General Managers

The BC Dairy Association (BCDA) has announced Jeremy Dunn as their new General Manager. Jeremy brings twenty years of success in business and association leadership, in addition to an extensive background in strategic communications and journalism. He has a proven track record of strategic communications planning, building public trust, and government advocacy. Jeremy will lead all aspects of BCDA operations, including development of innovative marketing and nutrition education strategies to further market growth. In addition, he will serve the interests of BC dairy producers through policy development and effective public and government relations. Welcome Jeremy!

Alberta Milk has announced Freda Molenkamp-Oudman as their new General Manager, effective December 1, 2019. Freda brings more than twenty years of progressive experience and agricultural knowledge, particularly as assistant deputy minister of Alberta Agriculture and Forestry, Strategy, Planning, and Governance division. Freda already has a strong understanding of Alberta Milk and supply management, as she previously served as the General Manager of the Alberta Agriculture Products Marketing Council. This organization oversees the agricultural marketing boards and commissions in Alberta.

Freda excels in governance, strategic planning, and leadership. She has a proven track record for network building, collaboration, developing a culture of empowerment, and developing teams that have clear priorities and expectations. We know her passion for the industry and knowledge in board governance will build on Alberta Milk's strong foundation. DFNS congratulates Freda on her new appointment, and extends best wishes to retiring General Manager Mike Southwood for his leadership over the past nineteen years.

February 1 Milk Price Increase

As anticipated in last month's newsletter, the national pricing formula triggered a 1.93% increase in processor billing prices, effective February 1, 2020. This should translate into an approximately 1.72% farm gate increase. Interestingly, the consumer price index for dairy products has only increased by 1.6%, whereas the general price of food has increased by 11% since 2014.

John Vissers Appointed to Council

John Vissers was recently appointed as a member to Natural Products Marketing Council. While he needs no introduction to most of you, John's family has operated a dairy farm near MacKay Siding since 1983, enhancing his experience in agricultural production practices and risk factors.

John has served on various boards and committees in various capacities (including DFNS) for more than twenty years, and is a capable decision maker with a high degree of integrity. His experience, knowledge, and sense of fairness will be a valuable asset to Council.

Council is now comprised of: Chair Ian Blenkarn, Carol Versteeg, Jim Bremner, Jim Burrows, and John Vissers.

Two New Entrants

This fall, we had four applicants for up to two available positions in our New Entrant Program.

Following a thorough review and subsequent interviews conducted by a third party selection committee, two applicants were approved. Their acceptance to the program was ratified by the DFNS Board.

Congratulations to New Entrants Neno & Tracy Van Der Schaar of Upper Stewiacke, and Edmund & Leah MacDonald of Heatherton, who will begin their dairy careers during the 2020 calendar year. Because there were no applicants in 2017, two positions were available this fall.

Approved New Entrants have priority access to purchase 16 kg of quota on our monthly exchange, which is then matched by DFNS.

The other option, which has been used twice previously, is to purchase an ongoing dairy farm which holds no more than 24 kg to receive the 16 kg loan from DFNS.

The full 16 kg non-saleable loan is available for 10 years, after which it is returned to DFNS at 1 kg/year, to be re-loaned to another New Entrant.

Continuous Quota at the Pool Level

The chart below shows calculations, by pool, of the change in continuous quota positions between August and September 2019. Fall production typically is less than market requirements (monthly quota), so each pool's position decreased. Both milk production and market requirements increase through the fall, with January typically being the first month when production exceeds demand. The P10 monthly deficit of 2.23 million kg BF was similar to August, and was offset by using butter and cheese stocked by processors.

This deficit also dropped the national position from -1.02% to -1.61%. The lower limit is -2%, and the upper limit is +1.25% at the P10 level.

Both regional pools are sending positive production signals to their producers. This is seen in the recently announced November 1% quota increase in Quebec and the Maritimes. Currently, P5 producers filled almost 40% of the three incentive days in October, and still have three days in November, and one day per month for both December and January. All days are non-cumulative. No additional production signals are planned at this time.

Table 1. Continuous Quota (BF Kg, Monthly) - September, 2019

	NL	P5	WMP	P10
Final Positions - Previous - August, 2019 ¹	(354,498)	(2,263,383)	(1,310,620)	(3,928,501)
% of the 12-month Total Quota	-14.99%	-0.80%	-1.34%	-1.02%
Monthly Total Quota - September, 2019	216,966	24,505,064	8,690,546	33,412,576
Monthly Production - September, 2019	168,053	22,996,931	8,013,772	31,178,757
Difference	(48,914)	(1,508,133)	(676,773)	(2,233,820)
Final Pool Positions Adjusted for Reimbursed Quota - September, 2019	(403,412)	(3,771,516)	(1,987,393)	(6,162,321)
% of the 12-month Total Quota	-17.02%	-1.33%	-2.03%	-1.61%



DEADLINE FOR OFFERS IS LAST BUSINESS DAY
BEFORE THE 1⁴th OF EACH MONTH.

4060 Highway 236
Lower Truro NS B6L 1J9
Phone: (902) 893-6455
Fax: (902) 897-9768
www.dfns.ca
Email: dfns@dfns.ca

Quota Exchange Bid to BUY _____

(Exchange Month)

Registered Producer Name: _____

DFNS Registration Number: _____ Phone: _____

Offers above the MCP Cap of \$24,000 will not be accepted. Quantities offered may be in hundredths of a kilogram (two decimal places). Prices must be for a whole kilogram. Offers must not exceed 10% of the producer's total quota (exception for assisted new producers). Offers are limited to one buy or sell per producer per exchange.

Offer to Purchase _____ kgs of TPQ per day @ \$ _____ per kg.

☐ Email address: _____
(for confirmation of receipt of offer, if requested)

Payment for quota must be made via the selected method below **on or before the third last business day of the month**. Producers choosing option 2 must have completed a PAD agreement (available on the DFNS website or from the office) and a void cheque.

1. Cheque Payment ☐

Producer will provide a cheque to DFNS by the payment due date. Delivery method may be by mail, XpressPost, courier, or hand delivery. It is the producer's responsibility to ensure payment arrival and accuracy.

2. Pre-Authorized Debit ☐

DFNS will withdraw required funds for quota from producer's bank account on payment due date; service fees will be processed within five business days of the exchange. Authorization provided by producer will be used.

\$17.25 Service Fee must accompany offer (\$15 + \$2.25 HST) Reg No. 107788523

In the event of a cancelled exchange or if the producer's offer to buy quota is at a price equal to or higher than the market clearing price but does not result in the producer purchasing any quota on the exchange, service fees are returned to the producer (or not collected in the case of PAD). Please note that offer forms cannot be held for future exchanges.

All offers must be signed by the registered quota holder. In the case of a partnership or corporate quota holder, the offer must be signed by designated signing officer(s). It is the producer's responsibility to confirm receipt of offers by DFNS. If the buyer does not pay by the payment deadline, or the buyer's payment is dishonoured, the quota purchased by the buyer will return to DFNS, the producer is liable for all costs associated with non-payment, the producer is not eligible to purchase on the exchange for a period of 12 months, and the producer may only purchase TPQ on a future exchange using a bank draft, direct deposit, or wire transfer for a period of five years.

Date

Signature(s)

The information on this form is a summary of the applicable rules, which are contained in the TPQ Regulations. The DFNS Producer Manual on our website contains the current policies and procedures, or you may contact office staff for assistance.

FOR DFNS OFFICE USE ONLY

Service Fee: ☐ cash ☐ cheque ☐ PAD

Offer Received/Verified By: _____

08/19



TPQ Lease Agreement

100-4060 Highway 236
Lower Truro, NS B6L 1J9
Phone: (902) 893-6455
Fax: (902) 897-9768
dfns@dfns.ca
www.dfns.ca

THIS LEASE made _____ day of _____, A.D., 20____

BETWEEN: _____ DFNS Reg. # _____ 2
hereinafter called the "LESSOR" (Lender of the quota)

- and -

_____ DFNS Reg. # _____ 2
hereinafter called the "LESSEE" (Borrower of the quota)

AGREEMENT

The Lessor and the Lessee agree that:

1. The Lessor shall lease to the Lessee _____ kilograms of daily Total Production Quota (TPQ)
2. The lease term shall commence on the first day and terminate on the last day of _____ (month).
3. The Lessee shall pay to the Lessor \$ _____ (plus any applicable HST) per kilogram per day for milk quota leased, payable as described below:

4. This lease is not assignable.
5. This lease shall bind the heirs, executors, administrators and successors of each of the parties.

Signature of LESSOR

Date

Signature of LESSEE

Date

AUTHORIZED BY _____
on behalf of Dairy Farmers of Nova Scotia this _____ day of _____, 20____.

IMPORTANT NOTES

Leases will be for a one-month duration and will expire at the end of the month, so any adjustments to provincial TPQ do not apply to leases.

Quota may be leased in denominations of tenths of a kilogram.

A producer can lease in or out up to a maximum of 25% of current TPQ holdings.

A producer cannot be both a lessor and a lessee during the same month.

Only leases applying to the current month will be accepted.

DFNS is not responsible for receipt of lease forms mailed or faxed to our office. **IT IS THE PRODUCER'S RESPONSIBILITY TO CONFIRM RECEIPT.**

DEADLINES

Completed lease forms must be delivered to the DFNS office no later than 4:30 p.m. on the fifth (5th) last business day of the month in which the lease will be effective.

Lease Month	Deadline
October	October 25, 2019
November	November 25, 2019
December	December 20, 2019
January	January 27, 2020

v. 201902

AGM Preview

Our Annual General Meeting is being held January 15 & 16, 2020, at the Best Western Glengarry in Truro. This year, we are pleased to have a guest panel, with a focus on ways to attract and enhance milk processing in our province. During the banquet, there will be a number of acknowledgments including milestone Excellence Award winners, and special recognition of Ann Landers, Agropur, upon her retirement in February 2020.

Be sure to mark your calendar and plan to participate in the variety of formal and informal discussions on issues and opportunities in our industry. A registration kit will be sent out in early December. Please remember to register!

Board Approves Promotion Investment

Under the two-year Promotion Services Agreement between DFNS and DFC, the board created a Promotion Committee. This new committee has three Directors, and the General Manager is charged with reviewing DFC proposals and making recommendations to the board. The first task was to review a proposal for promotion/nutrition tactics for the balance of 2019. This is a key period leading up to Christmas.

The Promotion Committee recommended, and the board approved, investing \$500,000 during this period. The effectiveness of these measures will comprise part of the DFC quarterly progress reports to the board. A full plan for 2020 will also be reviewed by the committee for board approval either in December or January.

NSCP Levy Collection

Any producer who is not signed up for the once-yearly levy collection for 2020 can do so by completing the form and returning it to the DFNS office by December 31, 2019. The deduction is based on an industry-derived formula which converts quota held into levy owing. The levy is collected once in February for the whole calendar year.

Producers who are already enrolled, and those who sign up this year by the deadline, will have their levy automatically collected and submitted to NSCP, and will not need to re-register in future years. The authorization form is available in the Resources and Links/Forms and Documents section of the DFNS website, or you can contact the office.

One-Year Pilot—Grass-Fed Cows



The *Dairy Farmers of Canada National Standard for the Production of Milk from Grass-Fed Cows* is a voluntary program for the certification of milk produced from grass-fed cows in Canada. DFC oversees implementation of the national standard and its operating guidelines. DFC also manages the relationship with certification bodies, and regulates the use of a grass-fed certification mark.

The program was developed in conjunction with provincial association members and external stakeholders/experts. Participating provincial associations are responsible for administering transportation, sampling and testing of milk, logistics, and pricing. DFC entered into agreements with the certification bodies, which are authorized to certify farms that meet, and continue to meet, the requirements set out in the *Dairy Farmers of Canada National Standard for the Production of Milk from Grass-Fed Cows*. More information is available on the DFNS website.

DAIRY FARM WORKERS
AVAILABLE IMMEDIATELY!



- **DAIRY, HOG & POULTRY WORKERS**
- **TRUCK DRIVERS, COMBINE OPERATORS**
- **GENERAL LABOR & MANY MORE.**

ATLANTIC JOB'S provides you with :

- Very experienced dairy farm workers
- Workers providing permanent long term commitment to you

 **Atlantic**
JOBS Ltd. Specializing In Skilled Jobs Placement

We will make your hiring process easy and stress free by securing the best workers available that have the experience, skills, qualifications and language requirements to help your business prosper.
ATLANTIC JOBS has partnered with farmers for many years to provide excellent results.
Call now for information at absolutely no obligation to you

1-877-488-4699 or email CLIENTS@ATLANTICJOBS.NET

 **Bluenose**
Financial

Ruth Scothorn - Insurance & Financial Advisor

T: 902-758-1448
C: 902-324-1969
F: 902-236-2444
rscothorn@eastlink.ca

Life, Disability & Critical Illness
Health Plans - Group & Individual
Mortgage Loan Insurance
RRSPs, RESPs, & TSFAs
RRIFs & Annuities

Produce more profits

It takes long hours and careful management to run a successful dairy farm. Success is also built on the decisions you make about succession, herd size, barn expansion and quotas.

Grant Thornton LLP advisors are here to help. Our experienced, reliable and friendly advisors have been serving farmers and business owners in Nova Scotia for decades. We care about your family business, because we're part of your community.

Our team can help you with:

- year-end accounting and tax compliance,
- cash flow and financing plans for expansion
- family succession and estate planning
- personal and corporate tax planning, and
- financial and business advice.

Let's start the conversation.

grantthornton.ca

Laura MacLaughlin
Partner, Assurance
T + 902 896 2542
E Laura.MacLaughlin@ca.gt.com

Peter Murray
Partner, Assurance
T + 902 752 7053
E Peter.Murray@ca.gt.com

Ryan Power
Partner, Tax
T + 902 690 2012
E Ryan.Power@ca.gt.com



Grant Thornton

An instinct for growth™

Audit | Tax | Advisory

© 2018 Grant Thornton LLP. A Canadian Member of Grant Thornton International Ltd

By displaying advertisements, DFNS is not endorsing these businesses. This is strictly for the information of dairy farmers.

Business advisors to the dairy industry

Business advisory services, accounting and assurance, estate and succession planning, personal and corporate income taxes.

Nancy M. Frame, CPA, CA
Malcolm I. Macdonald, CPA, CA
Lisa A. Poehl, CPA, CA
Randy W. White, CPA, CA

 **pwc**

For more information, please contact our office in Truro, Nova Scotia at 902 895 1841.
pwc.com/ca

© 2018 PricewaterhouseCoopers LLP, an Ontario limited liability partnership. All rights reserved. 054678 1019

Milk Production and Pricing

Esben Arnfast, Chief Financial Officer

Fall milk production continued to increase during October as is the norm, and the use of Additional Production Days was 37% of the three days allocated to producers, compared to 32% in September. The average butterfat content of raw milk was lower than last October at 4.15 kgs/hl, compared to 4.18 kgs/hl one year ago.

Monthly quota utilization is at 101% and, in the absence of Additional Production Days, the average producer utilized tolerance would move closer to zero from the September -7.3 days. However, with Additional Production Days, the average utilized tolerance moved slightly to -8.1 days.

The total producers' allocated quota increased 1% as planned for November 1, and letters have been sent to all producers showing the new farm totals.

The NS equalized pool transportation rate declined to \$2.69/hl, which reflects lower costs pooled by other P5 provinces in September.

The average producer raw milk price improved from \$78.33/hl in September to \$81.31/hl for October. Although there was a much higher quantity of raw milk delivered to processors, the per HL value was higher, which reflects a higher value mix of products processed.

More fluid milk was processed by NS processors in October, and more raw milk was sent to processors in Quebec and NB to fulfill Milk Movement Obligations. Also, milk surplus to NS processing capacity was sent to other provinces during October.

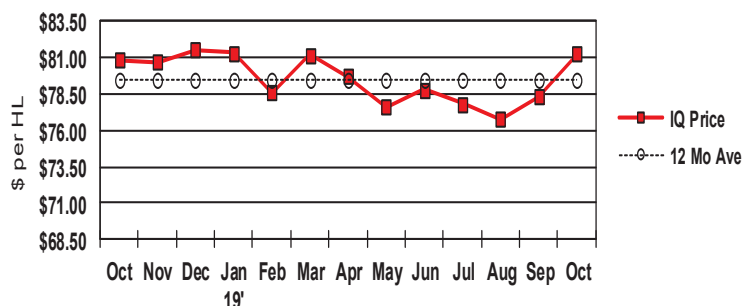
Over 5.5 million litres were destined for other provinces and was priced at 4(a), which equated to approximately \$89/hl. Although the price increase is a positive result for October, the pooling of the out-of-province raw milk at the pool average price will result in downward pressure on the blend price for November.

This may be mitigated if the pool average value of milk in October increases in other provinces, mostly as a result of increased fluid sales, which normally occurs in the fall.

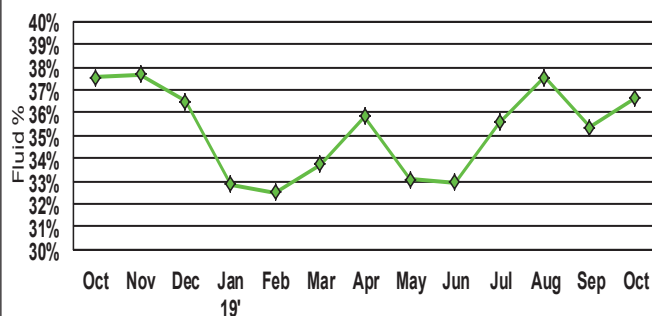
Milk Marketing Report October 2019

PRODUCTION	2019	2018		
Average Liters/Day	545,733	538,616		
Average kg Butterfat/Day	22,656	22,489		
Average Composition, kg/hl				
Butterfat	4.1516	4.1753		
Protein	3.2530	3.2770		
Other Solids	5.8806	5.9082		
Bulk Haulage (\$/hl)	2.69	2.75		
PRODUCER PRICES	BF (\$ per kg)	Protein (\$ per kg)	LOS (\$ per kg)	Avg. per HL
October In-Quota	10.7062	8.4650	1.5855	81.31
October Butterfat Premium (\$/kg) SNF/BF<2.35	0.0300			
October Over-Quota	0.0000	0.0000	0.0000	
Nov Over-Quota Penalty	0.0000	0.0000	0.0000	

NS Average In-Quota Producer Price Per HL basis



Fluid Utilization Percentage



Total Licensed Producers in October: 201



LATEST NEWS

from Dairy Farmers of Canada



November
2019

New School Milk Program marketing campaign aims to relate with busy parents

Every parent could benefit from having one less thing to worry about when it comes to keeping their kids healthy. The School Milk Programs (SMP) in Nova Scotia and New Brunswick are designed to help with that, and a comedic new multi-channel marketing campaign aims to introduce parents to these remarkable programs in a fun, relatable way.

While the SMP certainly can't help with dinner, dishes or vacuuming, they can give children a fresh, nutritious and convenient beverage, offering parents one less thing to consider in their busy day. The new video ads demonstrate this benefit with a humorous character dressed as an actual carton of milk assisting with household chores. By pointing out aspects of a parent's day that he *can't* help with, the awkward character highlights aspects he *can* help with.

The campaign will include TV ads, traditional radio and Spotify ads, web banners, and Facebook posts in both English and French. The campaign runs until mid-December in promotion of the SMPs in New Brunswick and Nova Scotia.

School Milk Programs are designed to provide milk at a reduced cost for parents, helping to provide added nutrition during students' formative years. More than 90% of schools in Nova Scotia participate in the program, ensuring that over 160,000 students can access healthy beverage options for less than \$0.40 per day.

To learn more about the School Milk Programs in Nova Scotia and New Brunswick, visit:

<https://www.dairygoodness.ca/milk-in-school/new-brunswick-nova-scotia>



Halifax Milk Sport Fair makes bone health fun for 3700 students

Last month, more than 3700 students and 180 teachers took part in the Halifax Milk Sport Fair, an interactive sporting event which provided students in grades 3-8 opportunities to learn about nutrition in a fun way, while providing teachers a break to do some learning themselves.

As the title sponsor, Dairy Farmers of Canada (DFC) had a large footprint at the sold-out BMO Soccer Centre, hosting a station where students engaged in a circuit which taught them about their bones and bone-building nutrients found in milk products, like calcium and vitamin D.

A separate station was set up for teachers, providing them an opportunity to interact with DFC dietitians who introduced them to a range of programs and resources for use in their classrooms.

By targeting students and teachers separately, DFC was able to tailor content for each group. The event was very successful with worn out kids ready for a rest and a big glass of their new favourite recovery drink – chocolate milk.



Dairy Farmers of Canada & Cineplex showing that ‘real butter is better and Canadian butter is best’

The first quarter results of the partnership between Dairy Farmers of Canada (DFC) and Cineplex are in and so far, Canadians agree: popcorn really is better with real butter.

The year-long partnership, which launched July 1st, was designed to promote real butter popcorn topping in support of products made with 100% Canadian dairy.

Over the past month, four-in-ten Canadians have visited a Cineplex, allowing DFC to reach a large number of Canadians in a popular environment. Among Cineplex visitors, 1-in-3 have seen the campaign, 64% of whom have reported adding real butter to their popcorn.

Butter sales have also increased over the past three months compared with the same time period last year, translating the partnership efforts into concrete results and offering new targets for the next quarter.

In addition to the encouraging consumer statistics, the testimonials from movie-goers have also been extremely positive. Consumers have shared their understanding of the campaign through statements such as “the butter is made with high quality dairy,” “Dairy Farmers of Canada will provide real butter for your popcorn,”

and best of all, “real butter is better and Canadian butter is best.”

Thanks to the campaign, DFC's Blue Cow logo has been featured prominently in 60 major Cineplex theatres across Canada through a full suite of

advertising and branding vehicles including a profile in the Cineplex Pre Show, point-of-sale decals, butter dispenser signage, lobby digital screens and full-page ads in Cineplex Magazine.

DFC's research shows that over 80 per cent of Canadians now recognize the Blue Cow logo and what it stands for. According to Pamela Nalewajek, Vice-President of Marketing for DFC, the combination of the logo and Cineplex's famous popcorn means "Cineplex customers can feel good about treating themselves to real butter on their popcorn, knowing it was made from 100% Canadian milk."

The success of the partnership thus far is sparking anticipation for the remainder of the campaign, which continues until June 30, 2020. New creative is in the works to ensure the next phase of the campaign remains fresh and engaging for returning movie fans, driving sales even further.

STAY UP TO DATE WITH THE LATEST DFC NEWS!

DAIRY EXPRESS – DFC'S NEWSLETTER

Monthly updates straight to your inbox! To subscribe, email communications@dfc-plc.ca

DAIRY EXPRESS+

Timely news and tools, all at your fingertips! **Download the app today on iOS or Android.**



Dairy Farmers of Canada



@dfc_plc



Dairyfarmersofcanada.ca