

# Dairy Farmers of Nova Scotia Annual General Meeting

Best Western Glengarry, Truro, Nova Scotia  
January 7<sup>TH</sup> and 8<sup>TH</sup>

## Marketing and Promotion Highlights

Marketing of any product involves getting the biggest bang for your buck and Bob Stultz, Dairy Farmers of Canada (DFC) Director of Marketing and Development, presented a long-term strategy they hope will see a large return on producer's investment.

Stultz reported a large number of private labels are now using the "100% Canadian Milk" on their products including a partnership with Loblaws and other retailers.

In-store promotion/sampling of cheese products and the Canadian Cheese Counter at events continue to be a positive focal point for marketing.

In July 2014, DFC presented the third Dairy Farm Sustainability Award to Clovermead Farms from Ontario.

DFC's CanadianMilk.ca website was launched in the spring of 2014, featuring six on-farm videos showing farmer's commitment to quality.

The 2015 Milk Calendar has been well received, with over 2.5 million copies distributed across Canada. The School Milk Program will focus on change and the value of milk in relation to other products, encouraging parents to make positive change for their children.

DFC sponsors a nationwide competition, The Canadian Cheese Grand Prix, to honour all categories of Canadian cheeses made from 100% Canadian cow's milk and certified as such. This event was launched in 1998 to encourage competitiveness and product excellence, as well as to increase the knowledge and appreciation of Canadian cheeses among industry professionals and consumers.

A recent television campaign featured "Recharge with Milk" commercials during the World Junior Hockey broadcast.

The National "Get Enough" nutrition campaign continues to encourage consumers to get the recommended servings of milk and dairy products.

DFC sponsorship of National Advancement of Women in Sport will launch in March 2015, at the Canadian Women's Hockey League Clarkson Cup.

DFC's partnership with General Mills will see 1.5 million coupons for free milk on cereal boxes. This promotion has expanded to include other General Mills products.

Sampling initiatives will help launch the new Dofino Havarti Inferno cheese, with 120 demos in 60 stores.

Domino's Pizza of Canada announced in fall of 2014 what it bills as a "major partnership" with DFC, which will see DFC's 100 percent Canadian milk symbol displayed on Domino's pizza boxes, menus, and website. Domino's will only use cheese made from 100 percent Canadian milk.



The 2015 DFNS Board of Directors: Front (l to r)- Byron Lamb, Liz Crouse, Derick Canning, Gerrit Damsteegt; Back (l to r)- Dustin Swinkels, Greg Archibald, Paul Taylor, Andrew McCurdy, John Vissers, Brian Cameron, General Manager.

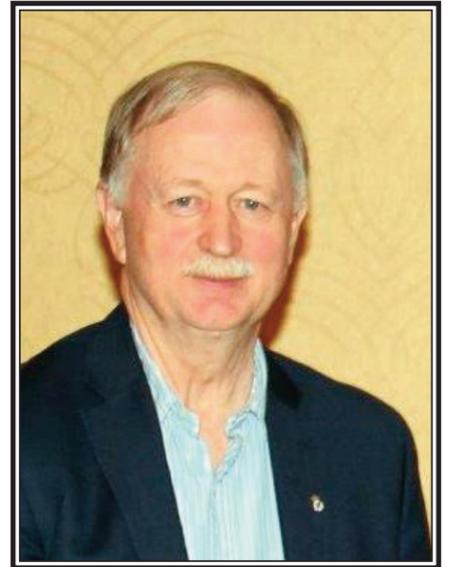
## Agriculture Minister Colwell Addresses AGM

The Honourable Keith Colwell, Nova Scotia's Minister of Agriculture and Minister of Fisheries and Aquaculture, addressed the Dairy Farmers of Nova Scotia Banquet on Wed., Jan. 7th.

"It has been a pleasure to work with this industry. This is a very special industry in this province," said the Minister in some of his opening remarks. He went on to say the government will support farmers in whatever way they can, congratulating the industry on exciting accomplishments and offering improvements to customer service and continuing support for the School Milk Program.

The Minister complimented the strong industry leadership within the federation, and other organizations such as the DFNS. "We may not always agree but when you come to see me, or come to talk to a Department, it is one united voice you come with. We know what you need, because you are telling us what you need and we know where to go."

Minister Colwell gave an optimistic outlook



Honourable Keith Colwell, Nova Scotia's Minister of Agriculture and Minister of Fisheries and Aquaculture

as he said, "I firmly believe we can grow the economy in Nova Scotia through Agriculture and make a strong growth. Every time you grow a product, or produce a product in Nova Scotia that you displace a product that comes into this province, it is the same as exporting a product. Every dollar that we get back in sales we made, has a seven times impact on our economy. It doesn't take much of this to make a huge impact on our economy."

The Minister said he was glad to see young people in the farming industry staying and making a living here in Nova Scotia and helping our economy grow. He offered his thanks to all the farmers in the room and those who have made a difference in our province, noting small farming operations are just as important as large farms.



Bob Stultz, Dairy Farmers of Canada, gave an overview on Dairy Marketing.



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