

# PRESS RELEASE

*For immediate release*

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## **Fédération des producteurs de lait du Québec and Agropur cooperative donate 30,000 litres of milk to Grande Guignolée des médias**

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**Longueuil, December 8, 2005** – For the 2005 Grande Guignolée des médias, the Fédération des producteurs de lait du Québec and Agropur cooperative are offering Moisson Montréal, Jeunesse au Soleil and the Société de Saint-Vincent de Paul the equivalent of a large milk truck, or 30,000 litres, of Québon 2% milk, which will be distributed by Moisson Montréal.

The two partners say they are proud to participate jointly in this major initiative. “Even though we live in a society of abundance, we are aware that the number of underprivileged Quebecers continues to grow. Through our contribution, we hope to give needy families free access to milk, an essential part of a healthy diet,” said the President of the Fédération des producteurs de lait du Québec, Marcel Groleau.

For his part, the Chairman of Agropur cooperative, Serge Riendeau, emphasized that all the stakeholders in the Quebec system subscribe to the main objective of the Grande Guignolée, which is to promote sharing and mutual aid in Quebec. “We are aware that, at this time of the year, there is a particular urgency to help people living in poverty,” he explained.

### **Programme de dons de lait et de produits laitiers: a unique partnership**

Messrs Groleau and Riendeau also pointed out that poverty is a daily reality. This is why, in 2003, representatives of milk producers, processors and carriers established the Programme de dons de lait et de produits laitiers de l’industrie laitière québécoise. The partners in this agreement, the Fédération des producteurs de lait du Québec, Agropur cooperative, the Conseil de l’industrie laitière du Québec, the Association des transporteurs de lait du Québec, the Syndicat des producteurs de lait de Québec and the Association québécoise des banques alimentaires et des Moissons, have renewed their agreement for 2006.

In 2005, the Programme de dons de lait et de produits laitiers helped collect 400,000 litres of milk, which was redistributed to over 350,000 Quebecers in need. This project gave birth to a unique partnership in the agrifood sector. "The entire milk chain got involved in this program, from farmers, to carriers to processors, making it possible to route this product directly to the tables of underprivileged families throughout Quebec," said Messrs. Groleau and Riendeau.

The Association québécoise des banques alimentaires et des Moissons (AQBAM) is responsible for managing and distributing the donations of the dairy system. Since the beginning of the program in 2003, the AQBAM has received one million litres of milk, 30,000 kg of cheese, 25,000 kg of butter and 8,000 kg of concentrated milk. The donation of the one millionth litre of milk was highlighted publicly by Moisson Montréal on October 26.

**PROGRAMME DE DONNS DE LAIT ET DE PRODUITS LAITIERS  
DE L'INDUSTRIE LAITIÈRE QUÉBÉCOISE**

**Management and distribution of donations:**

Association québécoise des banques alimentaires et des Moissons

**Beneficiaries:**

350,000 Quebecers from all regions of Quebec through Moissons and Food Banks

**Donations since 2003:**

- 1 million litres of milk
- 30,000 kg of cheese
- 25,000 kg of butter
- 8,000 kg of concentrated milk

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