

AUGUST 2002

September 2002

MILK PRICE ANNOUNCEMENT

CLASS 5 (a), (b) and (c)

Prices calculated for September 1, 2002

Milk Class	Butterfat (\$/Kg)	Protein (\$/Kg)	Other Solids (\$/Kg)
5 (a)	3.7247	5.8277	0.0527
5 (b)	3.7247	2.6014	2.6014
5 (c)	1.9000	2.6010	2.6010

Prices are based on actual U.S. component prices converted to CDN \$/kg.

For all questions relating to the Special Class Permit Program or permits, please contact Claudette D'Amour in Finance and Operations, at (613) 792-2065.

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Need more information?

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DAIRY INGREDIENTS MARKETING PLAN UPDATE

Over the course of the past year and a half, the CDC has implemented many of the marketing initiatives and services identified in the Marketing Plan. Based on the feedback and support it has received from dairy ingredient manufacturers, end users and other industry partners, we remain convinced of the need to sustain our marketing and promotional efforts on behalf of the dairy industry. Indeed, the CDC is committed to pursuing the worthwhile activities of this program for at least another two year period.

Along with many of the other initiatives, MILKINGREDIENTS.CA's mission to publish information and services that are up-to-date and meaningful to our target audience will continue and we will soon begin to exploit the benefits of Web-based programming and seminars.

We encourage you to visit MILKINGREDIENTS.CA to read the complete version of the *Dairy Ingredients Marketing Plan Update*. You'll find it on the "Marketing Information" page of the *Our Industry* section.

MILKINGREDIENTS.CA WEB SITE SURVEY RESULTS

MILKINGREDIENTS.CA, a Web-based information center serving the Canadian dairy ingredients industry, was launched in July 2001. In April 2002, the CDC sent over 700 questionnaires to Canadian further processing companies to solicit feedback from industry partners on the quality of the content and services currently being published on the site.

Over 200 questionnaires were returned to the CDC, representing a response rate of over 29 per cent. The responses received from our target audience members will assist the CDC to continue to develop original content and information that is up-to-date. Comments received on the actual design of the site will contribute to improving the navigation, visual presentation, and organization of information presented on MILKINGREDIENTS.CA.

For complete results of the survey, visit the "Marketing Information" page of the *Our Industry* section on MILKINGREDIENTS.CA.

Special Milk Class Permit Program Information and
MILKINGREDIENTS.CA Updates at Your Fingertips!



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