information interaction innovation

### May 2009 Issue

### Special Milk Class Prices 5 (a), (b), and (c) for the month of: June 2009

Milk Butterfat Class (\$/Kg)	Protein (\$/Kg)	Other Solids (\$/Kg)
<b>5(a)</b> 3.2513 * 0.6%	5.6124 -3.1%	0.0001
<b>5(b)</b> 3.2513 * 0.6%	1.7410 -2.8%	1.7410 -2.8%
<b>5(c)</b> 3.0000 * 0.0%	1.6375 -3.6%	1.6375 -3.6%

<sup>\*</sup>Change (%) from previous month

Classes 5 (a) and 5 (b) prices are based on actual U.S. component prices converted to CDN \$/Kg.

For all questions relating to the Special Milk Class Permit Program or permits, please contact **Brigitte Hayes** in Finance and Operation by telephone at (613) 792-2057 or by email at <a href="mailto:bhayes@agr.gc.ca">bhayes@agr.gc.ca</a>.

#### **Need more information?**

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## The Experts Forum: March 2009

# The Value of Milk Products and Ingredients in Today's Demographic

"It turns out it's not just athletes who are concerned about nutrition when it comes to being active. More Canadians are taking time out to think about food products, particularly the ingredients that make up these products, and how they all relate to managing their weight as well as their health. They are interested in knowing more about how they can combine nutrition and an active lifestyle in order to achieve good results on both those fronts.

The Canadian population, in general, is becoming more active. According to Statistics Canada, "more Canadians made active leisure choices in their daily lives over the period of 1992 to 2005. In 2005, 5.6 million of 23 million

Canadians 20 years of age and over participated in active leisure on a given day". Who are these active Canadians? According to Statistics Canada, they are, in large part, adults aged 60 or older, individuals with higher education and those with a higher personal income. From sports recovery beverages, to energy drinks, to meal replacements, these active Canadians are looking for better ways to fulfill their nutritional needs while maintaining their health."

> For the complete article, visit: www.MILKingredients.ca



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