



## October 2009 Issue

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

Milk Class	Butterfat (\$/Kg)	Protein (\$/Kg)	Other Solids (\$/Kg)
<b>5(a)</b>	2.9158	5.4638	0.2505
*	-2.7%	14.8%	5.3%
<b>5(b)</b>	2.9158	1.8855	1.8855
*	-2.7%	13.7%	13.7%
<b>5(c)</b>	3.0096	1.8659	1.8659
*	0.3%	12.5%	12.5%

\*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 [brigitte.hayes@cdc-ccl.gc.ca](mailto:brigitte.hayes@cdc-ccl.gc.ca).

#### Need more information?

Building 55, NCC Driveway  
Central Experimental Farm  
960 Carling Avenue  
Ottawa ON K1A 0Z2

Tel.: (613) 792-2000

Fax: (613) 792-2009

Toll Free: 1-866-366-0676

Email: [ingredients@cdc-ccl.gc.ca](mailto:ingredients@cdc-ccl.gc.ca)

Web site: [www.milkingredients.ca](http://www.milkingredients.ca)

## Product Development: A Template for Success



**W**ith millions of food products on grocery store shelves, each one vying for a spot in the consumers shopping cart, the pressure is on to develop innovative products that appeal to a health conscious, active and diverse culture.

**Y**ou have to come up with an idea for a new product that is sure to be profitable to your business. How do you ensure that your ideas are developed properly so that consumers don't just admire its novel packaging but actually take it off the store shelf and bring it home?

**T**his article, developed using the expertise of Cintech Agroalimentaire, outlines a series of steps that should help you with the difficult process of developing and marketing a new food or dairy product. Starting with the business strategy, an overview of the marketplace and the feasibility study requirements, this template then takes you through the labeling, performance review and marketing stages that will help you to ensure that all critical factors for success have been carefully considered.

### Visit

<http://www.milkingredients.ca/DCP/app/filerepository/820EE48638F24A8CA8F6CF98692D5E92.pdf>

to read more on the steps to successful product development!