INGREDIENTS MAG



information interaction innovation

October 2009 Issue

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

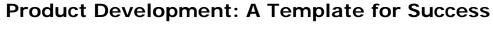
Milk Class	Butterfat (\$/Kg)	Protein (\$/Kg)	Other Solids (\$/Kg)	Classes 5 (a) and 5 (b) prices are bas converted to CDN \$/Kg.
				For all questions relating to the Spec permits, please contact Brigitte Hay
5(a)	2.9158	5.4638	0.2505	telephone at (613) 792-2057 or by el
*	-2.7%	14.8%	5.3%	Need more
5(b)	2.9158	1.8855	1.8855	Building 55,
*	-2.7%	13.7%	13.7%	Central Expe 960 Carli
5(c)	3.0096	1.8659	1.8659	Ottawa O
*	0.3%	12.5%	12.5%	Tel.: (613) 792-2000 Toll Free: 1-
*Change (%) from previous month				Email: ingredients@cdc-ccl.gc.ca

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 <u>brigitte.hayes@cdc-ccl.gc.ca</u>.

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 ail: ingredients@cdc-ccl.gc.ca Web site: www.milkingredients.ca





With 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.

You 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?

This 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!

