

June 16, 2014

Bob Ingratta  
Chief Executive Officer  
British Columbia Milk Marketing Board  
32160 South Fraser Way  
Abbotsford, BC V2T 1W5

Dear Bob:

**Re: Milk Pickup from Chilliwack Dairy Farm**

The British Columbia Dairy Council continues to be shocked and dismayed over recent incidents of animal abuse at a Chilliwack dairy farm and is very concerned about the fallout from these incidents for the industry as a whole.

Over the past week our members have suffered reputational damage and loss of business as a result of inferences that individual processors somehow have the choice of and control over the dairy farms from which they receive raw milk. We appreciate the efforts of the BC Milk Marketing Board to respond to these concerns, including the announcement on Friday that it had suspended the pickup of milk from Chilliwack Cattle Sales and Saturday's notice explaining measures that had been taken by the Board leading to the resumption of milk pickup from the farm.

However, we have reached the point where many of our members' customers are demanding ironclad assurances that they will not be delivered dairy products manufactured with milk originating at the Chilliwack farm. We need to be able to demonstrate to them either that we are not receiving milk from that farm or that collectively we as an industry are completely satisfied that the incidents of abuse have ceased and that concrete measures are now in place to assure that they never happen again.

To achieve the latter, our members require written assurances from the BC Milk Marketing Board in the form of:

- A copy of the completed independent inspection reports monitoring Chilliwack Cattle Sales' compliance with animal welfare requirements and confirming that they are in fact compliant with the *Canadian Code of Practice for the Care and Handling of Dairy Cattle*.

- Details of all regulatory compliance actions taken by the BC Dairy Association and the BC Milk Marketing Board with respect to Chilliwack Cattle.
- Details of specific actions the BC Dairy Association and BC Milk Marketing Board are taking to ensure that all BC dairy farmers adhere to the *Code of Practice for the Care and Handling of Dairy Cattle*.

In the absence of these assurances, all of our members must insist that the BCMMB refrain from delivering to any of them milk originating from Chilliwack Cattle Sales. Conversely, once we have these assurances, all of the undersigned will agree to receive milk from this farm at any of their facilities.

It is clear at this point that unless our members are able to provide unassailable assurances to our customers, the industry as a whole risks significant damage to its reputation, substantial loss of sales and permanent loss of consumer confidence.

We trust that the Board understands the need for this position and encourage further dialogue among key stakeholders to ensure that the risks to our industry are managed in the most effective way possible. Please feel free to contact Dan Wong to follow up.

Sincerely yours,

**BRITISH COLUMBIA DAIRY COUNCIL**

***Original Signed By***

**Jeff Zonneveld  
President**

**on behalf of the members:**

Saputo Dairy Products Canada G.P.  
Agropur Coopérative  
Lucerne Foods  
Avalon Dairy Ltd.  
Vitalus Nutrition Inc.  
Meadowfresh Dairy Corporation  
Nanak Foods  
Olympic Dairy Products Ltd.  
Dutchmen Dairy Ltd.