[LOGO+NAV]

IT'S NOT ABOUT US

It's about We, and it always has been.

OUR VALUES

Simply put we're fellow Canadians doing what all Canadians do best: looking after one another. We work hard each day to play our part in ensuring all Canadians have a chance to share a healthy thriving future together.

OUR MISSION

For over 80 years, we've defended the viability of Canadian Dairy Farms by employing a system of sustainable Supply Management that delivers an uninterrupted supply of quality dairy to all Canadians at fair prices. We are committed to leading the way with innovation through leading-edge research, providing essential nutritional education and promoting healthy living. We embrace opportunities to give back to our communities in classrooms, in athletic training centres, and in neighborhoods large and small, diverse and thriving. We look to do the very same things that every good Canadian does we just do it with the strength of a nation of hands and hearts working in unison - we're a powerful force for good in everything we do.

Robert, David and Denise Wolsh, Glenview Farms, NL.

GREAT PEOPLE MAKE IT WORK

We're a farmer-funded and farmer-run organization (not a government body) and we represent the interests of the hard-working men and women on almost 12,000 Canadian Dairy Farms, day in and day out. Indirectly we also stand with the over 221,000 extended members of the Dairy Farmer community and workforce from coast to coast. Who are we? We're the dedicated and passionate employees of Dairy Farmers of Canada - policy experts, administrators, health professionals, marketers, researchers, and many more. And most importantly - we are *you*. Quality, nutritious Canadian Dairy is a valuable legacy for all Canadians.

12,000
FARMS

221,000
JOBS

ACROSS
CANADA

LEARN MORE ABOUT OUR IMPACT

BE PROUD

There's so many great reasons to love Canadian Dairy

Responsible Supply Management

Canadians get a guaranteed supply of the best dairy made in the best way at fair prices and Canadian farmers earn a fair wage for their efforts. Collaboration and communication make it all work. At its heart, it's that simple.

READ MORE →

Our Quality Promise: No Compromise

Our commitment to quality goes far beyond what's in the carton. It extends to everything we do and how we do it. From humane treatment of our animals, to a respect for our environment and steadfast adherence to strict safety policies - no corners cut, no detail too small.

DAIRY FARMERS OF CANADA
QUALITY MILK
LES PRODUCTEURS LAITIERS DU CANADA
LAIT DE QUALITE
TM/MC

WHAT LIVES BEHIND THE LOGO ?

Selecting dairy products that carry the Canadian Certification of Origin logo is your way to guarantee that you're consuming products with 100% Canadian milk or milk ingredients, made in the most responsible way. It's also a show of support for Canadian farmers and their communities – our communities, our values. We don't accept anything less than the best and you shouldn't either.

EXPLORE CERTIFICATION

QUALITY FROM THE GROUND UP

Animal Care

We do everything within our power to ensure that Canada's dairy cows are some of the world's happiest and healthiest by applying the highest standards of scientifically-supported sustainable and responsible care.

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Environment

We're dedicated to operating sustainably, reducing our impact and conserving the beauty of our natural environment, both on the farm and in our home communities. After all, we live here too.

READ MORE →

Food Safety

We don't put anything in our dairy that doesn't belong there. All Canadian Dairy bearing our Certification of Origin logo is free of antibiotics and produced without the use of artificial growth hormones.

READ MORE →

Nutrition

We support the work of a large community of health professionals, policy makers and researchers in providing comprehensive and up-to-date scientific reports on the role of dairy products in nutrition.

READ MORE →

DAIRY IN OUR COMMUNITY

Winning Partnerships

Whether fueling our athletes to glory, supporting grass-roots initiatives or partnering with national charities we never shy away from the chance to lend a hand in helping Canadians thrive.

EXPLORE PARTNERS →

Milk in Schools

Providing school milk programs ensures all children have access to quality affordable Canadian milk so they can perform at their best physically and mentally and enjoy a healthy thriving childhood.

EXPLORE PROGRAMS →

Dairy Champions

We're helping fuel the achievements of Canadian athletes with programs such as the Champions Fund which provides grants for women breaking barriers in sports.

EXPLORE PROGRAMS →

Want to join our team? If you share our passion we'd love to hear from you. EXPLORE JOBS

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FOLLOW US ON FACEBOOK | FOLLOW @DFC_PLC

[FOOTER]

'ABOUT US' PAGE VIDEO HEADER

[LOOPED VIDEO CONTENT, 10-15s]

The video sequence in the header is comprised of two short video collages that alternate at each refresh of the browser. Each video conveys a sense of the breadth of impact of the organization and includes imagery of DFC farmers, extended family and community, and consumers (families enjoying meals, kids at play etc). In addition to the many faces of DFC we'll see shots of iconic Canadian landscapes representative of several prominent dairy farming regions. This visual metaphor is intended to compliment the theme of the copy throughout: an expression of the great and diverse number of Canadians who prosper as a result of the work of Canadian Dairy Farmers.