



Why proAction?

Canadian milk producers are leaders, committed to high quality standards. They believe leadership and transparency will strengthen Canadian dairy brands, and maintain the trust of their customers.

The purpose of the proAction initiative is to implement various existing and new standardized on-farm programs that address several aspects of milk production across Canada. The targeted modules for this program are animal care, biosecurity, the environment, food safety in connection with the Canadian Quality Milk (CQM) Program, quality and traceability.

Through proAction, milk producers will:

- Implement a single, national, credible, practical on-farm initiative
- Address societal demands on milk production
- Support the marketing and branding of Canadian milk

Various aspects of dairy farm practices are brought under the umbrella of the proAction initiative. The objective is to show customers that dairy farmers are proactive in providing high-quality, safe and sustainable food. A single national implementation strategy aims to simplify administration and infrastructure, and keep costs reasonable for producers.

