



April 2, 2020

Tom Shurrie
President and CEO
Canadian Federation of Independent Grocers
105 Gordon Baker Road, Suite 401
North York, ON M2H 3P8

RE Limits on consumer purchases

Mr. Shurrie,

I want to thank you for our recent discussion, in particular on DFC's concerns as they relate to the lack of clarity from government on the importance of securing an uninterrupted supply of dairy products for Canadians, as part of the Food Critical Infrastructure Pillar of the government's Action Plan for Critical Infrastructure. In particular, I very much appreciate your representations to government to have dairy designated as an "essential industry" in the context of the current pandemic.

On another matter, the dairy market is currently very volatile. A few weeks ago, hoarding of products necessitated a recalibration of production to meet an increased demand. Now, we face a situation where we need to dispose of milk at the farm in significant quantities. Meanwhile, some retailers, for fear of being short on supplies, maintain dairy product limits on consumer purchases. This measure is no longer needed, and in fact is now contributing to the problem of surplus production at the farm. We ask that you share our concern with your members as this has implications throughout the supply chain.

Dairy Farmers of Canada are committed to working with all the partners in the supply-chain to address the challenges we all face, it is in this spirit that I ask for your help in communicating our concerns with your members.

Thank you for your consideration, and do not hesitate to contact me to discuss this further.

Sincerely,

Jacques Lefebvre
Chief Executive Officer