

Don't cry over spilt milk

The Dairy Farmers of Ontario speak out

By ANN KORNUA

Industrial milk prices are going up by 11.7% as of February 1st, 2005 and this has angered the Canadian Restaurant and Foodservices Association. Consumers hardly give a thought to the work spent on getting the milk from the dairy farm to their glass. This cost hike in dairy products has caused restaurants to take notice. Is it the fault of the farmers themselves or rising prices in the restaurant industry? Roland Egger, President of the Halton Dairy Association is speaking out on behalf of the Halton Dairy Farmers. "There is so much in the press about

how the Dairy Farmers are going to get so much of this price hike, but they really are not. We only make a small share of the "pizza pie," Roland says.

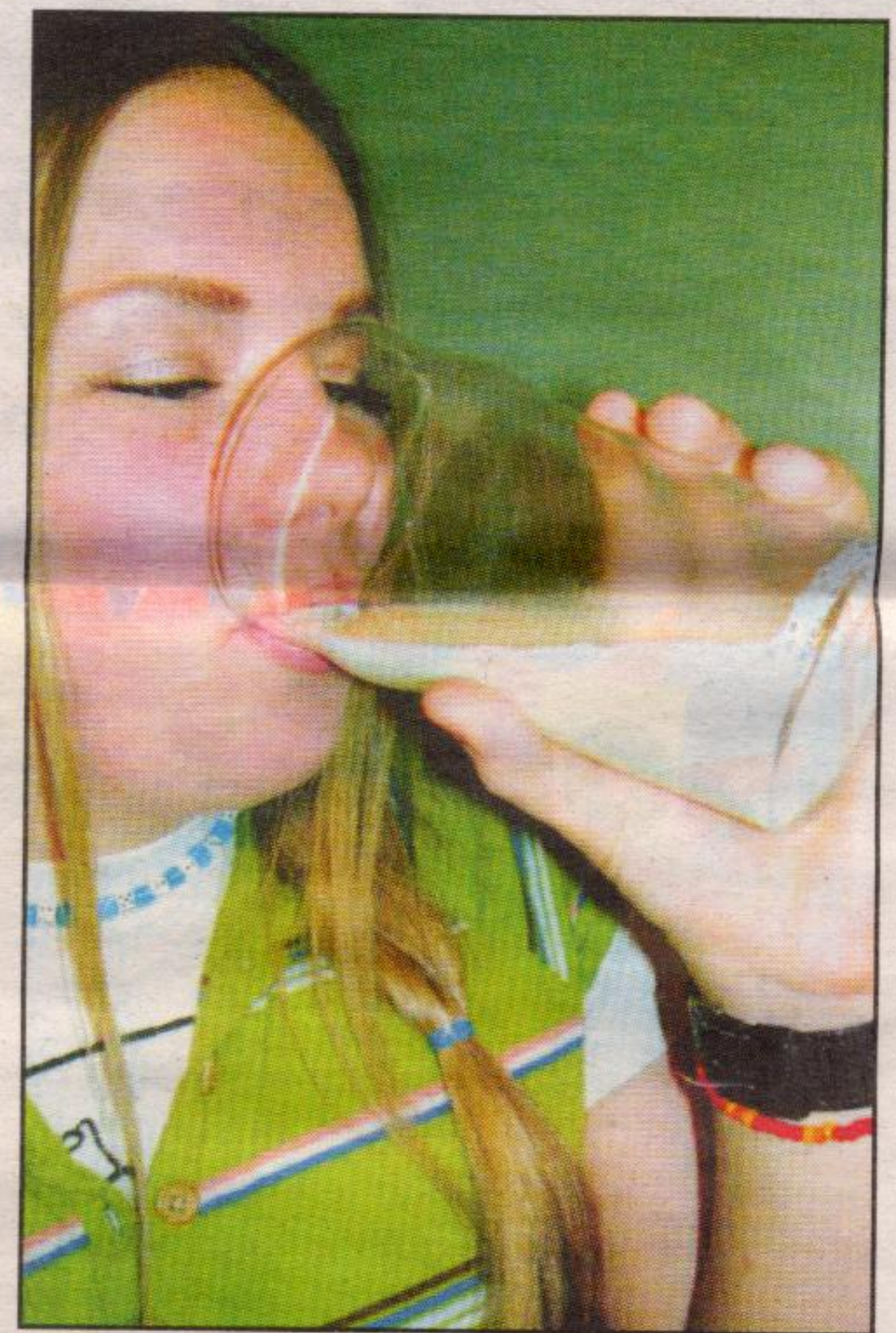
The CRFA is one of Canada's largest business associations with over 17,000 members in restaurants, bars, caterers, hotels and other foodservice establishments. Since 1994, dairy prices have increased by 38%. The CRFA hopes that there will be a freeze on future dairy price increases. Dairy farmers are arguing that "to make the farmer's share smaller than it already is, in order to compete with the frozen

pizza market seems ridiculous considering farmers make so little of the pie already," Roland said.

"The big argument is how much is actually going to the farmer. In hindsight, Dairy farmers are only getting 4% of every glass of milk sold in a restaurant," Roland says.

This year alone Canadian dairy farmers are struggling with low earnings, from pressures from the BSE crisis that closed the US border and set cattle prices at historic lows. 2004 was a rough year to be in the cattle industry in Canada. "We just want people to realize how much we really get so that people will not think that this is an uncalled for action," Roland said.

The Milk Bulletin published by the Dairy Farmers of Ontario states that the attacks on dairy farmers by the CRFA are often misleading by focusing attention on Canadian farm milk prices while ignoring the absence of subsidies and the fact that Canadian consumers pay less for their dairy products in Canadian grocery stores. On average, Canadians pay 23% less for dairy products than the US after comparing the retail prices of popular dairy products in more than 80 stores in Canada and the US. The CRFA contention is "dairy farmers in Canada get a fair price while others in the marketing chain such as restaurants and



Milk lovers should try to understand both sides of this frothy dairy issue than just what one side is dishing out.

retailer get a smaller share of the consumer dollar."

"I just want people to know that this price hike is not really coming to the farmers," said Roland Egger.

The Regional Municipality of Halton
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**THE REGIONAL MUNICIPALITY OF HALTON AND THE TOWN OF HALTON HILLS
NOTICE OF PUBLIC INFORMATION CENTRE #3**

**Maple Avenue (Regional Road 11) Improvements
Trafalgar Road (Regional Road 3) to Mountainview Road,
Town of Halton Hills (Georgetown)
Class Environmental Assessment Study, Schedule "B"**

The Region of Halton is conducting a study with the Town of Halton Hills to look at what can be done to improve the safety, operation and appearance of Maple Avenue (Regional Road 11) between Trafalgar Road (Regional Road 3) and Mountainview Road in Georgetown (refer to map).

The study is being conducted in compliance with Schedule "B" of the Municipal Class Environmental Assessment Document.

The Maple Avenue (Regional Road 11) Class EA Study is examining ways to:

- Improve the existing pavement and driving surface
- Enhance the safety for pedestrians, cyclists and drivers
- Improve traffic operations and roadway efficiency
- Improve the appearance of the corridor.

The map above shows the approximate limits of the study area.

Following recent Council direction, a bicycle path/multi-use pathway is being proposed to enhance the safety of cyclists along Maple Avenue from Trafalgar Road to Mountainview Road. To accommodate the cycle path/multi-use pathway, revisions have been made to the recommended design presented at the June 24, 2004 Public Information Centre (PIC). These revisions include changes to the sidewalk and boulevard layouts. Additional minor amendments have also been made to the other study recommendations presented at the same PIC.

An additional Public Information Centre has been scheduled to provide the public with an opportunity to review and comment on the revised design. Public comments obtained from the PIC will be incorporated into the final preliminary design and study documentation. Following this PIC, a Project File will be completed and made available for review by the public for a thirty (30) day review period. You are invited to attend this PIC scheduled for:

**Wednesday, January 12, 2005
6:30 p.m. to 8:30 p.m. (Presentation at 7:00 p.m.)
Town of Halton Hills Council Chambers, 1 Halton Hills Drive, Georgetown**

If you are unable to attend the PIC but would like to obtain further details about the project or provide further comments, you may contact one of the individuals below.

<p>Mr. Nick Zervos, CET Project Manager Regional Municipality of Halton 1151 Bronte Road Oakville, Ontario L6M 3L1 Phone: 905 825-6000 Ext. 7632 Toll Free: 1-866-442-5866 (1-866-4HALTON) Fax: 905 825-8822 Email: zervosn@region.halton.on.ca</p>	<p>Mr. Richard Henry, P.Eng. Director of Engineering and Public Works Town of Halton Hills 1 Halton Hills Drive P.O. Box 128 Halton Hills (Georgetown) ON L7G 5G2 Phone: 905-873-2601 Ext. 2313 Fax: 905-873-3036 Email: richardh@halton-hills.ca</p>	<p>Mr. Mike Delsey, P.Eng. Consultant Project Manager Totten Sims Hubicki Associates 300 Water Street Whitby, Ontario L1N 9J2 Phone: 905 668-9363 Fax: 905 668-0221 Email: mdelsey@tsh.ca</p>
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www.region.halton.on.ca/ppw/planningroads

Restaurant group thinks dairy farmers get too big a piece of the pizza pie

Is four per cent too much? →

Group demands farmers' slice be 30% smaller to help restaurants "compete" with high-quality frozen pizza

Canadian pizza cost share chart

Sources: CRFA food and service operation report and DFC survey of Canadian pizza prices, Nov. '04

Taken from the November 2004 Milk Bulletin, a monthly newsletter for Dairy Farmers of Ontario. This chart shows the financial breakdown to a pizza pie sold in a restaurant.

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