

Striving For More: How Quality Assurance is Taking Canada To the Next Level



Full Implementation of the proAction Program: Success in the Dairy Industry

The Dairy Farmers of Canada (DFC) have made major strides towards QA in the dairy sector through the proAction program. proAction is a mandatory QA program that ensures that the ~12,000 Canadian dairy farmers implement a minimum set of best practices across 6 modules for excellence: Milk Quality, Food Safety, Animal Care, Livestock Traceability, Biosecurity, and Environment. While implementation of all modules was a gradual process, starting with Food Safety in 2015, the DFC have managed to fully implement all 6 modules, with Environment most recently coming into effect in September 2021. Through proAction, the Canadian dairy industry has been able to clearly establish a process to ensure commitment to high standards through a mandatory set of best practices, on-farm validations to assess compliance, a corrective action system to prompt continuous improvement, and a suite of resources to guide and support producers

as they look to address areas for improvement. The result is a high degree of consistency across farms, widespread implementation of evidence-based practice, and a quantifiable set of claims that Canadian dairy farms are committed to meeting consumer expectations.

The proAction program underpins Dairy Farmers of Canada's iconic [Blue Cow logo](#), which identifies products made with 100% Canadian milk and milk ingredients. The DFC marketing department has been incorporating proAction messaging into product advertising. This progress represents a substantial success for the Canadian dairy industry. Claims presented on Canadian dairy products must be supported by action for them to have value. The proAction program has been able to support and substantiate all claims and messaging advertised through DFC. The proAction program is one to be proud of for Canadian agriculture, as it presents a great example of the successes achieved through quality assurance.



Expanding Quality Assurance Across the Poultry Sector

The proAction dairy program is an example of an established QA program that has been successfully implemented over a period of time. Other industry sectors have been working towards similar goals with newly developing and/or revising quality assurance programs. The Canadian Hatching Egg Producers (CHEP) organization was started 4 years ago with the goal to launch an animal care program for this sector. Since then, CHEP has been working with other organizations, such as the Chicken Farmers of Canada, to use other established programs as a guide to develop a program for their industry. The Chicken Farmers of Canada have a long-standing QA program for animal care. The [Raised by a Canadian Farmer](#) Animal Care Program was developed to demonstrate and maintain high standards of animal care throughout all steps of the chicken production cycle. This program was most recently revised in 2018 to incorporate the 2016 NFACC Code of Practice. Similarly, the Egg Farmers of Canada (EFC) discussed their progress forward with the Egg Quality Assurance program. This program is now being advertised on egg cartons across the country, which provides assurance to buyers that standards are being upheld for hen welfare and egg quality. This program is proactive in its industry with standards for sustainability being included within the 5 pillars of the program. These examples showcase how quality assurance programs in Canada have been a top priority for organizations across all livestock commodity groups and the forward strides made towards ensuring health, welfare, and quality of all Canadian agricultural products and practices.

