

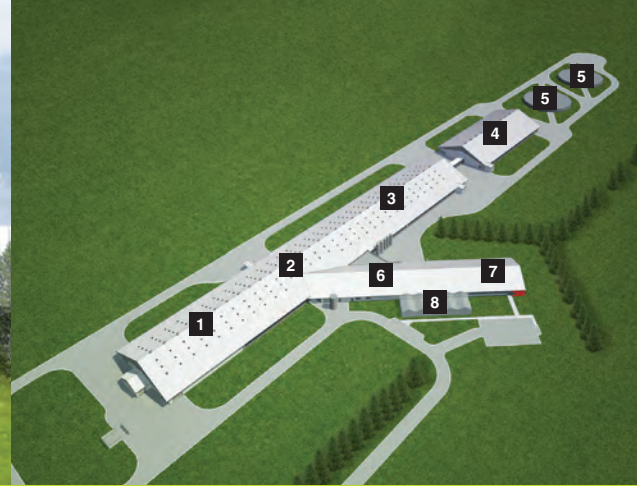
UNIVERSITY
of GUELPH

CHANGING LIVES
IMPROVING LIFE



2050 Dairy Industry Innovation Partnership





Legend

- 1 Dry cows, special needs, and calf housing
- 2 Milking parlour and animal care
- 3 Lactating housing
- 4 Replacement housing
- 5 Manure handling facility
- 6 Metabolic and feed centre
- 7 Farm work centre
- 8 Future greenhouse

2050 Dairy Industry Innovation Partnership Vision

A state-of-the-art world-class dairy research facility designed to address the research, education and training needs and priorities of the Ontario and Canadian dairy industry.

- Past research investments have resulted in:
 - significant improvements in dairy productivity and performance;
 - world-wide demand for Canadian dairy cattle genetics; and
 - high quality, safe, reasonably-priced dairy products.
- We are building a unique multi-discipline research facility. It will accommodate 240 lactating cows, along with dry and replacement cows, in a setting that will provide for the collection of data and samples to meet various research needs.
- Designed to incorporate multi-purpose, plug and play, scalable and flexible research infrastructure to accommodate dairy research needs over the next 25 years.
- It will concentrate on cow-side research that includes, but is not restricted to, health, reproduction, nutrition, life-cycle, emissions, welfare and value-added milk components.

The Opportunity

Be a key partner in creating Canada's foremost Dairy Innovation Centre.

Help the Dairy Industry realize our Dairy 2050 Vision. Demonstrate your leadership and commitment to Ontario's dairy farmers.

Why Invest in Dairy 2050?

- This dairy industry partnership project sends a strong message to municipal, provincial and federal governments.
- The opportunity to associate your company with Canada's premiere Dairy Innovation Centre.
- An investment will unlock prominent donor recognition opportunities throughout the facility, including: naming of specific research wings, meeting rooms and a facility partner donor wall.
- Your commitment and support will be communicated through the University of Guelph and Dairy Farmers of Ontario communications media.
- This is a significant public relations opportunity to connect with dairy industry, stakeholders, producers, students, researchers, consumers and government.

An Industry Partnership

The dairy supply sector benefits from having a stable dairy production and marketing system. There is also value in being part of an industry partnership helping to ensure the long-term viability and sustainability of the dairy sector in Ontario.

- Annual farm gate value of milk is now \$2 billion, which contributes 20% of gross farm revenue in Ontario.
- Together we make significant contributions to Ontario's consumers and economy.
- A united dairy industry partnership will be viewed positively by governments and help to ensure continuing relationships and support.
- This new Dairy Innovation Centre will cost \$25 million. The Ontario Ministry of Agriculture, Food and Rural Affairs has invested \$20 million in the project. Dairy Farmers of Ontario has invested \$1 million.
- Dairy Farmers of Ontario is working with the University of Guelph to build an industry partnership for the remaining \$4 million.



The BetterPlanet Project



The BetterPlanet Project is a \$200-million fundraising campaign that will accelerate change and funding in areas where the University of Guelph excels: Food, Environment, Health and Communities.

- The Dairy Innovation Centre will contribute significantly to the University's BetterPlanet aspirations by creating learning opportunities for students, improving Canada's food supply and supporting rural communities.
- With groundbreaking research, innovative technologies and a 150-year legacy of veterinary and agricultural science, the University of Guelph is uniquely poised to help make a difference in the dairy sector.



For more Information about the 2050 Dairy Industry Innovation Partnership please contact:

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