



News Release

For immediate release

GOVERNMENT OF CANADA INVESTS IN OPPORTUNITIES FOR THE DAIRY INDUSTRY

ABBOTSFORD, British Columbia, February 15, 2008 – The Government of Canada invests in innovation to help the Canadian agriculture sector remain competitive. Today, the Honorable Gerry Ritz, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, announced funding of \$220,090 for a pilot project that will provide greater market opportunities for the dairy industry.

“The Government of Canada is working with farmers and processors to find ways of maximizing new market opportunities,” said Minister Ritz. “This project is a great example of this Government’s leadership on improving the bottom line for the dairy industry and protecting the environment.”

The pilot project, led by Vitalus Nutrition Inc., will use roller dryer technology to transform the excess liquid materials created during dairy production into nutritious ingredients that can be used in a variety of livestock and pet food. This will not only provide new feed options to farmers, but will also provide a productive use for by-products.

Disposing of by-products is a challenge for the dairy processing industry. Usually, this protein-based excess product is discarded into municipal sewers. Reusing these by-products will help the industry, the economy and the environment.

“Technological development is a cornerstone of our success. This project will produce benefits not only for Vitalus but to the local municipality, the dairy industry and ultimately the end user of the new products as a result of this new added value activity,” said Philip Vanderpol, president of Vitalus Nutrition Inc. “The leadership demonstrated by the Investment Agriculture Foundation and Agriculture and Agri-Food Canada (AAFC) in supporting this type of initiative is invaluable to us.”

This pilot project follows the completion of a feasibility study by Vitalis Nutrition Inc. that confirmed the potential to transfer these raw materials into a viable finished product.

Funding for the feasibility study and the pilot project was provided through AAFC’s Advancing Canadian Agriculture and Agri-Food (ACAAF) program. In British Columbia the program is delivered by the Investment Agriculture Foundation of B.C.



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For more information on ACAA, please visit www.agr.gc.ca/acaaf. To learn more about the Investment Agriculture Foundation and the funding programs it administers, please visit www.iafbc.com.

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