



Ottawa Valley FARM SHOW

Official Ag Business Partner



GAY LEA TO RAISE FUNDS THROUGH MILK SALES AT 2014 OVFS

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The Ottawa Valley Seed Growers have agreed to let Gay Lea Foods Co-operative sell personal portions of white and chocolate milk in its booth at the 2014 Ottawa Valley Farm Show, March 11-13.

In a 50-50 split, proceeds from milk sales will be donated to 4-H Ontario and to the Co-operative Development Foundation of Canada. Gay Lea has operated the program at other farm shows across the province including Woodstock, London and the Royal Winter Fair.

“We were approached and it was a no-brainer for us,” said Seed Growers president John Roosendaal. “We already provide tremendous support to 4-H and we’re willing to help with more.”

However, Roosendaal pointed out, the proposal had to be cleared by Great Canadian Plates, exclusive caterer at the Ernst & Young Centre where the OVFS is held. The caterer has the right to veto food sales it sees as competitive. “To GCP’s credit, it has gone along with the plan and may even handle some of the sales in its concessions.”

A processing co-operative with 1,200 member dairy farms across the province, Gay Lea has been an exhibitor at the Ottawa show for the past decade. About 25 per cent of those members are in Eastern and Central Ontario.

“Our members have expressed their appreciation at being able to connect with us at your show,” said Gay Lea corporate secretary Ove Hansen in outlining the milk sales program. “I appreciate your group reviewing and approving our request. “It’s great that Gay Lea and the OVFS will be able to raise some funds to support 4-H and the CDF.”

Donations will be made on behalf of the Ottawa show as well as Gay Lea, Hansen explained. He added that milk purchasers have in the past indicated appreciation they’re assisting local and international communities through their participation.

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