

Notre lait Our milk

PRESS RELEASE
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The Laiterie de l'Outaouais invests \$700,000

New Milk Carton Formats, a New Brand

GATINEAU, December 5th, 2017 – The Laiterie de l'Outaouais unveiled its new milk carton formats with lids, as well as its new brand, a project more than one year in the making.

“We implemented this strategy primarily to develop the Ontario market and to remain a key player in a highly competitive market, where consumers can pick from a wide variety of dairy products. The recyclable milk carton with lid helps us to diversify our product line while letting us continue to offer the same great local fresh milk taste, **Our milk**,” explains Laiterie de l'Outaouais CEO Georges Émond.

For this significant project, the dairy purchased a cartoning machine and modified the plant infrastructure to include the layout of a new production line.

The \$700,000 investment was made possible by the participation of the following funding partners:

- Canada Economic Development;
- Investissement Québec;
- Ministère de l'Économie, de la Science et de l'Innovation (ESSOR Program);
- National Bank.

“The Laiterie de l'Outaouais is one of those dynamic businesses that stimulate the economy of our region. By supporting this project, we encourage local production, thus contributing to the growth of our economy and promoting our regional and provincial food industry,” added Stéphanie Vallée, Gatineau MNA, Minister of Justice and Minister responsible for the Outaouais region.

“The Quebec manufacturing sector is in constant evolution and must face ever-increasing competition in key areas of our economy, such as food transformation. Our manufacturing businesses must develop new products and diversify their markets to stand out. The Laiterie de l'Outaouais understands this well and our government is proud to support its efforts to improve its competitiveness,” indicated Dominique Anglade, Deputy Premier, Minister of Economy, Science and Innovation and Minister Responsible for the Digital Strategy.

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Laiterie de
l'Outaouais

“Our mission is to help entrepreneurs bring their projects to fruition by giving them financial support that is adapted to their needs. Investissement Québec favours businesses like the Laiterie de l’Outaouais who know how to take advantage of technological innovations to support their growth and thus contribute to the economic development of their region,” shared Pierre Gabriel Côté, CEO of Investissement Québec.

OurMilk.ca

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