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September 2, 2022

MR. BENOIT BASILLAIS

Chief Executive Officer
Canadian Dairy Commission
Central Experimental Farm, Building 55
960 Carling Avenue
Ottawa, ON K1A 0Z2

Dear Mr Basillais,

I am writing to you today as a small ice cream producer appealing to your role as facilitator and intervener in forums that influence Canada's dairy policy and your ability to coordinate federal and provincial dairy policies.

We stopped by with our ice cream truck today to deliver the attached [proposal](#) to the Canadian Dairy Commission - one that we have made to Ontario's Ministry of Agriculture, Food and Rural Affairs, following an enforcement action taken against us in respect to wholesale sales.

We crafted this proposal to address what we believe is a gap in dairy policies, one that has the effect of shutting out small ice cream makers from working with other local businesses in their community. It asks a simple question, if a pint of ice cream is safe to sell at a point of production, why is it unsafe to sell around the block?

In Ontario, small ice cream shop after small ice cream shop has received "the visit" from OMAFRA. And overwhelmingly, they stop producing local wholesale because it's simply not worth it to make that kind of investment for so small of a local presence.

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The CDC was created 56 years ago to help the Canadian dairy farmer because Canadians wanted to consume dairy that was produced close to them by farmers in their community in a safe way that also provided a decent living for those farmers.

Of course the dairy industry has grown exponentially since then, but what hasn't changed is how people support local industries and those in their communities. Artisan ice cream is a niche just waiting for the right regulatory environment to give it the kind of impetus to grow and thrive - similar to the changes that were made decades ago to nurture and grow craft beer, now a staple of local communities across Canada.

Given your role, we respectfully request that the CDC work with its provincial partners to assess the state of artisan ice cream making with a view to how the relationship between artisan ice cream and local farming communities can be strengthened to the benefit of consumers across Canada.

The CDC has led the way in providing stable and predictable incomes for Canadian farmers. There is an opportunity to use that record to take that support and connect it to a new group of entrepreneurs whose efforts can only reinforce the reason why the CDC came into existence in the first place.

Sincerely,

Marlene Haley,
Owner, The Merry Dairy

cc. The Hon. Lisa Thompson, Minister of Agriculture, Food and Rural Affairs, Ontario
cc. Matthew Boswell, Commissioner of Competition