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September 2, 2022

DAIRY FARMERS OF CANADA

Attn: Board of Directors
Head Office
45 O'Connor Street, suite 1410
Ottawa, ON K1P 1A4

To the [Board of Directors of the Dairy Farmers of Canada](#)

Dear Directors

I am writing to you today as the owner of a small ice cream shop in Ottawa. Recently, from the result of an anonymous complaint, our dairy pint sales to other local retailers were shut down by Ontario's Ministry of Agriculture, Food and Rural Affairs because we weren't a licensed dairy.

We have since learned that there have been so many other small ice cream shops in Ottawa and beyond that have received "the visit" that it made us think that there must be a bigger issue here.

And basically the issue boils down to this - people love to have local ice cream on their local shelves. But the licensing regime in place currently is designed to sell ice cream across the country, not around the block.

There are so many small ice cream makers that have chosen to stay out of the local market as a result.

We think that a major opportunity is being missed - one that supports Canadian dairy farmers. And so, in response to the OMAFRA action, we have crafted the following [proposal](#) that we dropped off today to your office, in consultation with people who are or were once part of Canadian dairy industries.

In a world, where Canada is increasingly subjected to trade agreements to open up its borders to milk products from other countries, any price benefits from that shift will also be accompanied by consumers who will seek local options, looking to have their dollars support a supply chain that includes their neighbours and their communities.

Artisan ice cream is an amazing product. It also represents an exciting partnership between farmer and small businessperson. Like craft beer, this industry has the potential to offer new opportunities to new generations of dairy farmers.

We hope that the Dairy Farmers of Canada can add their voice in support to this idea.

Sincerely,

Marlene Haley, owner
The Merry Dairy

cc. [Board of Directors, Canadian Federation of Independent Business](#)