

*\*\*Please help us ensure this reaches every PEI Dairy farmer - ask your friends & neighbors if they have received this message. If you would like to be removed or need an email address added - please email us [grassrootsdairy@yahoo.com](mailto:grassrootsdairy@yahoo.com)\*\**

Dear PEI Dairy Farmers,

It has been a tough week and anxious months for Canadian Dairy Farmers. On this Thanksgiving weekend we wanted to touch base to say thank you to those who were able to come to Pooles Corner and support the rally on Friday afternoon. For receiving notice in under 24 hours, the attendance from farmers, industry partners, and consumers was incredible. We know that each of you have thought about your future over the last few days, and we know that many people are struggling with the unknowns and how this deal will impact your individual farm.

We appreciate that international trade is complicated and that DFC and DFPEI are working their way thru the paperwork and at this point there are still no clear answers as the final details of the agreement are still being worked on. We understand that the DFPEI board has a meeting on Wednesday this week and will also be meeting with MP Wayne Easter on his request. We encourage each of you to speak to your board representatives (contact info below) and encourage each of them to ask the hard questions to elected officials. We also have been told that DFPEI will be organizing a producer meeting to have an open conversation this week. We hope to hear a final date and time on Tuesday and we encourage each of you to attend that meeting.

We appreciate that many of you are feeling angry, betrayed and are hurt by this agreement. Your feelings are justified. Many of you are feeling anxious, stressed and worried about the future for yourselves, your kids or grandkids. Your feelings are justified. Many of you are feeling defeated and considering walking away. Your feelings are justified.

We've been asked by many what is the next steps – where are we going with this. At this point, we will await to hear plans from DFPEI on Tuesday before making any decisions. That doesn't mean we should sit back and do nothing. We still need your help. We need to share the story of Canadian dairy farmers – when you talk to your friends and neighbors, via social media, by contacting your elected officials (municipal, provincial and federal levels) and you need to share on a personal level. We know that's not easy – that sharing a personal story is hard – but that is what will reach and touch officials and consumers. Please spend time educating consumers about the value of labeling, looking for the blue/black cow and logo, reading labels and understanding the importance of buying Canadian – for dairy and ALL Agriculture products where possible.

Finally, we ask on this Thanksgiving weekend that you take time for yourselves and your families. That you take time to spend with the people who care about you the most and that you take care of yourselves. We are all hurting – but we must find some of the good to keep our spirits up and be positive. Take a few hours this weekend and set aside the worry for the future and live in the moment. It is becoming clear from DFC and other provincial organizations that working through the deal, it's implications, and future plans will be key in the coming weeks. We must find a way to move past the hurt and anger and start talking about

productive/meaningful/impactful steps that our government can give back to our industry– and that’s not just by fair financial compensation. There are lots of unknowns and there is still lots of work to be done at all levels.

Sincerely,

Grassroots Dairy Farmers United

#cdnmilkmatters

**DFPEI BOARD OF DIRECTORS**

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