

# The BetterPlanet Project



UNIVERSITY  
of GUELPH

CHANGING LIVES  
IMPROVING LIFE



The BetterPlanet Project is a \$200-million fundraising campaign that will accelerate change and funding in areas where the University of Guelph excels: Food, Environment, Health and Communities.

- The Livestock Research and Innovation Centre – Dairy Facility will contribute significantly to the University's BetterPlanet aspirations by creating learning opportunities for students, improving Canada's food supply and supporting rural communities.
- With groundbreaking research, innovative technologies and a 150-year legacy of veterinary and agricultural science, the University of Guelph is uniquely poised to help make a difference in the dairy sector.



For more Information about the Livestock Research and Innovation Centre – Dairy Facility please contact:

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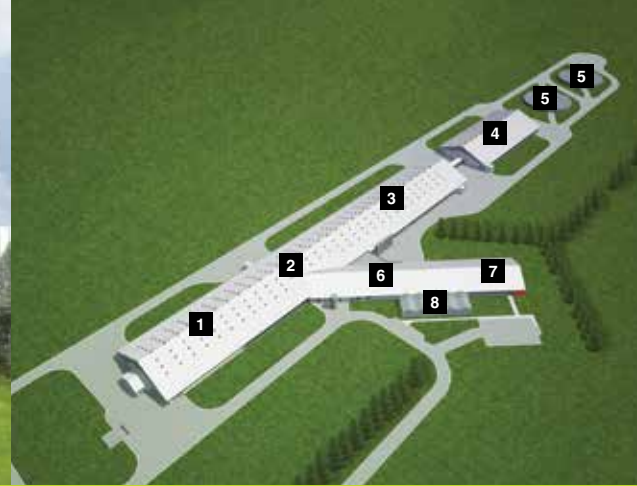
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## A Dairy Industry Innovation Partnership







**Legend**

- 1 Dry cows, special needs, and calf housing
- 2 Milking parlour and animal care
- 3 Lactating housing
- 4 Replacement housing
- 5 Manure handling facility
- 6 Metabolic and feed centre
- 7 Farm work centre
- 8 Future greenhouse

## A Dairy Industry Innovation Partnership Vision

**A state-of-the-art world-class dairy research facility designed to address the research, education and training needs and priorities of the Ontario and Canadian dairy industry.**

- Past research investments have resulted in:
  - significant improvements in dairy productivity and performance;
  - world-wide demand for Canadian dairy cattle genetics; and
  - high quality, safe, reasonably-priced dairy products.
- We are building a unique multi-discipline research facility. It will accommodate 240 lactating cows, along with dry and replacement cows, in a setting that will provide for the collection of data and samples to meet various research needs.
- Designed to incorporate multi-purpose, plug and play, scalable and flexible research infrastructure to accommodate dairy research needs over the next 25 years.
- It will concentrate on cow-side research that includes, but is not restricted to, health, reproduction, nutrition, life-cycle, emissions, welfare and value-added milk components.

## The Opportunity

**Be a key partner in creating Canada's foremost dairy innovation centre.**

Help the Dairy Industry realize our vision for dairy research. Demonstrate your leadership and commitment to Ontario's dairy farmers.

## Why Invest in the Livestock Research and Innovation Centre – Dairy Facility?

- This dairy industry partnership project sends a strong message to municipal, provincial and federal governments.
- Associate your company with Canada's premiere dairy research facility.
- Investment will unlock prominent donor recognition opportunities throughout the facility, including: naming of research wings, meeting rooms and a facility partner donor wall.
- Your commitment and support will be communicated through the University of Guelph and Dairy Farmers of Ontario communications media.
- This is a significant public relations opportunity to connect with dairy industry, stakeholders, producers, students, researchers, consumers and government.

## An Industry Partnership

The dairy supply sector benefits from having a stable production and marketing system. There is also value in being part of an industry partnership helping to ensure the long-term viability and sustainability of the Ontario dairy sector.

- Annual farm gate value of milk is now \$2 billion, which contributes 20% of gross farm revenue in Ontario.
- Together we make significant contributions to Ontario's consumers and economy.
- A united dairy industry partnership will be viewed positively by governments and help to ensure continuing relationships and support.
- This new Livestock Research and Innovation Centre – Dairy Facility will cost \$25 million. The Ontario government has committed \$20 million to the project. Dairy Farmers of Ontario has invested \$1 million.
- Dairy Farmers of Ontario is working with the University of Guelph to build an industry partnership for the remaining \$4 million.

