The BetterPlanet Project

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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A Dairy Industry Innovation Partnership
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.