

# **DOMESTIC DAIRY PRODUCT INNOVATION PROGRAM**

## **APPLICATION FORM**

- 1. A SEPARATE application form must be completed for EACH product submitted for consideration under the Domestic Dairy Product Innovation Program (DDPIP).**

**All applications must be sent to:  
Laval Létourneau  
Chief, Commercial Operations  
Finance and Operations  
Canadian Dairy Commission  
Building 55, NCC Driveway  
Central Experimental Farm  
960 Carling Avenue, Ottawa, Ontario, K1A 0Z2**

**Facsimile (613) 792-2009; telephone (613) 792-2010**

**Please provide as much information as possible on your company's proposal. A detailed application will enable the Program Selection Committee to make a fair and speedy assessment of your application.**

- 2. The Selection Committee will not make a final decision until the applicant provides samples of each product applied for.**
- 3. Applications are reviewed every three months. Deadlines for application are October 31<sup>st</sup>, January 31<sup>st</sup>, April 30<sup>th</sup> and July 31<sup>st</sup>.**

**DOMESTIC DAIRY PRODUCT INNOVATION PROGRAM  
APPLICATION FORM**

1. Name of project or product (supplied by Applicant):

\_\_\_\_\_

2. Company name:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

3. Name of company official authorized to act on behalf of the Applicant:

\_\_\_\_\_

Position:

\_\_\_\_\_

4. Description of the product for which milk is requested under this Program:

a) Product description:

\_\_\_\_\_

\_\_\_\_\_

Unit weight of finished product at point of sale \_\_\_\_\_ (grams)

b) butterfat content, per unit of finished product:

\_\_\_\_\_ (grams) \_\_\_\_\_ (%)

c) milk solids non fat, per unit of finished product:

\_\_\_\_\_ (grams) \_\_\_\_\_ (%)

d) other significant ingredients, per unit of finished product:

1. ingredient: \_\_\_\_\_ (grams) \_\_\_\_\_ (%)

2. ingredient: \_\_\_\_\_ (grams) \_\_\_\_\_ (%)

3. ingredient: \_\_\_\_\_ (grams) \_\_\_\_\_ (%)

4. ingredient: \_\_\_\_\_ (grams) \_\_\_\_\_ (%)

e) level of moisture in the product in case you apply for cheese

\_\_\_\_\_ % of moisture

5. Detailed marketing plan indicating among other things the selected distribution channel, the targeted customers and your sales forecasts of the product (to be attached as an annex).

6. Describe the new or innovative factor(s) being introduced to the Canadian marketplace by the development of this product, i.e., why is it unique to Canada, etc.

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7. Explain how the introduction of this product will result in a net increase in milk consumption in Canada<sup>1</sup>.

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<sup>1</sup> Depending on the type of product and the amount of milk requested, the Selection Committee may request a study analyzing the impact of the introduction of the proposed new product by an independent concept test company. However, applications could be received without such a study at the beginning of the process, but applicants must be aware that such a study could be requested prior to final approval.

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- a) What is the expected net increase in sales of milk – and how is this calculated? (i.e., if this new product replaces an existing one, is there additional use of milk?)

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- b) What existing dairy products could lose market shares to the new product?

Product 1 \_\_\_\_\_ Manufacturer \_\_\_\_\_

Product 2 \_\_\_\_\_ Manufacturer \_\_\_\_\_

Product 3 \_\_\_\_\_ Manufacturer \_\_\_\_\_

- c) According to your forecasts, to what extent will sales of these existing products be affected by the new product?

Product 1 \_\_\_\_\_

Product 2 \_\_\_\_\_

Product 3 \_\_\_\_\_

8. a) How many processing plants will utilize milk under this program project? Where are they located?

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- b) If the plants are located in different provinces, will you be able to provide milk utilization data by province?

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9. a) Provide an estimate of the amount of milk required in each year.

Year 1 \_\_\_\_\_ litres

Year 2 \_\_\_\_\_ litres

Year 3 \_\_\_\_\_ litres

Year 4 \_\_\_\_\_ litres

Year 5 \_\_\_\_\_ litres

Total \_\_\_\_\_ litres

b) Based on your product's characteristics, in which milk subclass should it be declared?

subclass \_\_\_\_\_

10. Are there any dairy by-products from the production of this product and, if yes, how will they be disposed of?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant's Authorized Officer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

<p style="text-align: center;"><b><u>TO BE COMPLETED BY THE CANADIAN DAIRY COMMISSION:</u></b></p> <p><b>Date received by the CDC:</b> _____</p> <p><b>Received by:</b> _____</p> <p><b>Assigned chronological number:</b> _____</p>
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