



On shelf

# Canada – Danone

## Farmers we know

In 2019

Claim developed on the yogurt pack following a request from the marketing team for differentiation linked to traceability and sustainability. In 6 months, the milk team developed the supply chain (milk coming from 32 identified farmers) and formulation (no added sugar, no gelatin) to release this new product, focused on Traceability, Health and Social impact.

Impact on consumer will be measured in April 2019.



Contacts:

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