Market Comment

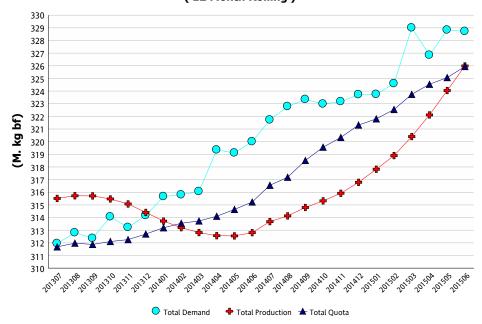
Total Requirements for the twelve-month period ending June 30, 2015 were 328.72 M. kg BF, representing a slight decrease of 0.04% compared to May 2015.

BF utilization for fluid milk in June 2015 saw an increase of 300,000 kg; however, over the long-term, fluid deliveries continue to decline by about 1% per year. BF utilization for fresh cream was strong for June 2015, with a 600,000 kg increase over June 2014 and an average annual growth rate of 3 to 4%. BF utilization for Class 2(a) has increased by 11.2% over last June and Class 2(b) has resumed some growth, with a 200,000 kg increase over the same period. Over the long term, BF utilization for ice cream is declining slightly while yogurt maintains steady growth.

BF usage in Class 3 (cheese) decreased slightly for June 2015, along with dairy products used in further processing. Cheese stocks remain high and will likely be used to serve the market in coming months. Butter consumption declined in June 2015 compared to the same month last year, but remains flat over the long



Total Demand, Total Quota and Total Production (12 Month Rolling)



| | Total Production (kg bf) | | Fluid Production (kg bf) | | Industrial Production (kg bf) | | | | |
|--------|------------------------------------|---------------------|-----------------------------|---------------------|----------------------------------|-------------|---------------------|---------------------|-------------|
| | 2013/7 to 2014/6 | 2014/7 to 2015/6 | % Change | 2013/7 to 2014/6 | 2014/7 to 2015/6 | % Change | 2013/7 to 2014/6 | 2014/7 to 2015/6 | % Change |
| NL | 1,884,921 | 1,949,404 | 3.42% | 1,514,413 | 1,508,274 | -0.41% | 370,508 | 441,130 | 19.06% |
| P5 | 237,260,512 | 246,022,021 | 3.69% | 79,293,096 | 78,671,735 | -0.78% | 157,967,416 | 167,350,286 | 5.94% |
| WMP | 73,661,769 | 78,013,446 | 5.91% | 35,657,997 | 35,713,564 | 0.16% | 38,003,772 | 42,299,882 | 11.30% |
| Canada | 312,807,202 | 325,984,871 | 4.21% | 116,465,506 | 115,893,573 | -0.49% | 196,341,696 | 210,091,298 | 7.00% |

| Milk Utilization ('000 kg) | | | | | | Continuous Quota | | | |
|----------------------------|--------------------------|---------------------|----------|---------------------|---|------------------|--------------------------|--|------------------------------------|
| | Butterfat Solids Non Fat | | | | Cumulative Over/Under Production (with limits) as | | | | |
| Milk Class | 2013/7 to 2014/6 | 2014/7 to 2015/6 | % Change | 2013/7 to 2014/6 | 2014/7 to 2015/6 | % Change | of: June 30, 2015 | | |
| 1(a) | 46,390 | 46,475 | 0.19% | 238,273 | 234,526 | -1.57% | Province | les of he | %* |
| 1(b) | 46,763 | 48,354 | 3.40% | 20,007 | 20,852 | 4.23% | | kg of bf | - |
| 2 | 24,017 | 25,258 | 5.17% | 46,657 | 47,666 | 2.16% | NL PE | -65,118 -131,137 | -3.29% -3.11% |
| 3 | 107,124 | 115,006 | 7.36% | 232,869 | 241,464 | 3.69% | NS | -31,719 | -0.44% |
| 4(a) | 50,550 | 55,064 | 8.93% | 11,131 | 12,709 | 14.18% | NB | -91,686 | -1.64% |
| 4(b) | 1,727 | 1,918 | 11.04% | 5,720 | 5,121 | -10.47% | QC | -332,188 | -0.27% |
| 4(m) 4(a1) | 582 | 825 | 41.86% | 57,993 | 86,540 | 49.22% | ON | 817,651 | 0.77% |
| | I | | | • | | | MB | -69,917 | -0.52% |
| 5(a,b,c) | 31,395 | 29,668 | -5.50% | 44,589 | 45,142 | 1.24% | SK | -66,214 | -0.69% |
| 5(d) | 2,427 | 1,285 | -47.04% | 39,869 | 27,606 | -30.76% | AB | -123,792 | -0.45% |
| Other | 983 | 1,269 | 29.12% | 2,863 | 3,936 | 37.46% | ВС | -109,909 | -0.40% |
| Total | 311,957 | 325,122 | 4.22% | 699,971 | 725,562 | 3.66% | | / Under Production (recent 12 months total | with limits) expressed al quota |







| | Retail Product Sales* Current period vs previous period ('000 kg) | | | | | | |
|-------|---|----------------------|----------|--------|--|--|--|
| Up to | : | June 27, 2015 | | | | | |
| | | Previous 12 Month | 12 Month | Change | | | |
| Butte | er | 55,639 | 57,354 | + 3.1% | | | |
| Tota | l Cheese | 257,181 | 258,247 | + 0.4% | | | |
| Che | eddar | 85,694 | 87,339 | + 1.9% | | | |
| Fine | e Cheese* | 50,630 | 51,530 | + 1.8% | | | |
| Eve | ryday Cheese* | 56,659 | 57,888 | + 2.2% | | | |
| Pro | cessed | 61,529 | 58,535 | - 4.9% | | | |
| Ice c | ream | 179,091 | 176,510 | - 1.4% | | | |
| Yogu | ırt | 314,084 | 320,163 | + 1.9% | | | |

Source: The Nielsen Company, MarketTrack and Homescan panelists. *Note: Everyday Cheese = 3(c), Fine Cheese = 3(a)

Butter Inventory ('000 kg)

| | Jun 30, 2014 | Jun 30, 2015 | | | |
|-------------------------------------|--------------|--------------|--|--|--|
| PLAN A BUTTER | 1,706 | 146 | | | |
| PLAN B BUTTER | 8,818 | 2,525 | | | |
| IMPORTED BUTTER | 886 | 17 | | | |
| BUTTER FOR EXPORT | 16 | | | | |
| TOTAL CDC BUTTER STOCKS | 11,426 | 2,688 | | | |
| PRIVATE BUTTER STOCKS | 6,748 | 15,245 | | | |
| TOTAL CDC AND PRIVATE BUTTER STOCKS | 18,174 | 17,933 | | | |
| Other Private Stocks ('000 kg) | | | | | |
| | Jun 30, 2014 | Jun 30, 2015 | | | |
| CHEDDAR | 45,301 | 49,534 | | | |

Comments on Stocks

PROCESSED CHEESE

SPECIALTY CHEESE

Total milk production for June 2015 was 7.6% higher than that of June 2014. Fluid deliveries increased by 4% and industrial deliveries increased by 9.5%.

12,139

23 979

13,390

28.738

As of June 2015, CDC butter stocks remain low while reported private stocks are still above historical averages. Plan A butter stocks for June 2015 increased to 146 t and Plan B butter stocks increased to 2,525 t. Imported butter inventories were just 17 t for June 2015. CDC stocks of SMP were 730 t as of June 2015.

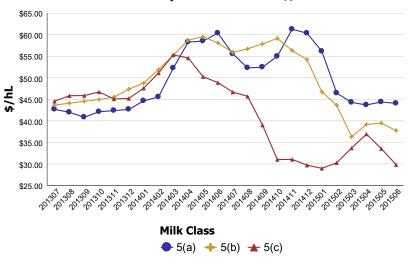
Due in part to the increase in SNF production and the stagnation of SNF requirements, SNF surplus removal stands at 81.1 M. kg as of June 30, 2015.

Average Return from Milk Sales

| (\$/hl std) | | | | | |
|-------------|------------------|------------------|----------|--|--|
| Milk Class | 2013/7 to 2014/6 | 2014/7 to 2015/6 | % Change | | |
| 1 | \$95.52 | \$96.28 | 0.79% | | |
| 2 to 4(d) | \$78.70 | \$78.46 | -0.30% | | |
| 4(m) 4(a1)* | \$19.43 | \$11.20 | -42.34% | | |
| 5(a) to (c) | \$48.26 | \$46.08 | -4.52% | | |
| 5(d) | \$41.00 | \$30.60 | -25.36% | | |
| All Classes | \$78.87 | \$76.88 | -2.52% | | |

^{*} Price based on SNF components only

Class 5 Component Prices in \$/hL



SNF Surplus

