

The Blue Cow logo: Helping Canadians choose Canadian

Looking for an easy way to spot Canadian dairy? Look for the Blue Cow Quality Milk Logo!

When you see the Blue Cow Quality Milk Logo on a product's label, you can rest assured that you've found a product made with 100% Canadian milk and milk ingredients. If you are trying to quickly spot Canadian products in a crowded grocery store shelf, it makes a major difference!

What does the Blue Cow Quality Milk logo mean?

It all starts with the hard work of dairy farmers. Canadian milk is always produced following some of the highest standards in the world. proAction® – a national and mandatory quality assurance program – makes sure these standards are adhered to by all dairy farms. This means closely monitoring the health and welfare of their cows, following environmental stewardship practices, and completely avoiding all artificial growth hormones.

To connect all these efforts to the products you see in stores, DFC created the Blue Cow Quality Milk Logo.

This logo is only found on products made with 100% Canadian milk and milk ingredients. Now, you'll see it on more than 8,800 products across 565 brands, even on international brands who manufacture in Canada using 100% Canadian milk in the products they sell here.



Common questions about the Blue Cow Quality Milk Logo

What does it mean when a product has a black, dark blue, or older version of the Blue Cow Quality Milk Logo?

Nothing different - the milk used is still 100% Canadian and meets some of the highest standards! DFC allows companies to adjust the logo to accommodate the ink used on their existing packaging. Older versions of the Blue Cow Quality Milk Logo represent the same

certification, too. These may still appear on some packaging due to stock depletion, a gradual transition, or the long shelf life of certain products.

Do brands pay to use the Blue Cow Quality Milk Logo?

No, brands do not have to pay for the logo on their packaging. The only requirement is that they use 100% Canadian milk.

How can I find out which products carry the Blue Cow Quality Milk logo?

You can find dairy products with the Blue Cow Quality Milk logo using DFC's ["Blue Cow Spotter."](#) It's a search tool that allows you to browse through various categories of dairy products. New products are added regularly to this online catalog so be sure to visit often!

If there's no Blue Cow Quality Milk logo, does that mean the dairy product was not made with 100% Canadian milk?

The certification is optional, and some products without the Blue Cow Quality Milk Logo may still be made with Canadian milk. If you don't see the Blue Cow Quality Milk Logo, check the label for the statement "Product of Canada" or inquire with the brand to confirm whether the dairy product is made with 100% Canadian milk.

More questions about the Blue Cow Logo or Canadian dairy? Check out our ["Ask Dairy Experts"](#) page!