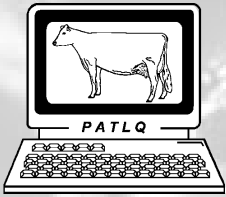


Newsletter

Pavillon John E. Moxley • 555, boul. des Anciens combattants, Ste-Anne de Bellevue Québec H9X 3R4



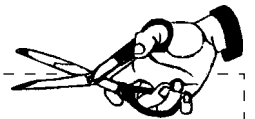
MAKING LIFE EASIER...

Yes! Why not? Tired of writing and signing cheques? Interested in saving time and money while avoiding interest charges?

Paying your bills through PATLQ's "Preauthorized Payment" option offers just that.

How?

Cut out the following coupon* and send it along with your next payment.



I AM INTERESTED IN THE "PREAUTHORIZED PAYMENT" OPTION.

Name: _____

Customer # : _____ Telephone : _____

* On receiving this coupon, PATLQ will send you a registration form.

For more information, talk to your agent or call 1 800 BON LAIT.
Leave your name, full phone number and the purpose of your call.



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NEW SERVICE

PATLQ proudly introduces a new service called "LAB-DISQUETTE". Aimed at LABSERVICE and LABEXPRESS herds, this service allows the transfer (via diskette) of :

- 1.0 Analyses from the laboratory (% fat and protein, somatic cell count as well as the date of the analysis)
- 2.0 Urea analyses (on request, supplementary charges apply as per PATLQ's fee structure)

NOTE: The **LAB-DISQUETTE** service is the only means to electronically transfer urea analysis results.

- 3.0 Laboratory results to different commercial softwares already using our electronic bulletin board, diskette or E-mail.

PATLQ hopes this new service will please all those eager to easily transfer data to their herd management software. Contact your PATLQ advisor as soon as possible for more information.

YOUR COLLABORATION : AT THE HEART OF A HIGH QUALITY SERVICE

Among the important changes that make PATLQ an indispensable partner is our new performance appraisal system. Each year, PATLQ sets objectives in order to fulfill its mission to offer you services likely to improve the productivity and the profitability of your enterprise. These targets are set after consultation with our customers and with all our employees. Since June 97, our performance appraisal system assesses our employees' performance based on how they've reached their personal goals within PATLQ's planning. Once the new system hits its stride, it will no doubt constitute an additional advantage to ensure the quality of service we aspire to provide.

In May, 40% of our customers, selected at random from each region covered by PATLQ, will receive a short questionnaire along with a pre-stamped envelope. Questions will be asked regarding your satisfaction with your agents and the services you receive all year long. This will be a great opportunity to give us your opinion, thus indicating the appropriate adjustments we ought to make to meet your requirements. Rest assured that all the answers will be kept **confidential**.

Because YOU are the customer that receives our services, YOU are in the best position to measure their quality and to appraise the personnel that serve you. Your cooperation is essential and is a good way to help us help you.

**WE THANK YOU IN ADVANCE
FOR YOUR COOPERATION !**

PATLQ A MANAGEMENT TOOL

Michel Bournival and Sylvie Girardin along with their daughters Cynthia and Julie, run "Ferme Valbour & Filles de St-Barnabé-Nord in Mauricie. This Holstein herd has 35 dairy cows and 30 replacement heifers. The average production reaches 9429 kg with 371 kg of fat and 319 kg of protein for BCA's of 201-211-213.

M. Bournival says that "Steve Adam's technical support has greatly helped us to evaluate and implement projects. For instance, in 1995, our decision to switch to a TMR has improved our herd's health while increasing its production from 8000 kg to close to 9500 in two years. Steve's experience combined with **RATION'L** surely contributed a great deal toward this achievement. On the day of his visit we evaluate each cow's body condition and rearrange the groups if needed. At this level of production and with good quality forages we are quite often faced with acidosis. Following a thorough evaluation of all potential solutions, we concluded that our cows did not have the weight to sustain such a level of production. Thanks to **PROM-S** and the selection of sires high on stature and capacity we are confident to reach our objectives. We want a healthy, high producing herd at the lowest cost possible.



PROM-S, a tool based on the measurement

We started using PATLQ in 1980. Since then we have had a few PATLQ advisors and each had the desire to increase our enterprise's profitability. We agree that billing on an hourly basis has somewhat increased the cost but we have known all along that each hour spent with our advisor is well worth paying for. Only a few investments in our enterprise are as profitable as the one made on PATLQ's services.

WORKING AT RETURNING YOUR REPORTS FASTER... (3)

PATLQ constantly works at shortening the time it takes to ship back your reports. Since May 1997, a special team constantly aims at reaching this goal. The following table indicates a 10% gain in terms of working days and 17% in calendar days.

Number of herds	Months	Calendar	Working days
6 788	March	4.60	2.89
6 968	May	4.31	2.82
6 524	June	4.08	2.65
6 636	July	3.80	2.59
6 539	August	3.88	2.65
6 867	September	3.81	2.61
6.804	February	3.79	2.58

We return by courier (on receiving day) the results of analyses for LABSERVICE (31 herds in September) and LABEXPRESS (40 herds in September).

THEY ARE HAPPY THEY VISITED THE SALON DE L'AGRICULTEUR...

From a total of more than 700 tickets dropped at each partner's booth, five producers each won a \$150 credit from PATLQ. The credit can be apply to a **VMEM** (Verification of milking equipment and method) or **URÉELAB**. The winners are: "Ferme Belfleur" of St-Hyacinthe, Mr. Réjean Veilleux of St-Zéphirin, Mr. Serge Gauthier of Gentilly, Mr. Jean-Guy Bouvier of St-Ambroise de Kildare and "Entreprise Bertrand & Louise Brodeur" of Abbotsford.

PATLQ congratulates the winners and thanks all participants.




*Mr. Steve Adam of PATLQ picks
the winning tickets*

THANKS TO TPI, PATLQ WINS

Mr. Denis Marchand of PATLQ receives a plaque bearing the mention «Distinction». Mr. Villeneuve, one of the judges for the 1998 edition of the Innovations contest presented it. Close to 300 persons from the agri-business sector were present at the cocktail.

The judges selected the 5 winners from a field of twenty seven contestants. The prize underlines the innovation of a service in its sector. The TPI adds to the many tools offered by PATLQ.




P A T L Q

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LET'S TALK...

A producer wonders why PATLQ does not print a list of each producer who has been enrolled for 20, 25 or 30 years? There are many reasons... The growth experienced by PATLQ over the years would make it a long list. Furthermore, even if many herds keep the same name, we note changes in ownership, mergers, etc. These elements complicate a quarterly publication. As your advisor has this data on his PC we invite them to underline every milestone. Keep in mind that, the length of time at your service notwithstanding, PATLQ appreciates and thanks you for trusting us.