

Global Dairy Platform

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Global Dairy Platform is the only organisation that connects CEOs, executives and researchers from corporations, communication and scientific bodies and dairy industry advocates together to collaborate on worldwide dairy issues. Our members work in partnership to increase the demand of milk and dairy globally, by collaborating on communication, research and regulatory issues.



GLOBAL DAIRY PLATFORM
KNOWLEDGE • INSIGHT • GUIDANCE



Global Dairy Platform's Third Annual Meeting
**Discovering the Benefits of
Global Collaboration**

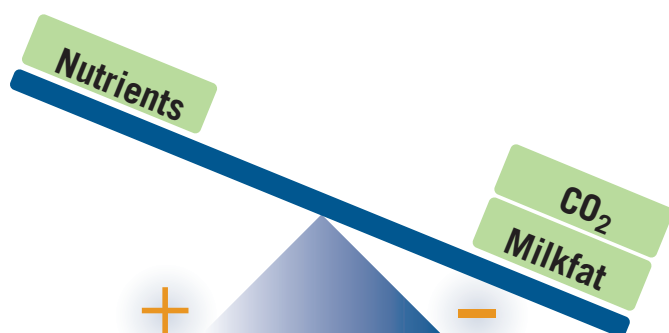


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Dairy companies around the world are constantly faced with barriers to increasing demand for their products. Discussions amongst Global Dairy Platform (GDP) members have identified three key issues which, above all others, require long-term commitment:

- > Negative messages and intense pressure to reduce Saturated Fats (SFA) linked to dairy products by governments and non-governmental organisations
- > Heightened awareness and concern by consumers and governments about the environment and greenhouse gas (GHG) emissions from the dairy sector
- > The erosion of milk's healthy image and dietary importance coupled with increased beverage competition

In short, we are facing a global situation where the negative messages outweigh the positive and highlight the need for consistent communications about the unique nutrient benefits of dairy products.



At this year's GDP annual meeting, the focus will be on ways to change the message imbalance with the aim to: achieve a fairer view about milkfat which is more representative of the science, reduce concerns about climate change by highlighting progress being made, and increase cooperation between dairy companies and associations in communicating the unique nutritional benefits.



MILKFAT

As health authorities and other advocates intensify efforts to reduce SFA intakes, concerns are increasingly raised about dairy products. Campaigns to reduce SFA intakes down out national recommendations to consume dairy products as part of healthy diets to achieve desired nutrient intakes. The impact of the proposed Danish tax on SFA in foods, or success by the American Heart Association in lobbying for maximum SFA intakes of seven percent of energy, would have considerable impact on dairy demand. A continued focus on the negative nutrients in Europe's nutrient profiling systems will prevent companies from communicating positive messages required to balance the scales.

Conflicts in understanding the extent to which dairy (fat) consumption contributes to heart disease risk amongst the scientific community and the dairy community need to be clarified. A consistent message about the health effects of ruminant trans fatty acids (rTFA) needs to be developed and communicated, and the burden of further research required to achieve a fairer view of dairy products needs to be administered.

Global Dairy Platform, along with other organisations, is:

- > Working to neutralise the negative image of milkfat among regulators and health professionals as related to heart disease
- > Developing a common view and key industry messages about the relationship between dairy (fat) consumption and risk of heart disease and the health effects of rTFA
- > Evaluating research gaps and preparing a research strategy to address conflicting evidence about milkfat, with a focus on cheese
- > Creating a communication process to influence the wider scientific and regulatory communities

NUTRIENT DENSITY

Developed markets have substantial dairy intakes, but many are still not meeting national dietary recommendations. As marketing has become more costly, countries have moved away from generic communications about dairy product benefits to focus on issues management and innovation efforts. At the same time there has been significant growth in profiling systems, tickmarks and traffic lights, many of which are focused on reducing the intake of "negative" nutrients and consequently unfairly penalising dairy products. The need for a concise, strong, unified, scientifically-based message about the necessity of consuming dairy as part of a balanced diet has never been greater.

While it will always be difficult to agree which nutrients to focus on and which precise definitions to choose, we can all agree that there is an urgent need to demonstrate dairy products' unique nutrient content and how dairy can help improve population health, reduce the burden of disease and reassert consumer confidence in dairy products as being healthy and natural.

The added weight of a strong, scientifically-based message will balance the scales towards the positive side.

Global Dairy Platform, along with other organisations, is:

- > Documenting dairy's important contribution of essential nutrients in populations with both high and low intakes
- > Working to achieve an internationally accepted definition of nutrient density as an objective method to establish a healthy diet
- > Creating strong communication strategies aimed at increasing demand by demonstrating the role of nutrient dense dairy products in reducing the burden of disease and improving population health

CLIMATE CHANGE

Despite the numerous sustainability initiatives already undertaken by the dairy sector, negative publicity about climate change jeopardises the dairy industry's 'license to operate.' The upcoming intergovernmental meeting in Copenhagen and the subsequent intense scrutiny of GHG production by industry will increase pressure on both dairy producers and processors alike. Further demands will come from consumers. The recent launch of a "carbon footprint" icon on labels of UK retailer Tesco's own milk was accompanied by the message that most of the carbon was derived from the "agricultural stage" of production due to cows producing methane.

Global, sector-wide cooperation is required to demonstrate the many programmes already in place and to develop consistent approaches to measure GHG emissions across the dairy sector, ensuring a clear and unified image of the dairy industry's approach to sustainability, (ultimately informing policy makers and consumers).

Demonstrating the work already taking place, assisting in sharing best practices, and balancing the necessary environmental footprints of food production with the social and economic benefits which the dairy industry provides, will help reduce the negative pressure on the scales.

Global Dairy Platform, along with other organisations, is:

- > Signing a Global Dairy Agenda for Action on climate change on behalf of the dairy sector
- > Disaggregating and re-evaluating the FAO figure for livestock GHG emissions of 18 percent
- > Providing guidance on Life Cycle Analysis / Life Cycle Management and Carbon Footprint in the dairy sector
- > Creating a green paper to provide an evidence base of past and planned actions and targeted GHG reductions

