Summit Daily

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Issue 5

TODAY

Facts and Figures: International Dairy Federation

1200 experts, **18** Working Groups, **9** areas of work.

130 projects in the IDF Programme of Work.

Around **170** joint IDF/ISO analytical standards published.

Catherine Geslain-Lanéelle

Executive Director (EFSA)

"Authorised claims will help European consumers make more informed choices about their diet as only claims substantiated by science will be authorised."

"Health claims backed by sound science are one of the tools which can be of help to consumers."

"By ensuring there is shared understanding of the scientific evidence required to back a claim, the work EFSA has undertaken will also help industry to set future directions for research and innovation."

EFSA: Independent Scientific Advice on Food and Feed Safety

What is EFSA's role regarding nutrition and health claims?
Since 2008, scientists at EFSA have worked hard to assess almost 3,000 food-related health claims in order to determine whether those claims are supported by sound scientific evidence.
With the support of EFSA staff, the 21 experts on EFSA's Panel on Dietetic Products, Nutrition and Allergies (NDA), accomplished this task in July 2011 when they published the final series of evaluations of the so-called 'general function' health claims. These scientific opinions will assist the European Commission and European Union Member States in deciding which claims to authorise for possible use in labelling and advertising.

How does EFSA evaluate claims?
Claims are evaluated consistently and fairly according to criteria developed by EFSA's experts and in line with those of international organisations such as WHO, Codex Alimentarius, and the U.S. Food and Drug Administration. Such criteria were made public in the opinions published as well as in the various guidance documents highlighting the requirements for the substantiation of the claims.

What are the scientific criteria on the basis of which health claims are authorised?
For 'general function' health claims EFSA's Panel assessed whether these can be substantiated by generally accepted scientific evidence as indicated in the Regulation on health and nutrition claims. For many claims as no previous evaluation had been carried out, EFSA's experts had to define the scientific requirements. The requirements for making health claims were established progressively, as claims were evaluated, and communicated in the more than 450 scientific opinions published so far.
The requirements were also consolidated in guidance documents. To this end, EFSA has been engaging regularly with stakeholders since 2007 to outline and clarify the process followed by the NDA Panel in the evaluation of claims through the publication of guidance and briefing documents and consultation with applicants and interested parties.

How can food labelling and nutrition claims about the benefits of dairy products help guide consumer choices?
There are various tools which can guide consumers in their dietary choices such as national food-based dietary guidelines, dietary reference values, and nutritional education in general. The key objective of the EU Regulation on nutrition and health claims adopted by EU decision makers in December 2006 is to ensure that any claim made on a food label or in advertising in the EU is clear and substantiated by scientific evidence.

Which nutrition and health claims do dairy products qualify for?
Claims on micro-organisms found in dairy products received positive evaluations when the constituent was well characterised and the effects were supported by studies which allowed a relationship between the food and the claimed effect to be established. This happened for instance in the case of live yoghurt cultures and their role in improving digestion of lactose in individuals with intolerance or problems in digesting lactose, or on many claims related to calcium, calcium and Vitamin D, and Vitamin D and maintenance of normal bone.

Tangible Results for a Sustainable Dairy Sector

We caught up with IDF President Richard Doyle to ask him about his views on the progress of the Global Dairy Agenda for Action.

It has been 2 years since the GDAA was launched in Berlin, what have been the major achievements so far?

A great deal has been achieved in just two years – it has been quite impressive! An important step was the publication of an international Life Cycle Analysis methodology, which provides a common standard for assessing the carbon footprint of dairy products. Also, the increasing awareness of climate change and its mitigation throughout the global dairy sector is very promising indeed.

The Green Paper already has over 400 case studies showcasing efforts that have been employed to reduce the sector's carbon footprint and improve its overall sustainability.

How integral has international cooperation been to the success of the project?

The level of international cooperation on this project is unprecedented. The 6 signatory organisations, IDF, GDP, SAI Platform, FEPALE, EDA and ESADA, not to mention all the supporters of the initiative, are from across the globe, and the worldwide influence of the Agenda is constantly expanding. This means that efficient communication and the pooling of resources are fundamental to what we do.

Have all segments of the dairy chain been involved in GDAA initiatives?

Yes, this is another significant strength of the GDAA. You only have to see the programme of speakers at the GDAA conference to see that stakeholders at every level of the supply chain are adopting emissions mitigation actions – from farmers all the way through to processors and suppliers. It is vital that the entire sector works together to tackle climate change, and we can be proud of the real differences that have been made at each stage of production.

How can the GDAA continue to develop in the future?

Sustainability is a long-term journey of continuous improvement. The first two years of the GDAA have laid significant foundations from which we will continue to move forward. The signatories will continue to promote the GDAA and enhance the Green Paper.

On top of this, the signatories will assess if the GDAA, as a collaborative approach, can be useful in addressing other sustainability issues such as water use, water management and water quality in relation to milk and dairy production.

Strategic alliances and continued dialogue will be sought to support the development of our initiative, including scientific experts, dairy chain partners and wider society.

Richard Doyle
President of the International Dairy Federation

Where can you find concrete evidence on progress made by the GDAA?

A report will be presented today at the GDAA conference, and you can also find it in its entirety on the dairy sustainability website

www.dairy-sustainability-initiative.org

The Global Environmental Footprint of Dairy Products

Michael Macleod
Livestock Policy Branch (FAO)

Important achievements have been made in reducing greenhouse gas emissions in dairy production. These include the implementation of the IDF Carbon Footprint Methodology and the joint efforts of the FAO, UNEP and IDF in addressing global sustainability issues.

The Life Cycle Analysis (LCA) method is key to providing a comprehensive understanding of the environmental impact of the dairy sector, as **Michael Macleod** illustrates:

What are the major advantages of the LCA method?

The LCA measures the impact of a product or service before, during and after the production process, providing a more complete assessment. In addition to on-farm activities, an LCA of milk would typically include the manufacture and delivery of farm inputs such as energy, feed and fertilizer, plus the post-farm processing and transportation.

Have any hotspots been identified?

Within dairy farming, feed quality is the main driver of greenhouse gas emissions, both in terms of enteric emissions and emissions from manure. Solutions would very much depend on the specifics of the country or region in question.

What methods can be applied to reduce the environmental impact of these areas?

This depends on the specifics of the region in question. If we look at global dairy, then there is a close inverse relationship between dairy productivity and GHG emissions, meaning more productive dairy sectors produce less emissions per unit of milk produced. Quite often improving productivity will result in reduced emissions.

However, it is not so simple. Cows that produce more milk per head may mean less surplus dairy calves entering the beef herd, therefore increasing the number of specialized beef cattle. This tends to have a higher GHG intensity than dairy beef.

Besides the LCA, what other methods are being used to assess the environmental impact of the dairy sector?

There are other scientific and economic tools that can be used, such as environmental impact assessment, or cost-benefit analysis. It is not a matter of one method being more effective than another; but rather different methods are used to answer different questions.

How do environmental factors also affect social issues?

Cattle play a crucial role in supporting rural areas, both in developed and developing countries. For example, they can survive on low quality forage and provide a means of coping with unpredictable weather in marginal environments.

> “Cattle play a crucial role in supporting rural areas, both in developed and developing countries.”

The joint IDF-FAO Environment conference, “The Global Environmental Footprint of Dairy Products”, links closely to this year’s overall sustainability theme. It will take place from 11.30 to 17.00 today in Auditorium Paganini.

IDF Dairy Innovation Awards

Finalists and Winners Announced

FoodBev Media's Dairy Innovation magazine, in conjunction with the International Dairy Federation, announced the finalists and winners of the 2011 IDF Dairy Innovation Awards yesterday, Tuesday 18 October.

This year the awards attracted over 100 entries from 25 countries in 14 categories, ranging from products to packaging, marketing and environmental sustainability.

CATEGORY WINNERS

- **Best new cheese**
  La Fromagerie, from Canada, with Mini Hors-D'oeuvre
- **Best new butter or spread**
  Ljubljanske Mlekarne, from Slovenia, with MU Vita
- **Best new ice-cream**
  Nanyang Polytechnic, from Singapore, with Frozherb
- **Best new dairy drink**
  Inner Mongolia Mengniu Dairy Group, from China, with Xinyangdau Zhenyang
- **Best new functional dairy product**
  Parmalat Australia, from Australia, with Vaalia Innergy
- **Best newcomer brand of business**
  Bright Dairy & Food Co Ltd, from China, with Mosili'an
- **Best health education or nutri-marketing initiative**
  Dairy Farmers of Canada, from Canada, with the Power4Bones campaign
- **Best school milk campaign**
  Korea Dairy Committee, from South Korea, with the Milk Mentor campaign
- **Best environmental sustainability initiative**
  Inner Mongolia Mengniu Dairy Group, from China, with Mengniu sustainability programmes
- **Best new ingredient for dairy foods or beverages**
  Meiji Co Ltd, from Japan, with Meiji Cocoa Liquid Type
- **Best new packaging innovation for dairy foods or beverages**
  Ecolean AB, from Sweden, with Ecolean packaging
- **Best consumer TV/cinema advertisement or social networking marketing campaign**
  SAMPRO, from South Africa, with Consumer Education Project of Milk SA – the Cow-dealer
- **Best print marketing, store promotion or POS**
  Coolio, from Belgium, with the Coolio promotion for Friesland Campina Mona
- **Best generic dairy marketing campaign**
  SAMPRO, from South Africa, with Consumer Education Project of Milk SA – the Cow-dealer
- **Special Lifetime Achievement Award**
  MilkPEP, from the United States, with Power of Nine

Prudent use of Antimicrobial Agents

The goal of the Food Safety conference, exploring the theme "Sustainable food security – prudent use of antimicrobial agents", is to present the dairy industry's needs and issues related to the use of antimicrobial agents, and the management of those issues.

We spoke with **Prof. Glenn Browning**, Professor in Veterinary Microbiology at the University of Melbourne and Director of the Asia-Pacific Centre for Animal Health and Associate Dean for Research and Research Training (AU), and **Prof. Cheryl McCrindle**, Department of Paraclinical Sciences, University of Pretoria (ZA) for their views.

Increasing Resistance

GB: Over the last 70 years pathogenic bacteria have increasingly developed resistance to the drugs used to treat infections in humans and domestic animals. The reasons for this increasing resistance are complex, but include the ways in which antimicrobials are used in human medicine, veterinary medicine and agriculture.

Understanding the Biology of Antimicrobial Resistance

GB: The better we understand antimicrobial resistance, the better we will be able to reduce its development and thus preserve the use of antimicrobial drugs to treat disease.

Implications for the Dairy Industry and Beyond

CM: There is the possibility of residues of antimicrobial agents in milk, which could inhibit yoghurt and cheese production, and cause allergies in humans. Antimicrobial residues could also result in pathogens mutating to become "superbugs" that are resistant to antimicrobials, and thus cannot be treated successfully if they cause diseases in humans.

Future Challenges

CM: The main challenge is that water could be polluted with antimicrobial agents, resulting in selection for resistant microbes in the gut of cattle. This can be managed by using only potable water in dairies. We must also keep vigilant in regard to the registration of new antimicrobial substances that could be used in dairy cattle and select for antimicrobial residues in pathogens.

GB: Over the last few years the importance of environmental bacteria in the antimicrobial resistance we see in animal pathogens has become much clearer. We now know that most of the resistance genes found in pathogenic bacteria originally came from environmental bacteria. Resistance genes have even been found in soil samples that are 30,000 years old. We need to pay more attention to the role of environmental bacteria in the development and spread of antimicrobial resistance.

The Food Safety conference will be held today from 09.00 to 17.15 in Hall C.

Photo Gallery

IDF Dairy Innovations Awards

Photo Gallery

Dairy Science and Technology

Marketing

Animal Feeding

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