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sumMILK  
IDF WORLD DAIRY SUMMIT 2011

With the technical  
cooperation of the  
Food and Agriculture Organization  
of the United Nations



PARMA, ITALY 15-19 OCTOBER 2011

[www.wds2011.com](http://www.wds2011.com)

## Facts and Figures: IDF World Dairy Summit 2011

Over **1400** participants attended  
this year's Summit.

Global Participation: Attendees  
came from **72** countries.

Exhibition: **47**  
exhibitors present



# Farewell Message



**Richard Doyle**

President of the  
International Dairy Federation

With over 1400 participants from 72 countries, I'm sure we can all agree that the IDF World Dairy Summit 2011 has been a great success. My personal and sincere thanks go once again to our Italian hosts for their exemplary hospitality. I would also like to stress the importance of our longstanding collaboration with FAO, which culminated here in Parma with 5 joint conferences.

This annual event has become a unique meeting point for key decision makers and world class experts. We have been offered high quality and thought provoking presentations, providing an ideal platform for discussion and the exchange of ideas.

IDF continues to adapt the World Dairy Summit every year, building the programme around key issues driving our industry. Working towards a concept such as 'Sustainable Food Security' is no mean feat, and the need for the global dairy sector to work closely together to meet future sustainability and production requirements is greater than ever. That is why an event such as this, which draws all stakeholders together in one place, is crucial to the further development of the industry.

We have had the opportunity to engage in lively debate concerning the future of the sector at events such as The Global Dairy Roundtable on Supply Chain Issues. This was the first time representatives from each segment of the dairy chain have come together to share their different perspectives, signalling a significant step forward for the global dairy sector.

This year's World Dairy Summit was, above all, a good opportunity to meet with world experts and decision makers, to benefit from new insights and to build and strengthen international knowledge transfer and partnerships. The Summit also enables us to identify IDF priorities of work, shaping the way the industry develops over the next year and beyond.

The next IDF World Dairy Summit will be held in South Africa, and will provide new opportunities to share the most recent research findings and best practice in a beautiful and fascinating setting.

I look forward to wide ranging and fruitful discussions with you next year in Cape Town!

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# A Closer Look

## On Farm Actions for Greenhouse Gas Mitigation

We spoke with **Brian Medeiros** (US), dairy farmer and speaker at yesterday's GDAA conference, about the benefits of implementing GHG mitigation techniques on his family's dairy farm in California.

**At what point did sustainability “click” for you?**

I don't think there was a moment when sustainability “clicked”. As dairy farmers we have worked with sustainable practices for years because it makes business sense, but I think sustainability for our farm and me was more of a growing process. It took multiple discussions with industry leaders to realize that what we were doing was sustainable, and that we were already doing things for the environment that made good economical sense as well.

**Why did you decide to implement all of the technologies on your farm?**

The first things we look to when thinking about implementing new practices on the farm are: Where have they been used before? How successful were they?

Then, what does it cost? What type of trial program can we implement? What can we expect as a return for the investment or as a saving to employee and animal welfare?

What made us confident about the technologies that we have implemented thus far is the feedback we have received from farmers. Knowing and seeing a technology work on the ground is a great stepping-stone to trying something out.

Also, we are looking to implement new technologies on our farm as we move into the future; meaning we are interested in being the farmer that other farmers come to to learn about new technologies.

**Aside from energy independence, what is the vision for you and your family of the dairy?**

Our vision for our dairy farm goes right along with that of our sustainability goal for our farm: to be a farm that produces its own energy and electricity, that not only provides for itself but gives energy back to the community. We want to be a farm that helps educate our consumers and the kids of our community about what we do to help our environment – now and for future generations.

**What inspired you about the sustainability commitment?**

Over the last six months, I have had the great opportunity to be a member of the Innovation Center for U.S. Dairy® Sustainability Council. After attending the first meeting, I was able to regain that inborn passion for sustainable dairy farming and took a look at what we are doing on our farm. Through this process I was very lucky to be selected by leadership in the council to present at the GDAA Reporting Session at the SUMMILK 2011.

I was excited to report our progress and success in sustainability and how we are looking to advance that into the future.



**Brian Medeiros**  
Dairy Farmer (US)

“I want to be able to produce milk with my cows in a manner that has zero effect on the environment and really gives back to it in environmentally, economically and socially sustainable ways.”

“I am a dairy farm kid. Dairy farming is in my blood, and I am excited to have the opportunity to farm into future.”

You can read all about Brian's case study in the Green Paper at:

[www.dairy-sustainability-initiative.org](http://www.dairy-sustainability-initiative.org)

# IDF Award

## Winner Announced



**Prof. Suk Jin Cho**

College of Natural Resources,  
Yeungnam University, Korea

The 2011 IDF Award was presented to **Prof. Suk Jin Cho**, Professor at the College of Natural Resources, Yeungnam University, Korea.

With a career in the dairy and livestock sector spanning over 30 years, Prof. Cho has contributed significantly to the development of the dairy industry on both a national and international level. As an outstanding scientist of Korean dairy policy and marketing, he has devoted a great number of studies to dairy policy and dairy supply and demand systems. He is considered a key scientific advisor, and provided the theoretical structure for the settlement of the quota system in Korea, contributing immensely to the stabilisation of the Korean dairy industry.

Specialising in agricultural economics, Prof. Cho has demonstrated the importance of the dairy industry in maintaining rural sustainability. He has also played a prominent role in encouraging cooperation among Asian countries, performing joint research as a visiting professor at Hokkaido and Obihiro universities in Japan.

A former director of the Korean Agricultural Economics Association, Prof. Cho also acts as an agricultural sector advisor in the Presidential Advisory board and as a council member for the improvement of livestock, working to enhance the competitiveness of the Korean agricultural and livestock sectors.

The IDF Award recognises remarkable contributions to progress in dairying worldwide and is attributed on the basis of submissions by IDF members and IDF National Committees.



## Inter-Ice: 6-8 December 2011, Cologne, Germany

Inter-ice is organized and hosted by the Central College of the German Confectionary Industry (ZDS), in cooperation with IDF and other partners.

The event aims at providing a platform for the presentation and exchange of the latest research and industrial applications in the ice cream industry, involving top industry professionals and academics from all over the world.

Key subject areas are markets and trends, legislation, technology and processes, raw materials, analysis and sustainability. A particular focus will be on the presentation of latest trends and developments in the evolution, production and marketing of ice cream products.

<http://www.zds-solingen.de/en/seminarsconferences/inter-ice-2011/>

# Date for the Diary

## IDF World Dairy Summit 2012: South Africa

The IDF World Dairy Summit 2012 will be hosted in Cape Town, South Africa on 3-9 November. The organising committee is already hard at work with the preparations.

The theme of next year's event is "A World in One Country," drawing on the fact that South Africa is a nation rich in colour and diversity, and is often called "Rainbow Country". From snow-capped mountains to deserts, South African dairy farmers operate in a diverse range of climates, giving rise to a wide variety of farming systems. Catering to an array of different cultures and markets, the choice of dairy products is as varied as the methods used to produce them. Marketing strategies must therefore be tailored accordingly, be they targeting consumers in a humble spaza shop or in a sprawling urban mall.

The Summit is therefore an excellent opportunity to learn from South Africa, where dairy farming practices may differ significantly from those in other countries. This event will be the ideal platform for South Africa, a developing economy, to demonstrate how it is able to compete with the dairy industries in developed economies. There will be great potential for all participants of the Summit to gain fresh insight and perspectives.

New to the Summit next year will be a conference on dairy in emerging economies, focusing on the socio-economic benefits of dairying for producers, processors and the

community at large. Drawing on the African setting, there will be important links to the matter of food security throughout.

Another important highlight of the World Dairy Summit 2012 is a Protein Quality Symposium. This session will explore advances in analytical methods for dairy proteins, significant for those developing food assistance programs and designing therapeutic nutrition policies. Experts in the field will be presenting the latest research conducted in developing countries, which documents the efficacy of dairy proteins for health outcomes of children under two, pregnant and lactating women and people living with HIV.

The Animal Health and Welfare conference will also be addressing new issues next year, in particular those concerning the wildlife-livestock interface. The risk of interaction between dairy livestock and wild animals, and the potential transmission of disease, is a daily occurrence in South Africa and around the world.

An opportunity to visit this stunning and fascinating part of the world cannot be missed. Technical tours will be integrating the South African cheese and wine industries, as well as visiting dairy producers and processors.

Save the date now!



FIL-IDF WORLD DAIRY SUMMIT & EXHIBITION  
**SOUTH AFRICA 2012**  
A WORLD IN ONE COUNTRY

“This event will be the ideal platform for South Africa to demonstrate how it is able to compete with the dairy industries in developed economies.”

## Networking at Summilk 2011

The IDF World Dairy Summit always represents a great occasion for networking and strengthening relationships. It is becoming more and more important to maintain relations within one's own country, and also worldwide. Not only within one level of the supply chain, but also with the supply chain as a whole. The growth in terms of attendees and countries that occurs every year at the World Dairy Summit demonstrates that, despite web and digital relations, people feel a real need to meet and share experience, information and emotions.

Here are some thoughts from a number of delegates...

“For us from China it is a really good opportunity to meet people from all over the world. Especially marketers from different countries, who presented some really advanced concepts.”

Hao Chen  
**Tetra Pak China**

“The Summit is a brilliant, exclusive opportunity to meet industry colleagues and regulatory professionals to discuss topics that are extremely important for the future.”

Marc Dresser  
**Fonterra**

“Interesting and positive. It's fantastic to meet the world in one place.”

Gian Battista Brazzale  
**Brazzale**

“I used to work in a dairy organisation, and now it's a fantastic occasion to reconnect with the dairy world on all major topics.”

Dr. Elisabeth Erlacher-Vindel  
**OIE - World Organisation for Animal Health**

“This Summit has represented for us a great chance to meet people from all over the world and explain the difference between our product and others with a longer tradition on the international market.”

Pamela Farioli  
**Consorzio Tutela Grana Padano**

“An excellent opportunity to network with some of the top people in the industry.

Richard Walton  
**Meiji Co.Ltd**

“A great occasion to start spreading a new positive attitude in the approach to nutrition economics. It is now the time to say yes, to promote instead of saying no. This approach will become an umbrella under which both countries and individuals will benefit. Everyone will win.”

David McCarron  
**University of California**

“It has been a unique opportunity for networking and business development. We are proud of the incredible results in term of participation, and the satisfaction of sponsors and attendees.”

Antonio Cellie  
**Fiere di Parma**

# Photo Gallery

## Gala Dinner

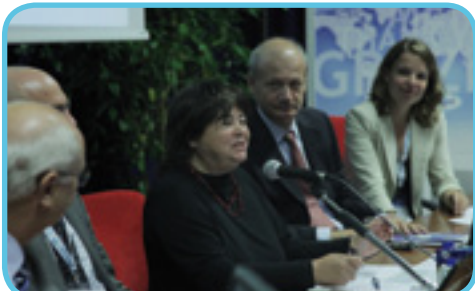


## Nutrition Economics



# Photo Gallery

## Global Dairy Agenda for Action



## Food Safety



## Environment



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IDF WORLD DAIRY SUMMIT 2011

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