

Summit Daily

Rediscovering Milk

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IDF World Dairy Summit 2013

Rediscovering Milk

**YOKOHAMA
JAPAN**

**28 October - 1 November 2013
YOKOHAMA, JAPAN**



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Interviews with World Dairy Leaders



Dino Dello Sbarba, President and COO of Saputo on Dairy Efficiencies and Innovation

How do you see the Global Dairy Industry today?

Consumption is evolving with wealth. The worldwide trade of dairy products is increasing and infrastructure is developing to serve increasing demand.

Technology brings new efficiencies and innovation to the supply chain and we hear daily of investments by the industry and how it is addressing sustainability issues.

What is Saputo's position in the global dairy industry?

We are the ninth largest dairy processor in the world, the largest in Canada, the third largest in Argentina and among the top three cheese producers in the U.S. We operate 53 manufacturing facilities and employ 12,000 people.

What are today's target consumers looking for?

There is no simple answer. What is certainly true in each market is that food safety, value of the experience and nutrition are key elements.

Of which recent innovation are you most proud?

In Canada, we introduced Milk2Go Sport, a protein enhanced sports recovery beverage that contains 26 grams of protein.

What do you hope will be achieved at this summit?

It is always interesting to connect with peers in the industry to better understand the dynamics of the market and the specific challenges and opportunities.

Where do you see the dairy industry in 10 years?

It will grow, international trade will increase, efficient processors will thrive and consumers will benefit from technological advancements.



Theo Spierings, CEO of Fonterra, on Healthy Growth Opportunities

How do you see the Global Dairy Industry today?

Demand is being driven by growing economic strength and the urbanisation of emerging markets. As incomes rise, consumers wish to support the health of their families. Dairy has an important role to play.

What is Fonterra's position?

We have market leading consumer brands and ingredients businesses in emerging markets such as Asia and South America. Milk supply in New Zealand should grow by 2–3% a year but global demand is increasing faster. We plan to grow our milk market pools in China, Australia, Sri Lanka and Latin America.

What are today's target consumers looking for?

Paediatric nutrition is the world's fastest-growing dairy category. Another focus is dairy nutrition for the old. The third growth area is that of foodservice.

Of which recent innovation are you most proud?

Fonterra developed a world-leading patented technology for frozen natural shredded mozzarella made from milk in one day, rather than in two months. We will complete a \$72 million plant enhancement in mid-2014.

What do you hope will be achieved at this summit?

The summit is about connecting with the industry and developing a united approach to science and global food safety standards.

Where do you see the dairy industry in 10 years?

Greater global supply and product innovation are crucial, but we must focus on making dairy affordable and accessible to everyone, everyday.

A Closer Look at the World Dairy Situation 2013

The editorial team met with Dr Adriaan Krijger, editor of the World Dairy Situation 2013.

What are the key findings of this year's report?

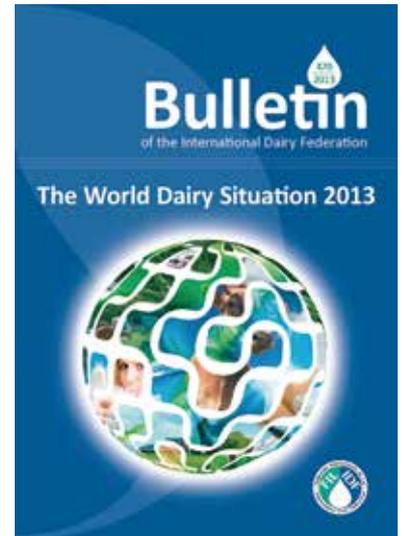
Although milk production was dynamic in most parts of the world during the first six months of 2012, the dairy market deteriorated. Cereal and soybean meal prices soared, while dairy product prices decreased. Despite surges in the second half of 2012, prices ended slightly below the previous year's results.

How is the data compiled?

The report is based on questionnaires filled in by IDF National Committees, together with data from the Centre National Interprofessionnel de l'Economie Laitière (CNIEL) and Productschap Zuivel (PZ). The report gathers dairy information from all over the world.

In what ways can the data be used?

Every year we try to make the report even more digestible. This year, we included a graphic entitled "World Dairy Situation at a Glance". We aim to include as many graphs as possible so the data can be used flexibly.



What major development does the report show this year?

Margins were much debated in our industry this year, with milk price on the one hand and production costs on the other. This is more significant due to the volatility of the feed market in recent years, which also explains the growing interest in costs to determine dairy farmer incomes. The Forum chapter focuses on recent developments in farm-level margins and policy options.

Sustaining Reward in the Milk Supply Chain

Jim Begg, former Director General of Dairy UK, spoke with the editorial team about challenges and prospects for the Dairy Package.

Why is there so much concern among dairy farmers about milk pricing systems?

As some governments have been charting a course to reduce their involvement in milk price regulation one result has been more price volatility as dairy farmers become more dependent on buyers of farm milk for their income. This has increased dairy farmer interest in the ability to negotiate on price, which causes competition sensitivities.

So why did the European Union introduce the Dairy Package to help address this situation?

Basically to provide dairy farmers more negotiating power in the marketplace once the EU milk quota regime ends in 2015. Due to this forward thinking by the EU in anticipation of the end of quotas, some countries already have begun to introduce new reforms under the Dairy Package.

Will these efforts be successful in your opinion?

They might but it is too soon to tell. Reforms under the Dairy Package can and will be implemented in different ways in different EU member states. In addition there are some details which are not yet completely clear under the Dairy Package, such as how this impacts cooperatives versus private dairy companies. What is most important is to provide dairy farmers greater confidence in the milk pricing systems which develop.

Are you optimistic about the future?

Definitely; demand prospects for dairy will surely drive profitable growth for the industry. Providing the dairy industry greater tools to help adjust to market price volatility is a key issue, and all parts of the supply chain must work together.

Dairy Science and Technology



Keiji Iwatsuki
Conference
Programme Organiser

Schedule:
October 30 (Wed)
9:00-17:30

Venue:
The Yokohama Bay Hotel
Tokyu, B2F
Queen's Grand Ballroom CD

This summit is essentially about rediscovering the value of milk. Conference 3: Dairy Science and Technology aims to explore ways to increase demand by providing a platform for presentations and discussions of recent scientific knowledge on “biofunctionality and palatability.”

Such processes as pasteurization, homogenization, concentration, drying, fermentation, ripening, and packaging are employed before consumption. It is therefore meaningful to review the relationships between processing technology and the functionalities of dairy products.

This conference will feature keynote lectures and oral presentations by 15 speakers from universities, institutes, and industry, who are authorities and researchers of the highest quality.

Objective and scientific evaluation methods of palatability are a new research area and they have not been selected as a topic of IDF events.

The theme for this conference is “biofunctionality and palatability of dairy products affected by processing technology,” consisting of the following three sessions:

Session 1. Biofunctionality: rediscovering dairy products' value and importance

Session 2. Palatability: scientific and novel evaluation technology

Session 3. Processing technology and applications for product development

Children and Milk

According to FAO, despite global economic growth and improvements in food technology, more than 100 million children under the age of five remain underweight, which not only results in more than 2.5 million children dying every year due to malnutrition, but also has negative socio-economics effects resulting in decreased educational opportunities.

This conference will explore how the dairy sector can contribute to children's health, nutrition and education.

New research and survey results will illustrate the benefits milk provides to children. This conference is being organized by the SCNH and the SCM.

Session 1, Child nutrition and health: This covers the scientific bases for providing milk to children, presents scientific evidence to support the positive effects of milk and dairy product consumption on child health and nutrition.

Session 2, School Milk programmes around the world: This provides a global overview and highlights country cases, focusing on the positive influence of school milk on children's health and nutrition, including case studies of school milk programmes from different countries. Dr Judith Bryans will announce the results of the IDF/FAO School Milk Survey in this session.

Session 3, Beyond nutrition – Rediscovering milk and dairy at school: This offers presentations on innovative in-school activities aimed at rediscovering the benefits of dairy and increasing milk consumption. Dairy will play important roles beyond nutrition in the intellectual education of children.

Midori Hashizume
Conference
Programme Organiser

Schedule:
October 30 (Wed)
9:00-17:30

Venue :
The Yokohama Bay Hotel
Tokyu, B2F
Ambassador's Ballroom SN



Spotlight on Dairy Farming in Japan

We introduce Mr Yasuhiro Yoshida, who is a Japanese dairy farmer. Twenty years ago, he started educational activities at his farm, because he wondered whether children liked to drink milk as part of school lunches.

He will speak about his experiences in Session 3 of the Dairy Policies and Economics Conference.

Mr. Yoshida's farm is in Ogano-town, Saitama Prefecture, surrounded by Chichibu mountain range, about three hours by train and bus from Tokyo.

He has 80 milking cows, Japanese black cattle and many small animals such as donkeys, ponies and rabbits.

Over 2,000 children come to Mr Yoshida's farm each year for a dairy experience. Children learn that milk is produced from a cows and that cows consume food that humans cannot eat and convert it into milk or meat.

Educational activities at a dairy farm can give children new insights into food by highlighting the self-sacrifice of milking cows and the history of dairy farmers' efforts. And it allows them to realize the pleasure of eating and the importance of life.

Mr Yoshida believes that the young powerful supporters of the dairy industry are increasing in number through educational activities at his dairy farm.



Change of Venues

There are changes in the venues for the following Conferences.

Date	Conference	New Venue
Wed 30 Oct	Conference 2 : Dairy Policies and Economics	InterContinental Yokohama Grand, Ballroom, 3F
Thu 31 Oct	Conference 5 : Animal Health and Welfare	Yokohama City Education Center Hall, 4F
Thu 31 Oct	Conference 6 : Dairy Farming	Yokohama City Education Center Hall, 4F

It takes 3 minutes on foot from The Yokohama Bay Hotel Tokyu to InterContinental Yokohama Grand. It takes 16 minutes on foot and 10 minutes by bus from The Yokohama Bay Hotel Tokyu to Yokohama City Education Center. There are bus service available between the two venues in the morning, noon and in the evening.

Link

- InterContinental Yokohama Grand, Ballroom: <http://www.interconti.co.jp/yokohama/en/>
- The Yokohama Bay Hotel Tokyu: <http://ybht.co.jp/en/>
- Yokohama City Education Cent: <http://www.ecole.jp/>



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 ICAR 19–23 May
 Interbull 20–21 May
**IDF/ISO Analytical Week and
 ICAR/INTERBULL Conference**



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Photo Gallery

IDF Forum



Global Dairy Agenda for Action



Welcome Reception

