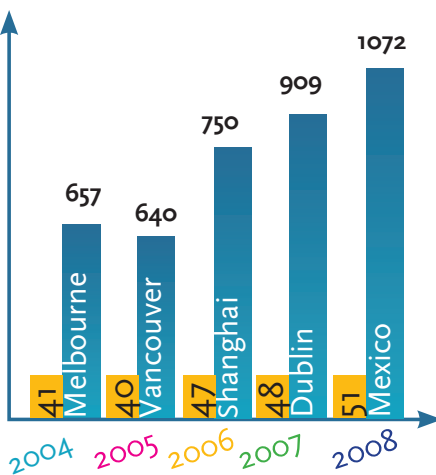




Please forward this newsletter to any dairy leader you believe may be interested

## IDF Statistics

IDF World Dairy Summit attendance



■ Countries represented  
■ Delegates registered



## In this issue

- IDF steps up work on sustainability
- Interview of Valio Research Director
- Update on Foot and Mouth Disease
- FAO brand new web portal on animal welfare
- Dairy fats as part of a healthy diet

## IDF steps up work on sustainability

**How sustainable are we? Today this question is at the forefront for many forward-looking organizations and IDF is strongly committed to ensuring the dairy industry plays a leading role in tackling the issue.**

The dairy industry has made significant reductions in its energy use and strives to take positive action in achieving further reductions to its CO<sub>2</sub> emissions.

One example is the study commissioned by IDF to provide an analysis of the key issues in the dairy sector based on Life Cycle Assessment (LCA) and an inventory of environmental initiatives that have an influence on this sector.

Based on the findings of this study IDF has immediately initiated new work on Life Cycle Analysis / Life Cycle Management and Carbon Footprint in the Dairy Sector in order to develop a common LCA methodology for all dairy products.

IDF already has a set of publications addressing a variety of environmental sustainability issues and strategies on how to minimize and control environmental impact throughout the dairy production chain. Further information on these publications is available on the IDF website at [www.fil-idf.org](http://www.fil-idf.org)

“As the body representing the dairy sector at a global level, we want to be part of the solution and we are currently rising to this challenge” Christian Robert pledges.

**DON'T MISS OUT - REGISTER TODAY !**

IDF World Dairy Summit,

20-24 September 2009, Berlin, Germany

<http://www.wds2009.com>



**United Dairy World 2009**



## Expert View



The global dairy industry faces new challenges in creating a sustainable and profitable industry that is constantly expanding. **Professor Riitta Korpela**, Research Director for Valio Finland, has provided us with her insight into future opportunities.

### With milk prices falling, how do you see them evolving and impacting on the global dairy sector?

The fall in milk prices has meant that the dairy industry has had to increase the level of research and product development in order to be able to increase the added value provided to consumers. The demand by consumers for innovative food products continues to increase along with the demand for high quality and safe dairy products produced under practices that are taking good care of our animals and that are environmentally friendly. The more value dairy products have, the more the consumer is prepared to pay for them.

### Looking to the future: What are the next challenges going to be?

The main challenge for the dairy industry is maintaining consumer interest in dairy products and this means ensuring they are healthy, easy to use and delicious. It is important that the consumer is well informed on the benefits of dairy products, the packaging should be modern and appealing for the younger generations and there is also the issue of safety. The natural quality of dairy is also something that should be more prominent and marketed more actively.

The development of functional foods in particular, single short packaging for consumers who are increasingly on the move, are the most interesting innovations. This does not mean, however, a reduced role for core traditional dairy products. They will increasingly become composite products with new healthy ingredients added.

### Does the dairy industry raise enough awareness of the nutritional benefits of

### dairy products? Could you provide us with some concrete examples of this in Valio?

No I believe we don't. We could and should have much more positive nutrmarketing on dairy, especially to young consumers who tend to live a healthy and nutritious life. If they do not find dairy products that suit their lifestyle, they will replace milk and other dairy products with alternative food items and nutrition pills. We must aim to make milk fashionable in modern society and thus increase the value of dairy products. Dairy foods have a unique nutrient package providing an impressive range of vitamins and minerals, as well as fat, carbohydrate and good quality protein. Low fat and lactose-free products are both examples of value added products that tend to sell well. Packaging is also integral to the marketing of dairy and must be treated as one of our main concerns.

### What could IDF do in this area?

It is important that we provide positive information on the healthiness of the product in order to optimize the full range of consumer. I believe the role of IDF here is very important in providing this knowledge and expertise. We must be able to provide up-to-date facts on the nutritional benefits of dairy and market this information effectively.

### If an executive of a dairy company reads this and thinks they would like to be involved in the work of the IDF, what would you say to him?

IDF is an important organisation in regards to promoting dairy issues and all the regulations and recommendations that surround them. It is important that we work together in establishing a close relationship in order to build our strength. Unfortunately other food businesses currently seem to be stronger than us but there is no reason why this cannot change. Global nutrmarketing marketing campaigns would certainly benefit the global business and make consumers aware of the superiority of dairy products in regards to healthy and natural nutrition.

**Professor Riitta Korpela**

**Email: [riitta.korpela@valio.fi](mailto:riitta.korpela@valio.fi)**



## Working together to prevent Foot and Mouth Disease

### A new IDF publication focuses on the effects of FMD on the dairy sector

An outbreak of FMD in any country can have significant consequences and IDF emphasizes the importance of early detection. It is essential to remember that FMD can have serious lasting effects on the dairy industry on a global scale.

“IDF would like to raise international awareness, understanding and appreciation of the risk posed by FMD to the health of milking animals. We also wish to promote eradication and control strategies that have proven to be effective in different countries” said Christian Robert, IDF Director General.

### Prevention is better than cure

The IDF position paper highlights that the immediate intervention by the veterinary authorities and the agricultural industry is essential in controlling or eradicating the disease. There is a critical need for contingency plans at national, local and farm level in order to manage an FMD outbreak

### Collaboration is crucial

It is essential that all parts of the dairy industry are aware of what will happen if there is an outbreak and fully understand what the impact of the control measures imposed by the veterinary authorities would be on businesses. IDF believes cooperation between the players is important in limiting the spread of FMD and controlling the outbreak in the shortest possible time.

## IDF team up with FAO on brand new web portal on animal welfare

IDF was among the first organisations approached by FAO to collaborate on its brand new portal ‘Gateway to Farm Animal Welfare’. The purpose of the initiative is to promote the improvement of livestock health, welfare and productivity worldwide.

The website will provide a one-stop-shop for the latest information on animal welfare covering:

- Transport, slaughter and pre-slaughter management;
- Animal husbandry and the handling and culling of animals for disease control;
- The promotion of compliance with animal welfare standards, including the internationally recognized OIE standards pertaining to international trade.

The IDF reference documents concerning animal welfare will also be promoted through the FAO portal as important sector specific sources for animal welfare in various milk production scenarios.

The project is expected to attract a range of users including farmers and government officials, lawmakers, researchers, the livestock and food industry and non-governmental organizations.

To gather more information and access the portal, please click on: <http://www.fao.org/ag/againfo/programmes/animal-welfare/en/>



## IDF Dairy Laboratories database, an ambitious and effective web service!

The purpose of this new web service is to assist managers in locating laboratory expertise around the world.

The IDF Dairy laboratories database allows you to conduct searches across over 100 laboratories worldwide and with already 20 searches each day these numbers are expected to grow.

It can be accessed through the IDF website or directly at [www.idfdairylaboratories.org](http://www.idfdairylaboratories.org).

Any dairy laboratories that are interested and wish to apply to appear in the IDF Dairy Laboratories Database should do so on line.

For more information, contact Aurélie Dubois, IDF Standards Officer at [Adubois@fil-idf.org](mailto:Adubois@fil-idf.org)

## IDF promotes dairy fats as vital component of a healthy and balanced diet

The importance of dairy fats as part of a healthy and balanced diet has been reconfirmed by scientific findings presented at the American Oil Chemists' Society Hot Topics session on Saturated Fats: Facts and Feelings (May 2009). These results were in line with the conclusion of the previously held symposium facilitated by IDF, 'Scientific Update on Dairy Fats and Coronary Heart Disease' (June 2009).

The latest WHO Scientific Update on the health consequences of trans fatty acids confirms the IDF position that TFAs from industrial and natural sources should be differentiated according to their source. It states that industrially produced trans fatty acids are harmful to your health however there has been no proven risk in the consumption of a normal amount of natural trans fatty acids such as that found in dairy and meat.

## Naturally occurring trans fatty acids in milk are perfectly safe when part of a balanced diet

Contrary to the prior belief that a diet should provide a very low intake of saturated fats, recent scientific findings have discovered no convincing evidence that supports dietary recommendations to restrict them within your diet. New results have identified actions by some saturated fatty acids that prove beneficial to your health.

There is also the on-going debate at Codex level with regard to the potential introduction of TFA and saturated fats nutrition labelling requirements. IDF will continue to scientifically argue against such proposals.

## IDF World Dairy Summit Approaching!

The IDF World Dairy Summit is the premier dairy event of the year. Seize the opportunity to take part in discussions between industry leaders on timely topics that are affecting the dairy industry and explore ways of networking that may benefit your organization. For an overview of what is on offer, visit [www.wds2009.com](http://www.wds2009.com)



**United Dairy World 2009**

If you are interested in receiving this newsletter electronically, please send your e-mail address to [info@fil-idf.org](mailto:info@fil-idf.org)

International Dairy Federation – Diamant Building – 80, Boulevard Auguste Reyers – 1030 Brussels – Belgium  
Tel : +322 733 9888 – Fax : +322 733 0413 – E-mail : [info@fil-idf.org](mailto:info@fil-idf.org) – [www.fil-idf.org](http://www.fil-idf.org) or [www.idfdairynutrition.org](http://www.idfdairynutrition.org)