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Visit the IDF sustainability portal with the Green Paper on www.dairy-sustainability-initiative.org

The Green Paper :
260 projects in
6 key areas
across **40**
countries



A sustainable dairy industry in a protected environment

The International Dairy Federation was represented at the United Nations Climate Change Conference in Copenhagen and also at the Agriculture and Rural Development Day. The objective was to discuss strategies and actions to address climate change adaptation and mitigation in the agricultural sector.

“We call upon a supportive regulatory policy environment that recognizes the important, economic, social, nutritional and environmental contributions of the dairy industry. We aim at a framework based on robust science to cut carbon emissions” said Christian Robert, IDF Director General.

In the recent years, IDF has been particularly active to put environmental concerns at the top of its priorities, through scientific research and close dialogue with various stakeholders worldwide including FAO and SAI.

In addition, IDF has launched the sustainability web portal on www.dairy-sustainability-initiative.org as a tool for sharing information on environmentally focused initiatives. It can be an extremely useful tool to assist in improving environmental performance.

The organizers of the upcoming IDF World Dairy Summit 2010 in New Zealand are taking concrete measures to reduce the environmental impact of the Summit itself. In parallel with a conference focused on dairy sustainability, a series of sustainable initiatives are being undertaken at the venue, regarding transport, food and hotels. For more information, visit www.wds2010.com

Towards a sustainable IDF World Dairy Summit 2010
Visit at www.wds2010.com



Expert View



The Italian dairy industry provides consumers with high quality products by combining tradition, experience and innovation. Luciano Negri, General Manager for Latteria Soresina, has provided us with his

insight into future opportunities.

How has the dairy sector evolved in Italy recently? How do you see it evolving in the future ?

In Italy the dairy sector was and is under pressure because of low milk prices to the farmer. At the moment the market seems to be moving slowly upwards, but to a lesser extent than the increase in production costs. There is much uncertainty and concern for the future, not only for what happened in 2009 but above all for what will happen when the milk quota system comes to an end.

Is cheese still a star product in Italy ? Why ?

The cheeses of high quality are still important in Italy, so much so that our production of PDO cheese makes up about 50% of the total production of cheese. The way dairying is practised in Italy is suitable for making high quality products, and unsuitable for heavy price competition. In fact, we import dairy commodities and we export dairy specialties. The main issue for us is to face unfair competition with the Italian-sounding dairy products made outside Italy with low price milk. We hope to solve this problem in the near future.

How is your company addressing the dairy crisis and how it has impacted your business?

There was a big change in the market because of the global economic downturn and we believe that this revolution is a fantastic opportunity for our company. The dairy crisis and the volatility of prices have aggravated the difficulties of companies that are not in a good financial and economic condition but, in the first place, do not have a clear strategy. In 2009 we have improved our market share in cheeses (mainly Grana Padano and Provolone) and butter, reacting rapidly to changes in the market place through new products, advertising campaigns and, from time to time, adjusting our prices more rapidly or increasing the intensity of promotion.

How we can make positive changes to blunt the impact of a similar situation in the future?

I believe that we always have to start from the needs of the consumer. The challenge is to understand them and offer the right products to meet those needs. Starting from the main concerns that create new trends in food consumption, we have to listen our consumers - really listen- to understand what they love and why. Only by making this effort can we really know the initiatives to take or the products to develop to reduce the impact of any crisis.

Environmental protection is a major concern. What is the impact of climate change on the development of your company? How has it adapted to this preoccupation?

We are collecting data to understand what are the main concerns of farmers and the environmental impact of dairy production. Our company is located in the middle of the Po Valley (45 000 sq km) and this land, only 15% of Italian territory, produces 80% of Italian milk. Of course we have to find a sustainable equilibrium, but at the same time we have to understand the realities of dairy production. Next year will be crucial to set a new approach in the production of milk which should take account of sustainable development.

What do you see as your biggest challenge as General Manager at Latteria Soresina ?

Latteria Soresina is a cooperative and was founded in 1900 with the aim of ensuring the right price of milk to shareholders in the long term, offering high quality products to consumers by combining tradition, experience and innovation. The biggest challenge is to ensure a profitable business to farmers, now and for future generations, in a turbulent era like the one we are living in, and growing the company at the same time.

Would you have a specific message to formulate?

Every crisis is hard to manage but is also a great opportunity. We must remember that we too are consumers and we need good and healthy products made with respect for the animals and for the environment. The future of the dairy market will depend on this, on the ability of the whole sector to work together, throughout the entire chain, focusing on consumers' needs for a better life in a better world.

Luciano Negri
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Dairy Nutrition and environmental sustainability

There is a widespread commitment by the dairy sector to make dairy production even more environmentally sustainable than it is today. When discussing dairy and environmental sustainability, it is important to also recognize the important nutritional value of the dairy sector in addition to its social and economic value.

Dairy foods contain a uniquely strong nutrient package, contributing a variety of essential nutrients, some of which would be difficult to replace from other foods. This nutrient richness is reflected by the inclusion of milk and dairy foods in the dietary guidelines of many countries.

Dairy products constitute one of many agricultural commodities that are needed to provide a variety of nourishing foods to a growing global population. Therefore, they should be produced in the most environmentally sustainable way possible. There are currently a number of voluntary initiatives in the dairy sector aimed at curbing water use, energy use and waste. At the same time, we should recognize that the environmental cost of producing alternative foods to replace dairy's nutrient contribution to the diet would be substantial.

IDF is working towards creating an environment in which the sector can keep delivering all its benefits – nutritional, social, environmental and economic. Climate change policy frameworks that are driving reduction of emissions should at the same time ensure that the world's population can be adequately nourished.

Update on paratuberculosis

IDF participated actively at a most recent workshop of the European Federation for Animal Health and Sanitary Safety (FESASS) on Bovine Paratuberculosis. The workshop aimed at presenting the state of play of scientific knowledge, the viewpoints of farmers and the industry as well, sharing the most recent experience in controlling Bovine Paratuberculosis (BPTB).

The key message of IDF from a dairy processor's perspective was that BPTB is a recognized animal health issue with significant impact on the dairy sector because of economic loss, disruption of supply, export restrictions and the potential to damage its reputation because of an earlier suspected link with Crohn's disease in humans. The meeting stressed the fact that the well-known risk management measures now applied throughout the dairy food chain also serve to prevent and control *Mycobacterium paratuberculosis* (M paratb.) Control of BPTB must be integral part of an animal health strategy aiming at ensuring sustainable dairy production in the medium-long term.

IDF argued that countries basing animal trade on herd-level tests for BPTB should not be considered excessively restrictive, in comparison with those relying on single animal testing. There is also a need to facilitate the evaluation and standardization of tests to be used both for trade and herd management purposes. Finally in order to ensure consistency of approach, there is a need for guidance on the action to be taken in the light of positive test results

With the latest research findings presented by the French Food Safety Authority (AFFSA) the workshop confirmed the lack of scientific evidence to link Paratuberculosis in animals and Crohn's disease in humans. While research into the possible role of M paratb. as a potential risk factor for human health will and must continue there was no support for applying the precautionary principle with regard to food safety as related to M paratb.

For more information on monitoring success of paratuberculosis programmes, read the new IDF Bulletin No. 441 available at www.fil-idf.org



New Codex Standard on Fermented Soybean Paste recognizes science-based nitrogen-protein conversion factor for soy protein

The recently published new Codex Regional Standard for Fermented Soybean Paste (Asia 1), CODEX STAN 298R-2009 recognizes the nitrogen protein conversion factor of 5.71 to be used and thus demonstrates the ability of Codex to adjust earlier decisions in favor of strengthening the role of science when developing new or revised food standards for international trade.

IDF had intervened successfully at the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) in 2006 with a clarification of the correct nitrogen protein conversion factors for different sources of protein in infant formulae according to scientific knowledge. As a follow-up, the Codex Alimentarius Commission adopted a Revised Standard for Infant Formula and Formulas for Special Medical Purposes Intended for Infants in 2007. The standard stipulates that the value of 6.38 is generally established as a specific factor appropriate for conversion of nitrogen to protein in milk products and the value of 5.71 as a specific factor for conversion of nitrogen to protein in soy products.

It is expected that the recently published new Codex Standard for Fermented Soybean Paste as well as the up-coming new Codex Standard for Non-fermented Soybean Products, currently at Step 2, (both are work items of the FAO/WHO Coordinating Committee for Asia) will also result in identifying the need for revision or withdrawal of the now 20-year-old Codex General Standard for Soy Protein Products (CODEX STAN 175-1989), which still contains reference to a scientifically incorrect nitrogen-protein conversion factor of 6.25.

The IDF publication "Comprehensive review of scientific literature pertaining to nitrogen protein conversion factors (IDF Bulletin 405/2006)" is available from the IDF website at: <http://www.fil-idf.org>

IDF Elie Metchnikoff Prize 2010 celebrates scientific discoveries in the field of fermented milk

IDF has launched the IDF Elie Metchnikoff Prize 2010 as a joint initiative in partnership with the Institut Pasteur and the International Scientific Association for Probiotics and Prebiotics (ISAPP).

The IDF Elie Metchnikoff Prize illustrates the increasing number of research and development initiatives in the field of fermented milks as a very dynamic branch of the dairy industry, improving nutrition and health worldwide. IDF and its partner organizations have attracted distinguished professors and world famous scientists Gerald W. Tannock (NZ), Gregor Reid (CA), Jim Versalovic (US), Michiel Kleerebezem (NL) and Liping Zhao (CN) to serve at the Scientific Expert Jury that will select the winners. The Award Committee is chaired by Mr. Luc Morelon of Group Lactalis (FR) and President of YLFA International.

The award ceremony will take place the occasion of the forthcoming IDF Symposium on Science and Technology of Fermented Milk in Tromsø, Norway, 7–9 June 2010

The IDF Elie Metchnikoff Prize 2010 has been established with sponsorship support from Yakult, Nestlé, Danone Research, Mead Johnson, DSM Food Specialties, Chr. Hansen, Danisco and the California Dairy Research Foundation.

For more information, visit www.IDFElieMetchnikoffPrize2010.com