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« The scientific expertise

for the **dairy sector worldwide** »



MESSAGE FROM THE DIRECTOR GENERAL

IDF prides itself in being recognized globally as the most comprehensive and authoritative source of information, expertise and knowledge on dairying.

One of the key roles of IDF is also to communicate on the unique benefits of the consumption of milk and milk products and how these can lead to better health and quality of life.

IDF therefore considers the widest promotion of nutritional science and the nutritional benefits of milk and milk products as an important future priority. In this context, I am pleased to report that Ms. Sandra Tuijelaars has joined IDF HO Staff as Nutrition Officer as of 1st October 2007.

Before joining IDF, Sandra worked at ILSI Europe where she managed scientific projects in the areas of nutrition and food safety as a Senior Scientific Project Manager. Among others, she was responsible for the EU PASSCLAIM project on criteria for the scientific substantiation of health claims and she also worked on food fortification and probiotics issues. She will use her international project management experience to coordinate the extensive worldwide IDF research in these fields.

Sandra has also expressed interest in collaborating with the world's best dairy experts. The communication of the health benefits of milk in a scientific and objective manner is crucial for the dairy sector. Fostering greater understanding of the link between health, nutrition and diet is crucial.

We are looking forward to an excellent collaboration and are happy to welcome Sandra in the dairy community.

Contact:

[Christian Robert](#), IDF Director General.





HIGHLIGHTS OF THE IDF WORLD DAIRY SUMMIT 2007, DUBLIN



IDF World Dairy Summit officially opened by the President of Ireland



The President of Ireland, Mrs Mary McAleese, opened officially the 27th World Dairy Summit organized by the International Dairy Federation.

She praised the innovation and technological developments that had taken place in the dairy sector at international level. "The sector's ability to manage change – and indeed to drive it – has been at the root of its success over the years, as shown by the pervasion of technology and innovation throughout the sector, from farms, through transportation and industrial plants."

In his response to the President's address, the President of IDF, Jim Begg, said "It is the environment which in my view, in the future will be the major driver of the nature of our products, and the way we produce them."

"The world's economic leaders have been meeting elsewhere this weekend discussing the whole issue of climate change and carbon emissions. This is an issue which affects us in the global dairy industry; so in the IDF, we must debate it, and indeed we must promote it to the top of our agenda." continued Jim Begg.

President Begg also called for young scientists' active participation in IDF. "In the coming months, we shall be working with our member countries to proactively engage with the young scientists and specialists of the dairy world, because they are our future, and they will very quickly find out that friendships and professional contacts formed through the IDF will last them a life time."

Over 900 delegates from more than 50 countries, are in Dublin this week to attend the International Dairy Federation's World Dairy Summit, which runs Monday, 1st – Thursday, 4th October, offering variety of symposia with the foremost experts in the world in the field of science, technology, economics, marketing and nutrition.



Dairy Leaders Forum



The Dairy Leaders Forum provided valuable insight from some of the world's most authoritative dairy leaders on issues facing global dairying and food production. The panel consisted of Rick Smith of Dairy Farmers of America's cooperative, Fonterra, New Zealand's, Andrew Ferrier, Irish Dairy Board's CEO Noel Coakley and Justin Sanders of Holland's giant cooperative, Campina.

The Irish Minister for Agriculture, Fisheries and Food, Mary Coughlan TD, delivered the keynote address. "We are united by a common interest in dairying, in our commitment and dedication to the growth and development of the dairy sector in all regions of the world."

Composition of the Board of Directors and SPCC after the elections held at the General Assembly of 30 September 2007 Dublin (IE)

At its General Assembly of 30th September 2007, the IDF confirmed its commitment to new strategies and better added value to the dairy industry by electing members to two new bodies which will strengthen IDF's leading role and scientific influence to promote the development of milk and milk products around the world.

Board of Directors

<i>Position</i>	<i>Name & country</i>	<i>Term</i>
President	Jim Begg (GB)	2004-2008
Chair SPCC	Claus Heggum (DK)	2007-2011
Delegate GA	Jörgen H. Christensen (DK)	2007-2009
Delegate GA	Philippe Jachnik (FR)	2007-2009
Delegate GA	Rusty Bishop (US)	2007-2008
Delegate GA	Bertus De Jongh (ZA)	2007-2008
Dairy sector	Thomas Coley (CH)	2007-2009
Dairy sector	Jeremy Hill (NZ)	2007-2008
National Secretary	Pierre Doyle (CA)	2007-2009
Director General	Christian Robert	2007-

Science and Programme Coordination Committee

Claus HEGGUM was elected Chair of the Science and Programme Coordination Committee

Claus Heggum is Chief consultant, Food Quality & Safety at the Danish Dairy Board. For more than 20 years, he has actively contributed to IDF's activities, in particular on issues related to food standards and food safety.

<i>Position</i>	<i>Name & country</i>	<i>Term</i>
Chair	Claus Heggum (DK)	2007-2011
Academia	Jun Bao (CN)	2007-2009
Analysis and Sampling	Paul Sauvé (CA)	2007-2008
Animal Health	Cheryl McCrindle (ZA)	2007-2009
Dairy Sector (farming)	David Homer (GB)	2007-2008
Dairy Sector (processing)	Jean Vignal (CH)	2007- 2009
Economics and Marketing	Craig Plymesser (US)	2007-2009
Food Standards	Michael Hickey (IE)	2007-2008
Hygiene and Safety	Olivier Cerf (FR)	2007-2008
Nutrition	Yvette Soustre (FR)	2007-2009
Technology	Ines Coldewey (DE)	2007-2008

IDF AWARD GOES TO DR PETER PARODI (AU)

This year's award winner is a highly praised scientist on dairy nutrition and in particular in milk lipids. On the world stage, Dr Parodi is a pioneer in CLA research.

During the past twenty years, Dr Parodi has set out to counter the view that dairy fat is unhealthy by publishing pioneering and comprehensive scientific reviews highlighting the benefits of dairy fat for the prevention of cancer¹.

In more recent years, Dr Parodi has expanded his reviews so that they highlight the numerous benefits of milk fat and comprehensively examine the published evidence linking consumption of saturated fatty acids from dairy foods to risk of coronary heart disease.

By highlighting the scientific evidence demonstrating the benefits of dairy fat and exposing the limited nature of the evidence showing dairy fat is detrimental to human health, Dr Parodi has made an important contribution to contemporary understanding of the role of dairy foods within a healthy, balanced diet.



¹ Journal of Nutrition, 1997, 127; 1055, and Journal of Dairy Science, 1999, 82; 1339



COMING SOON...



IDF Marketing Awards

Dairy companies around the world are eagerly awaiting the World Dairy Summit in Dublin to hear the results of this year's IDF Marketing Awards. A total of 25 campaigns from 9 countries were entered for the 3 categories of Innovation, Nutri-marketing and Marketing Communication.

Commenting on the 2007 Marketing Awards, Jim Begg, president of IDF said, "I am delighted that we've had a similar level of interest in these Awards as last year. Once again, this year's entries have reflected very high standards of branded marketing for dairy products. The importance of these Awards for IDF is that they provide an opportunity for dairy companies to showcase their marketing achievements, and they highlight the contribution that IDF makes in helping dairy companies benchmark their range of activities to generate revenue."

Commenting on the judging, the Awards co-ordinator, Dr Mike Johnston said, "The judges were very impressed by the winning campaigns in particular, and also by the overall standard of entries. The high level of strategic planning behind the campaigns was evident, as was the emphasis on evaluating the return on marketing investment. Selecting winners was not an easy task for the judges, and those campaigns that have won are excellent examples of best practise branded marketing for dairy products."

The winners will be announced at the Gala Dinner at the World Dairy Summit on 3 October.

Contact:

[Mike Johnston](#)



Yves Boutonnat IMP trophy

6 entries from 5 countries were received to compete for the Yves Boutonnat IMP trophy this year. The Yves Boutonnat IMP trophy will be presented at the closing banquet on 3 October 2007, during the IDF World Dairy Summit in Dublin, 29th September-4 October 2007.

The finalists for the 2007 IMP Trophy competition are:

- Scotland - Milk moustache campaign
- USA – Pizza Innovation
- Australia : Dairy Good for Life

The top 3 are selected to present their campaign and the winner is selected in secret ballot. The winner is considered the best in promoting the healthy image and life style and nutritional benefits of dairy foods.

The IMP Trophy competition was initiated in 1989 by the IMP Group. It is a means of showcasing the best generic advertising campaigns created recently amongst the group, to dairy farming and industry delegates attending the annual IDF World Dairy Summit,. In honour of one of its founding members, Yves Boutonnat, it is now called the Yves Boutonnat International Milk Promotion Trophy.

Contact:

[Dr. Stephan Mikinovic](#), Chair of the IMP Group



A special word of thanks is due to Mrs. Marie-Louise Bögemann (NL) and Dr. Thorsteinn Karlsson (IS) for their outstanding involvement in IDF work as National Secretaries.





Official opening of the IDF World Dairy Summit 2007 by the Irish President Mary McAleese

Mongolia: new member joining IDF!

IDF is also pleased to welcome Kazakhstan and the Philippines



Performance at the IDF Opening Ceremony, 1 October 2007



Keynote address by Jim Begg, IDF President



Dairy Leaders Forum, 1 October 2007





Dr. P. Parodi, winner of the IDF Award 2007



From left to right: Mary-Rose Rushe, Michael Hickey and Terri Cullinane

UPCOMING IDF EVENTS

4th International Symposium on Milk Genomics & Human Health, "Milk: from Genes to mRNA to Proteins," Napa, California (USA), 7-9 November 2007 Upcoming events



Poster Abstracts: due August 15, 2007
Download guidelines at www.milkgenomics.org

Online registration is now available:
www.milkgenomics.org or www.acteva.com/go/cdrf

The Sessions will focus on the proteomics of milk, regulation of milk protein expression, post-translation modification of milk proteins, proteomics of milk peptides and glycopeptides and bioactives of milk proteins as well as updates from the International Milk Genomics Consortium (IMGC). Topics have been selected to illustrate the underlying principles behind the health values of milk to serve as models for future discovery and application.

The event is organized by the California Dairy Research Foundation with support and assistance from IDF.

Contact:
[Ms. Jennifer Giambroni](mailto:Ms.Jennifer.Giambroni@cdfri.org)

IDF / INRA FIRST INTERNATIONAL SYMPOSIUM on "MINERALS & DAIRY PRODUCTS", October 1-3, 2008. Saint Malo, France

This symposium has been planned by the French research institute INRA in collaboration with the International Dairy Federation and its French National Committee. It will be organized in the West of France (Saint Malo in Brittany) in October 2008. The objectives of the first symposium in this domain is to provide an up-date on scientific knowledge in different areas (Chemistry, Physics, Biochemistry, Technologies and Nutrition), clarify the complexity of the behaviour of minerals, identify unresolved problems and propose new strategies in research and research-development sectors.

The symposium will be held in three sessions (minerals in dairy science, minerals in dairy technologies and dairy minerals in nutrition-health). Each session will start with a major review by an expert invited by the Scientific Program Committee. Dairy stakeholders from academia and industry are also invited to report on their latest findings in a series of contributed papers (opening of the website <http://www.inra.fr/mdp2008> and call for presentations as from September 2007). There will be approximately 30 presentations. Poster sessions will also be organized to complementing the oral presentations in order to enable a larger number of specialists to present the results of their work in these fields.

Participants will also be invited to join an optional technical visit in the area.

We hope the event will provide a better understanding of the role of minerals at different levels to researchers, scientists, students and experts from the industry.

Contact:
[Dr Frédéric Gaucheron](mailto:Dr.Frédéric.Gaucheron@inra.fr)

13th Annual Session of China Dairy Industry Association – launch of preparations for IDF Regional Symposium on Dairy-Based Infant Formulas and Fermented Milks to be held in Huhhot/Inner Mongolia China, in June 2009

Following the invitation of the China Dairy Industry Association, the IDF Technical Director met with representatives of different dairy stakeholder groups during the 13th Annual Session of CDIA in Tianjun, China, 23-25 August 2007.

Mr. Song KungGang, Chairman of CDIA, reported with pride that dairy farming and milk processing have developed with ever increasing speed in most recent years. The total number of cows in China has reached 13.63 million tons, which represents an increase of almost 300% compared to 2000. The total milk production in 2006 was 33.02 million tons compared to 9.19 million tons in 2000. During the first half of 2007, the total dairy industry output value amounted to 64.6 Bill. CNY. The rapid development of cow raising and processing has enhanced the farmers' income and improved people's diet and nutrition and thus made a great contributions to people's health.

CDIA is collaborating with the industry, local authorities and academia in order to tackle the following issues of current concern to the Chinese dairy industry:

- Insufficient guidance and macro-control as well as necessary follow-up with regard to establishing regulations and equal policies for dairy industry development across China;
- Improving the quality of raw milk through implementation of good dairy farming and milking practices;
- Gradual increase in milk production from currently 3.500 kg/cow and year up to 6.000 kg kg/cow and year (on average) through livestock improvements;
- Putting more emphasis on development of sustainable practices in animal husbandry and dairy processing;
- Better coordination of location of new dairy plants in order to retain and exploit the processing capacity of existing dairy plants to the fullest extent possible;
- Protect and defend milk and milk products against on-going anti-dairy nutrition campaigns;
- Improve cooperation between milk processors and local governments to establish fair pricing system taking into account cost variation in order to ensure economic benefits to dairy farmers, in particular small scale holders, all over the country;
- Expand the diversity of dairy products, in particular cheeses, on the market through increase in research and product development;
- Increase export/ international trade of dairy products made in China;
- Promotion of domestic consumption through dairy nutrition campaigns including events such as "World Milk Day" and " National Milk Nutrition Week"

It was agreed to continue the very successful collaboration of CDIA and IDF with the organization of a major regional IDF symposium on fermented milks and dairy-based infant formulae to be held in Huhhot/Inner Mongolia in 2009. The event will gather top expertise in science, technology and nutrition for a fruitful exchange and transfer of knowledge with stakeholders from the Chinese dairy sector and neighbouring countries of Central/East Asia. The IDF National Committees of Japan, Republic of Korea and Mongolia (under formation) have been invited to join the programme Committee.



The city of Huhhot has recently been elected "Dairy Capital of China". It is the location of the headquarters of the two largest dairy industry players of China, Inner Mongolia Mengniu Dairy Industry Group and Inner Mongolia Yili Industry Group. Located in the centre of the Chinese region of Inner Mongolia, Huhhot is the place where the most phenomenal growth of the dairy industry of modern times is taking place.

The IDF National Committee of China is very pleased to invite IDF colleagues interested in to contribute to and participate at the event.

Contact:

[Joerg Seifert](#), IDF Technical Director

Hosts and international guests at the 13th Annual Session of the China Dairy Industry Association, from left to right:

Ms. Meiyan Yu, Secretary of the Chinese National Committee of the IDF, Mr. Song KunGang, Chair of CDIA, Mr. Hiroshi Shibata, President of Japan Federation of Milk Processors Co-operatives, Mr. Joerg Seifert, IDF Technical Director, Mrs. Mu JingJun, Vice Chair of CDIA, Mr. Kim Myung-Guil, Vice-Chairman, Korea Dairy Industries Association



NEW IDF PUBLICATIONS



Bulletins of the month

"The health benefits of milk and dairy products" Bulletin of IDF n°417/2007

This new IDF publication provides insights into the latest health research and nutrition knowledge, focusing on the positive health benefits of milk components.

"Good Dairy Farming Practices related to Primary Production of Milk and Farm Management" Bulletin of IDF n°418/2007

The development of sustainable management systems is now a high priority everywhere as social and environmental aspects of milk production are of increasing importance to both consumers and producers. Good practices at farm level with regard to animal health, milking hygiene, animal feeding and water, animal welfare and the environment are essential tools to ensure that the needs of the food industry and ultimately the expectations of the consumer can be met.

Collaborative studies organized to include sheep and goat milk in the scope of joint standard ISO 5764/IDF 108: 2002 milk – Determination of freezing point – Thermistor cryoscope method (Reference method) Bulletin of the IDF No. 419/2007

This free of charge Bulletin of IDF presents the collaborative studies organized to include sheep and goat milk in the scope of joint standard ISO 5764/IDF 108: 2002 Milk – Determination of freezing point – Thermistor cryoscope method (Reference method).

"Coagulation of Milk: Processes and Characteristics" is the new Bulletin of IDF n°420/2007

This issue of the Bulletin will provide the reader with sufficient references to gain an understanding of the complexity and diversity of the milk coagulation reaction as encountered in the manufacture of dairy products. This review is not intended provide a legal opinion on the interpretation of current international dairy standards.

"Foot and mouth disease and the dairy industry: problems and prevention" Bulletin of IDF n°421/2007

Strategies and current scientific thinking on how to monitor and optimize the control of Foot and mouth disease (FMD) are unveiled in this new issue of the IDF Bulletin.

"Reduction of Greenhouse Gas Emissions at farm and manufacturing levels" Bulletin of IDF n°422/2007

Strategies to reduce GHG emissions in the dairy industry have to be evaluated at a global level. Some responses are presented in this issue.

"The World Dairy Situation 2007" Bulletin of IDF n°423/2007

This major publication comprising statistics on production, consumption and trade, assists researchers, policymakers and economists in providing an exclusive tool for strategy formulation.



Joint IDF/ISO standards

Standard 119:2007/ISO 8070 - Milk and milk products - Determination of calcium, sodium, potassium and magnesium contents - Atomic absorption spectrometric method

This standard specifies a flame atomic absorption spectrometric method for the determination of calcium, sodium, potassium and magnesium contents in milk and milk products. The method is applicable for milk and whey, buttermilk, yogurt, cream, dried milk, butter, cheese, casein and caseinate.

Pages: 14 - Price: 51,66 Euro

Available in English and French.

Contact:

[Oscar Chavez](#), IDF Office Manager

 **DO NOT MISS OUT...**

 **IDF World Dairy Summit 2008, Mexico, 8-14 November 2008 "Facing the supply challenge: the industry in a new environment"**



The dairy sector is currently facing important challenges, such as climate change, economic policies of developed and developing countries, agriculture competition, globalization, technological innovation, etc. The IDF 2008 World Dairy Summit in Mexico City, Mexico, will be a unique opportunity to discuss these challenges as well as to discover the Mexican culture.

Visit the stand in the Foyer of the main conference hall.

To be kept up-to-date, visit the events site at www.wds2008mexico.com



« The scientific expertise for the dairy sector worldwide »

A new IDF Website will be launched by the end of this year.
Visit www.fil-idf.org for regular updates on IDF.