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Message from the Director General

Value, Impact and Influence... IDF is moving forward



Besides our ambitious program of work and activities, which includes more than 130 projects, IDF continues to provide increased value and benefits to its members.

With additional competences, new tools and improved procedures, IDF is now able to play a more significant leading role in fostering progress in the key areas of work. Our latest initiatives include the organization of a roundtable involving various stakeholders of the value chain including for the first time representatives of the distribution.

The IDF World Dairy Summit will feature the very first global dairy roundtable on supply chain issues. Satellite events will also contribute to the exchange of expertise and offer further networking opportunities for leaders, experts and opinion formers.

Another way we can provide value to our members is to support any National Committee facing challenges, as well as all those who have recently joined. For example, IDF can provide communication support and promotional material for "NCs open doors" meetings, and offer specific guidance on best practices about IDF visibility at events. Key success factors include optimal collaboration with members, which has been much encouraged in the recent past.

In the last few months, more initiatives have been taken in the communications area, with additional resources and investments. IDF has developed new collaborations with media partners and advisory group experts, and is now utilizing new social media channels. This progress has aided the promotion of specific activities, such as the World Dairy Situation report and new partnerships, improving the impact and visibility of IDF. The new IDF corporate brochure that will be distributed at the Summilks in Parma will also illustrate the vision, the swift culture and the 4 pillars of strength of IDF.

So that IDF can be as effective as possible in meeting your needs, we would be happy to receive all your feedback and suggestions concerning these latest developments.

In every area, we try every day to build and improve IDF's level of excellence as well as IDF global influence, for the benefit of our members.

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

PROMOTION OF IDF

Promotion of IDF

Workshop on quality of milk, Brazil, July 2011

The BR NC invited our Director General, Christian Robert to participate in a workshop organized by Embrapa on “Quality of Milk” in Juiz de Fora, Brazil. The purpose of this visit was to address the audience with a presentation detailing, among others, the membership benefits for the IDF Community.

The workshop itself was also conducted by international experts from UK and NZ and was organized alongside a large exhibition of dairy products and equipment. Moreover, and in consideration of the importance of the dairy sector in that region of Brazil, authorities from several provinces of Brazil held a meeting at the same venue. Christian Robert was invited to attend this meeting to comment on IDF objectives and priorities of action in Brazil.

The specific structure of the Brazilian Dairy Sector, and the numerous challenges it faces, including the limited awareness outside the cities of Sao Paulo and Juiz de Fora, were discussed with the aim of developing a new action plan with clear priorities for IDF Brazil development in the near future.

The ambitious IDF NC of BR is intending to organize events in the year to come in collaboration with state organizations like Embrapa and Polo de Leite, as well as with IDF partners.



Christian Robert at the workshop on quality of milk in Brazil

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

IDF PROGRAMME OF WORK

New edition of the IDF Programme of Work: now available from IDF Intranet

The IDF Head Office has published the updated IDF Programme of Work, edition of 1 September 2011. The IDF Programme of Work comprises currently over 130 work items, and is organized by 18 Standing Committees and 2 Task Forces covering 9 strategic working areas: Animal Health and Animal Welfare, Dairy Science and Technology, Economics, Marketing and Policies, Environment, Farm Management, Food Standards, Hygiene and Safety, Methods of Analysis and Sampling, and Nutrition. There are 1,200 volunteer experts representing academia, the dairy supply industry, dairy farmers, nutritionists and government from more than 50 countries.

The document is available to IDF members and experts from the IDF Intranet. It allows us to review the current progress and debate future priorities for IDF, and also to ensure the participation of the world's best dairy experts.

Contact: [Joerg Seifert](#), IDF Technical Director

IDF Standing Committee on Farm Management – finalization of update of IDF/FAO Guide to Good Dairy Farming Practice

IDF members have concluded the final round of consultation and approval for the updated IDF/FAO Guide to Good Dairy Farming Practice. The document provides a practical, farm orientated, achievable framework document for the establishment of on-farm quality assurance schemes worldwide. The IDF/FAO guide addresses all relevant elements of good dairy farming (which are constantly evolving), such as key aspects of animal health, milk hygiene, nutrition,

welfare, the environment and socio-economic issues. IDF/FAO focus is on the desired outcomes, rather than on specific, prescriptive actions and processes that are achievable in the diverse range of dairy farming systems used around the world. The updated Guide will be presented during the upcoming IDF World Dairy Summit in Parma (IT).

Contact: [Joerg Seifert](#), IDF Technical Director

Task Force on Animal Feeding – up-date of IDF/FAO/IFCN “World Mapping of Animal Feeding Systems in the Dairy Sector”

A joint IDF/FAO/IFCN expert workshop held in Kiel, Germany, has reviewed the data collected by a number of partner organizations on animal feeding systems in the dairy sector. Following a preliminary analysis of the findings, the contents and format of the planned joint presentation during the joint FAO/IDF conference on “Sustainable Feed Security” at the IDF World Dairy Summit were agreed upon. The work will lead to a joint IDF/FAO/IFCN report to be published in early 2012. The IDF Head Office initiated the development of a special website to present the key results in an interactive and attractive format.



IDF/FAO/IFCN workshop participants

As a next step, the IDF Task Force, including representatives from leading international governmental IDF partner organizations FAO and OIE, as well as the lead organizations representing the animal feed industry, IFIF and FEFAC, will consider the impact of feeding modifications on existing systems, including impact on animal health, animal welfare and productivity of milk production worldwide prior to arriving at recommendations for the global dairy sector.

Contact: [Joerg Seifert](#), IDF Technical Director

Benefits of dairying

The IDF Head Office hosted a conference call on June 28 for the official launch of the Benefits of Dairying project.

An SPCC initiative, the Benefits of Dairying project is a working concept rather than an end product. The goal is to identify positive messages in the dairy world and provide a large pool of stories and facts underlining the benefits of dairying.

Under the coordination of Caroline Leroux, three team leaders will liaise with volunteer experts to produce a series of factsheets. It has been agreed by SPCC that the preliminary work already undertaken by Benoît Rouyer (FR) on economic importance of dairying, the IDF nutrition officer on nutritional importance of dairying and Joerg Seifert/ Stanislav Jas (IDF) on milk production is a key driver for sustainable rural development will be taken forward by IDF Standing Committee meetings in Parma.

Standing Committees will appoint Action Teams and drafting leaders for each of the proposed items. Several experts have already agreed to work together and come up with a first batch of topics.

In the long term, all IDF members are encouraged to take part in this initiative and to use the pool of factsheets as needed, to showcase the true benefits of the dairy sector.

RELATIONS WITH INTERNATIONAL ORGANIZATIONS

Food and Agriculture Organization of the United Nations (FAO) – Proposed partnership on benchmarking and monitoring the environmental performance of livestock supply chains

As an outcome of a multi-stakeholder meeting at FAO Rome at the end of March 2011, FAO has submitted a draft proposal for a joint FAO/multi stakeholder cooperative programme on benchmarking and monitoring the environmental performance of livestock supply chains. The proposed partnership includes IDF and a number of other private livestock sector organizations representing a very comprehensive range of agri-food industries. The proposal builds on the pioneering partnership between FAO and IDF with regard to “Greenhouse gas emissions from animal food chains” that was initiated in 2008 and has resulted in the provision of a FAO reference figure for GHG emissions from the dairy sector in 2010.

The FAO proposal comprises four pillars of action:

- Development of sector-specific guidelines and methods for the life-cycle analysis of greenhouse gas emissions;
- Preparation of a global database on greenhouse gas emissions associated with the production of plant-based feed ingredients;
- Developing measures of the wider environmental performance (water consumption, nutrient losses and water quality, biodiversity); and
- Developing and implementing the Partnership’s communication strategy.

The FAO draft proposal was submitted to the members of the IDF Standing Committee on Environment (SCENV) in August 2011 for evaluation and to ascertain possible interest in active participation. The outcome of a teleconference meeting of the new SCENV Action Team on LCA Monitoring will be referred to the IDF SCENV and Science and Programme Coordination Committee for consideration in Parma.

Contact: [Joerg Seifert](#), IDF Technical Director

Codex Alimentarius Commission

The 32nd Session of the Codex Alimentarius Commission took place in Geneva (CH), from 4-9 July 2011.

Adopted new Codex standards and related texts of key relevance to the dairy sector:

- Draft Guidelines for Risk Analysis of Food borne Antimicrobial Resistance;
- Draft Annex to the Guidelines on Nutrition Labelling: General Principles for Establishing Nutrient Reference Values of Vitamins and Minerals for General Population;
- Revision of the Guidelines on Nutrition Labelling: List of Nutrients that are always declared on a Voluntary or Mandatory Basis. Trans Fatty Acids do not appear on the list of nutrients that are always declared on a voluntary or mandatory basis, but a foot note applies allowing countries where TFA is a public health concern to consider the declaration of TFA in nutrition labelling;
- Draft Revised Guidelines on Measurement Uncertainty;
- Draft and proposed draft food additive provisions of the General Standards for Food Additives (GSFA);
- Amendments to the International Numbering System for Food Additives;
- Specifications for the Identity and Purity of Food Additives.

Codex New Work of key relevance to the dairy sector – subject to current and future work of IDF:

- Regional Standard for Ayrán (CCEURO);
- Regional Standard for Doogh (CCNEA);
- Principles for Sampling and Testing in International Food Trade (CCMAS);
- Definitions and Criteria for Proprietary Methods in Codex Standards for Inclusion in the Procedural Manual (CCMAS).

No discontinuation of Codex work on standard for processed cheese

After lengthy discussions it was agreed to hold off on discontinuing work on the processed cheese standard until further information is gathered for consideration at the next session. A Circular Letter will seek information on trade problems associated with these products and also on responses to questions about the scope, content and technical specifications for one or more processed cheese standards.

OIE statement to the Codex Commission

OIE reiterated its wish to strengthen its relationship with Codex, including the proposed joint development of standards relevant to safe food of animal origin. This will be discussed at the 2012 session of CCGP and OIE signalled their intent to continue to work with the Codex Secretariat on this.

Draft MRLs for Bovine Somatotropin

It was agreed that the Codex Secretariat will prepare a paper to recall the history and development of this item for full CAC reconsideration and debate in July 2012.

Draft MRLs for Ractopamine

This issue had overshadowed the CAC meeting in 2011, occupying a full day of the meeting. The result of the secret ballot vote was to hold the standard Draft MRLs at Step 8.

Details on other matters are available in the official Codex ALINORM report on the Codex website www.codexalimentarius.net or in the IDF observers' report available on the IDF Intranet.

Next meeting

Rome, Italy, 2-7 July 2012

Contact: [Roger Hall](#), Chair of the IDF Food Standards Steering Group

Progress in developing the Global Dairy Agenda for Action

The Global Dairy Agenda for Action (GDAA) has made significant progress since it was signed in Berlin two years ago. IDF Head Office has stepped up its coordination work to ensure that the dedicated GDAA conference at the World Dairy Summit on 19 October becomes an important milestone in the Agenda's development. The efforts focus on two major activities:

First, the GDAA signatory organizations have shaped the programme in order to attract a broad audience of stakeholders from the dairy chain and beyond. The aim is to convey the messages that progress happens all over the globe, along the whole supply chain, and in meeting all five GDAA commitments. The programme can be downloaded from the Summilk website.

Second, a comprehensive progress report, providing detailed supporting evidence of achievements, is due to be presented during the conference. It will be made available in electronic format at the IDF dairy sustainability 'Green Paper' website for free download. The report is based on information provided by IDF National Committees, the Green Paper website (now rich with more than 380 case studies), and on input from the GDAA signatory organizations. The draft report, its main messages and areas of future work have all received strong support.

IDF national committees are currently being consulted to ensure the data concerning their country or region is accurate. With this global assistance, the report is set to be finalized by the end of September.

Contact: [Stan Jas](#), IDF Environment & Sustainability Officer

Global Dairy Platform (GDP)

The most recent meeting of the GDP Communications and Scientific Advisory Board (CSAB) has reconfirmed the strong partnership between IDF and GDP in strengthening industry efforts to enhance the image of milk and dairy products around the world.



GDP CSAB members and GDP staff

The meeting was hosted by FrieslandCampina at its headquarters in Amersfoort (NL). CSAB members, including J. Seifert representing IDF, debated progress on the three identified priority items for GDP. The objective is to enhance communications about dairy's nutrient density, to provide a more balanced view of milkfat and to coordinate the promotion of new achievements in dairy sustainability.

Contact: [Joerg Seifert](#), IDF Technical Director

COMMUNICATIONS

IDF joins the social media revolution

IDF is now on Facebook, Twitter and LinkedIn.

Social media allows us to engage directly with members and non-members alike and to develop our connections across the global dairy sector. By broadening our reach in this way we not only enhance the flow of information, but also boost our promotional prospects.

In the lead up to the World Dairy Summit, our new social media profiles have become an integral promotional tool. Whether encouraging our followers to register, or providing details about specific conferences, a short post goes a long way in the world of social media.

We can now communicate the most recent IDF news quicker than ever, and given the impending completion of several major projects, there has never been a better time. As soon as a new report is made available we can let our followers know – essential in a world of instant updates.

Don't forget to visit and "like" our Facebook Fan Pages: 'International Dairy Federation' and 'IDF World Dairy Summit 2011'.

For all the latest tweets follow us on Twitter: @FIL_IDF

For nutrition related news follow @IDF_Nutrition

For updates on our environmental initiatives follow @DairySustnble

To develop your professional network, make sure you "connect" with the 'IDF Admin' profile on LinkedIn.

IDF EVENTS

SWIFT meeting at the IDF WDS Parma

An IDF SWIFT Forum will take place on Sunday 16 October 2011 at the IDF World Dairy Summit.

IDF President Richard Doyle will be reviewing the highlight achievements of the past year, followed by detailed presentations on recent IDF successes following the SWIFT vision:

- **Speed in the issue management process:** Craig Plymesser (US IDF SPCC member) will provide insights into new IDF pathways to deal with issues of topical relevance and concern to the dairy industry;
- **Worldwide visibility through international cooperation:** Joerg Seifert (IDF) will demonstrate the unique positioning and strength of IDF to form and exploit international alliances for creating “win-win” situations for the global dairy sector and its partners at governmental and private sector level;
- **Impact on good farming practices:** A representative of the FAO will highlight the specific example of successful IDF/FAO collaboration project for improving dairy farming practices and milk production worldwide as a contribution to achieving sustainable food security for all;
- **Focus on starter cultures documentation:** Svend Laulund (European Food and Feed Cultures Association/ EFFCA) will illustrate how IDF and EFFCA have pulled together strength and resources in developing a worldwide reference inventory based on robust science and which has become globally accepted as an alternative to costly risk assessment procedures for well-documented safe microorganisms applied in milk products such as yoghurt and cheese;
- **Transparency in the future direction of IDF:** Claus Heggum will conclude the meeting by providing a vision for the future development of IDF including up-coming priorities.

The meeting offers a unique opportunity to learn about the key challenges facing the global dairy sector of today and tomorrow, and how these issues will be addressed by IDF.

Contact: [Joerg Seifert](#), IDF Technical Director

International ice cream symposium "Inter-Ice" in Cologne, Germany, 6-8 December 2011, in partnership with IDF



IDF has become a supporting partner of this upcoming event, which is organized and hosted by the Central College of the German Confectionary Industry (ZDS). It will provide a platform for the presentation of the latest research findings and developments in industrial applications in the ice cream sector, involving top professionals from academia and industry from all over the world. Key subject areas are markets & trends, legislation, technology & processes, raw materials, analysis and sustainability. Particular focus will be on the latest trends in the evolution, production and marketing of ice cream products.

For more information, please visit:

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

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The international Dairy Federation is the pre-eminent source of scientific and technical expertise for all stakeholders in the dairy chain. Membership covers 56 countries and is growing; IDF accounts for about 85% of the world's total milk production. IDF aims to identify and disseminate best practice at the international level, in order to guide and harmonise members' work on issues including climate change, nutrition and food hygiene at the national level.

The scientific expertise for the dairy sector worldwide