



INTERNATIONAL DAIRY FEDERATION - GERMAN NATIONAL COMMITTEE



NEWSLETTER

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MONDAY 21 SEPTEMBER 2009



IDF World Dairy Summit **United Dairy World 2009**

BERLIN 20-24 SEPTEMBER



VERBAND DER DEUTSCHEN MILCHWIRTSCHAFT E.V. | MARITIM HOTEL BERLIN | WWW.WDS2009.COM

WELCOME MESSAGE FROM IDF PRESIDENT



Richard Doyle
IDF President

Joining efforts to create a profitable and sustainable dairy sector

It is with great pleasure that I welcome you to the IDF World Dairy Summit 2009. I am delighted to see so many faces, both familiar and new, and I look forward to a host of wide-ranging discussions with you.

I would like to extend my deep and personal thanks to the German Dairy Association for the exceptional time and effort they have invested in order to ensure the IDF World Dairy Summit is, once again, a huge success.

The annual IDF World Dairy Summit is the premier dairy event of the year. It is the gathering platform that unites all dairy industry segments to create a sustainable, profitable and expanding industry and I am pleased that Berlin will provide the location for such a pivotal event.

This year's conference programme, world-class speakers and technical visits will deliver value to your daily business and positive energy for the road ahead. You will have the opportunity to take part in discussions between industry leaders on the current challenges the dairy industry face and explore ways of ensuring the future of the industry and your business is prosperous.

It is also my pleasure to announce that during this event, on 24 September, the dairy industry will make history by signing a *Global Dairy Agenda for Action*.

I hope that this truly international event provides the opportunity to build on your network and I invite you to play a part in the conferences and discussions that will shape the future of the dairy industry globally.

Yours sincerely,

A handwritten signature in black ink, which appears to read 'Richard Doyle'.

EXPERT VIEW ON FUTURE MARKET DEVELOPMENT



IDF World Dairy Summit
United Dairy World 2009

“I see growth in the future”

In the run up to the WDS 2009, IDF spoke with Dr. Karl-Heinz Engel, head of the co-operative Hochwald Group and President of the German Dairy Industry Association MIV. Dr. Engel explains his views on the future development of markets and the price situation.

IDF: How would you describe the actual status of the German dairy market that is surely also affected by the global economic crisis?

Dr. Engel: Germany is the second biggest milk processor worldwide and the largest milk producer in the EU 27. Germany was also affected by the bank crisis and lower demand worldwide as well as lower demand within the EU made life complicated for all of us.

IDF: Milk prices (and earnings from products) everywhere have been decreasing for some time now. Would you agree that New Zealand has now become the benchmark for the global dairy market in terms of commodity prices or do exporters have means to get out of the ongoing downward spiral, i.e. by offering special products?

Dr. Engel: Certainly, New Zealand became the benchmark while we do not hope to have the same milk price here. The EU is again offering refunds for exports, which help us to grant a better milk price. Furthermore, the added value of European products, mainly in the cheese sector supports the EU price.

IDF: What would be the pre-conditions for a recovery of milk prices?

Dr. Engel: I believe we would need a better demand from importer's countries, lower production in the US and Oceania and a functioning banking system.

IDF: Do you see signs for such a recovery?

Dr. Engel: The current price level is not the real price level. In August we realized the first positive signals on the European and the German milk market. Prices on the spot market have also increased, indicating a better market for milk worldwide.

IDF: While it is certain that recovery will come, the current challenge is to communicate to dairy farmers that the situation is not all hopeless and the future prospects of dairying are good. How do you communicate within your company and with your milk suppliers?

Dr. Engel: We always communicate in a positive way. If I have a look at different outlooks from the World Bank or the Rabobank I do see growth in the future for the milk sector. Europe is one of the main areas with good preconditions for dairy production. The dairy farming regions are often of particular value for their landscape, especially in mountainous areas. There is no lack of water, which is also a good condition for our producers.

IDF: What do you personally expect from your attendance at the IDF meeting in Berlin?

Dr. Engel: The IDF meeting is an excellent chance to get in contact with dairy businesses from all over the world. The exchange of information with colleagues from different countries is something I find integral to the success of a business.



Dr. Karl-Heinz Engel
Head of Hochwald Group

The Hochwald Group deals with the development, production and trade of dairy products and tinned sausages. Hochwald exports its goods all over the world into 130 countries, with its quota amounting to more than 33% of the total turnover. For more information please visit www.hochwald.de.

IDF GENERAL ASSEMBLY HIGHLIGHTS



Building a stronger IDF

By Christian Robert, IDF Director General



On Sunday 20th September 37 member countries participated in the General Assembly at the IDF World Dairy Summit 2009.

This was the opportunity to celebrate, once again, a successful year for IDF who continue to play a leading role in several areas of its programme of work. This year saw particular emphasis on collaboration with key international organisations

such as FAO, SAI and GDP in order to accelerate development of specific projects, particularly in the areas of environmental sustainability and nutrition & health. This highlights a United Dairy World with contributions from all stakeholders and organizations, working together towards the creation of increased value and new success stories across the dairy sector.

As most of the world was confronted with the global crisis, the IDF message was delivered around the need to improve focus on strategic projects and collaboration with partners in order to accelerate achievements, optimize efficiency and maximize communication. IDF provides a strategic meeting point for members, partners and organisations of the dairy sector worldwide.

In the future, IDF has made communication a high priority and will benefit from an increased collaboration with top media agencies around the world with the aim of better exploiting outcomes and achievements related to the programme of work.

An ambitious investment plan in new information technologies has also recently been approved, consequently allowing for some effective cost reductions as well as more efficient tools to support performance improvements. All IDF work has taken full advantage of the benefits and increases in added value as well as to the opportunity for development of new services to members provided by an optimal use of resources and the involvement of world-class expertise.

Additionally, there has been a recent expansion of membership with two new members, Turkey and Zimbabwe joining IDF and being applauded by the participants of the General Assembly.



Dates for the calendar

November 2010 - IDF World Dairy Summit - Auckland, New Zealand

October 2011 - IDF World Dairy Summit - Florence, Italy

November 2012 - IDF World Dairy Summit - Cape Town, South Africa

October 2013 - IDF World Dairy Summit - Japan

IDF OPEN FORUM HIGHLIGHTS



IDF Open Forum outlines future strategies to tackle key challenges

By Joerg Seifert, IDF Technical Director

The IDF Open Forum on Present and Future IDF work was held on 20 September 2009 with participation of a broad range of IDF stakeholders from the entire dairy value chain. The meeting focused on IDF strategies and action plans with regard to four topical areas which include environment/sustainability and related communication activities, nutrition/milkfat, integrity of supplier's milk and animal welfare.



IDF President, Richard Doyle, presented the latest developments on IDF collaboration with other international organizations. He also gave an overview on IDF communication strategies in the area of environmental sustainability. Jean-Baptiste Dollé, leading LCA expert from France, addressed the IDF project on development of a standardized methodology for the carbon footprint of dairy products. Results of the project will be unveiled in February 2010. The IDF communication expert Craig Plymessaer of DMI/USA outlined the challenges of formulating communication strategies and action plans to address various audiences with adequate messages. The meeting noted that the communication aspects were particularly sensitive when defending the sustainability of the dairy production chain. The presentations triggered a lively debate with the aim of identifying additional actions for future work.

Sandra Tuijelaars, IDF Nutrition Officer, emphasized that due to the long advocated 'diet-heart' hypothesis linking saturated fat to

higher risk of heart disease, and milkfat containing saturated fatty acids, milkfat is erroneously associated with a negative image. IDF considers that a repositioning of milkfat is urgently needed and aims to steer the debate in the right direction in order to return emphasis back on a healthy diet rather than on fat.

Claus Heggum, the Chair of the IDF Science and Programme Co-ordination Committee and of the IDF Task Force on Monitoring the Integrity of Suppliers' Milk, reported on the successful result of producing an IDF inventory to prevent future contamination of milk with foreign substances.

IDF's Technical Director, Joerg Seifert presented the future IDF strategy on tackling animal welfare through a series of new scientific-technical work items which will be IDF's input to forthcoming OIE standard-setting activities. He also outlined a set of targeted communication activities to demonstrate leadership of IDF and on-going action of the dairy sector.

The meeting ended with the introduction a new concept of furnishing information from IDF National Committees in order to shape new IDF work priorities in a more efficient and effective manner.



IDF NATIONAL SECRETARIES FORUM HIGHLIGHTS



IDF National Secretaries address the challenges faced for a more vibrant international organization

By Pierre Doyle, Executive Director FIL-IDF Canada

IDF National Secretaries gathered in beautiful Berlin during the World Dairy Summit 2009 where issues relevant to the National Committees of IDF were discussed. Challenges posed in order to increase IDF's visibility both at international and national level were addressed by the secretaries.

After reviewing the results of the questionnaire sent to National Committees on the organizational structure and communication issues, the ways and means of addressing these issues were raised.

Some of the key issues debated this year include:

- Public Health and Food Safety, including health claims;
- Industry Integrity and Animal Welfare;
- Supply Chain Integrity;
- Structural Changes and impact on national committees;
- Issues Management;
- R & D Environment;
- Collaborative Potential.



The Dinner of the National Secretaries

Participants concluded the IDF National Committee Secretaries Forum on Saturday with a dinner at 40seconds Club & Bar.

The dinner, with the theme of „self cooking“, commenced at 18:30 and gave the national committee members a chance to discuss the day's conversations and outcomes in a relaxed atmosphere.



On this occasion, two active secretaries, Dominique Burel (FR) and Oldrich Obermaier (CZ) were thanked for their valuable contribution to the IDF community



TECHNICAL TOURS



Don't miss the range of Technical Tours on offer this Wednesday!

Humana Milchindustrie GmbH, Altentreptow & Dairy Farm 08.00 - 17.00

Here you will be visiting one of the most modern and productive cheese plants in Germany. Also included is a visit to the milk production company Ramin Agrar GmbH & Co in Ramin.

To register your place on these tours please visit the Summit Office.

The Dairy Industry Training and Research Institute (MLUA Oranienburg) 09.00 - 17.00

MLUA Oranienburg e.V. is considered a center of excellence in the dairy industry due to its comprehensive program for education, training and advanced training, its broad spectrum of analytical methods as well as its research and consulting activities.

On this tour you will gain insight into the investigations required for the quality assurance of milk and dairy products.



Not to miss...

There will be a choice of three technical tours available on Thursday, each providing an insight into the world of German Dairy Farming.

Sachsenmilch AG, Leppersdorf & Dairy Farm 08:00-17:00

Europe's most modern production site of milk is located in Leppersdorf. Here the valuable raw material is optimally processed into basic and fresh products such as cheese, milk, and dairy derivatives.

The tour also includes a site visit to the milk production company Agrargenossenschaft Beerendorf eG in Delitsch.

LKV Brandenburg e.V, Waldsiefersdorf & Dairy Farm

09:00-17:00

The LKV Brandenburg e.V. offers a range of services for all areas of agriculture such as milk recording, milk quality testing, milk

quality consulting in addition to the earmarking and registration of cattle, pigs, sheep and goats. On the tour you will gain insight into this modern, high-performance central laboratory, which has been accredited since 1994.

RBB Rinderproduktion Berlin-Brandenburg GmbH & Dairy Farm

09.00-17.00

RBB GmbH is active in the business areas of cattle breeding, insemination and marketing. A visit to the RBB Marketing Center, the educational and experimental institute, as well as a modern dairy farm will complement the tour to the Gross Kreuz animal breeding station.

The tour also includes a visit to the Damsdorf Wessels GbR farm in Kloster Lehnin.

To register your place on these tours please visit the Summit Office.

ALSO IN THE NEWS



Social Tours

Take time out from the busy schedule to enjoy some of the recreational and cultural activities that Berlin has to offer. There are a variety of tours available throughout the summit, from the search for the Berlin wall to a relaxing boat ride along the city's meandering rivers and canals.

For more information and to register for these trips, please visit the **summit office** and fill out the 'registration social events' form.



Monday 21st September

14:00 - 17:00 Tour 3 - **Where was the Wall?**

14:00 - 17:00 Tour 1 - **Berlin for Newcomers**

Tuesday 22nd September

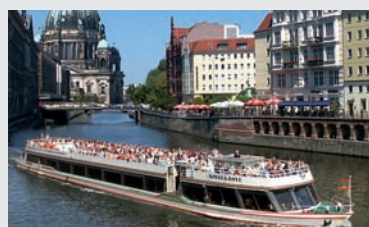
09:00 - 12:00 Tour 4 - **New Architecture & the Reichstag**

09:00 - 17:00 Tour 5 - **Postdam: The Royal Tour**

Wednesday 23rd September

09:00 - 12:00 Tour 1 - **Berlin for Newcomers**

14:00 - 17:00 Tour 2 - **Berlin by Boat**



REMEMBER...

...Farmers Dinner tomorrow tonight at 7:30 in Hall Maritim.

On the second evening of the summit, DeLaval invites all participants to the Farmers Dinner where Bavaria's agricultural minister Helmut Brunner will open the evening. Here farmers from all over the world will meet and enjoy a relaxing dinner.

Participants are invited to convene at 19:30 for a welcome beverage and then proceed to the Hall Maritim where dinner will be served.

Please visit the Summit Office to purchase your ticket for the dinner at a late booking price of 60 euros / person.

Updated information
www.wds2009.com



Not to miss!

It is with great pleasure that IDF and the German National Committee welcome you to the World Dairy Summit 2009 and invite you to attend the Welcome Reception this evening. Participants will meet at the stylish Maritim Hotel Berlin foyer where you will experience authentic Bavarian music and folklore and enjoy culinary specialties from „milk-land“ Bavaria.

On Wednesday evening at 7:30, do not miss the social highlight of the World Dairy Summit 2009, The Gala Dinner.

Within the impressive setting of Hangar 2 at Tempelhof airport you will experience an extraordinary cultural program of culinary surprises where chefs will prepare specialties from Germany's different regions at various live cooking stations.

We look forward to seeing you there!

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