



2008 IDF MARKETING AWARDS GO GREEN

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Brussels, 5 August 2008 – For the third year, IDF celebrates achievements in marketing by organizing the 2008 IDF Marketing Awards. This year, a new category will cover environment to demonstrate the industry's responsible approach towards environmental issues.

The 2008 IDF Marketing Awards will cover four categories:

- Innovation
- Nutri-marketing
- Marketing Communications
- Environment

Dairy companies from all member countries are offered the opportunity to benchmark their branded marketing activities against those of dairy companies from other countries. "These marketing awards provide an opportunity to exchange best practice information about business development and revenue generation. Competitiveness, the generation of revenues, and a positive consumer message are the objectives of every dairy company and I believe the IDF can make an important contribution in these areas through these awards, said Jim Begg, the IDF President. These Marketing Awards are an important part of our IDF World Dairy Summit each year. I encourage dairy processors to celebrate successful marketing activities by submitting entries"

A panel of independent judges will organize the judging, short list 3 campaigns in each category and choose one as the winner. The winner of each category will be announced at the IDF World Dairy Summit in Mexico City, Mexico.

Procedure and rules are available from the IDF website at:
<http://www.fil-idf.org/WebsiteDocuments/IDFAWARDS08.pdf>

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Note to editors:

- The International Dairy Federation is the pre-eminent source of scientific and technical expertise for all stakeholders in the dairy chain.
- Membership covers 53 countries and is growing; IDF accounts for about **82%** 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 2008 edition of the IDF Marketing Awards are supported by Rabobank.