

IDF Press Release



IDF Dairy Innovation Awards 2011 announced

Brussels, 24 March 2011 – Following the success of last year's scheme, the International Dairy Federation is again partnering with FoodBev Media's Dairy Innovation magazine to present the IDF Dairy Innovation Awards 2011.

"The IDF Dairy Awards really showcase the performance and potential of the global dairy industry to producing innovative, safe and nutritious products sustainably. It is an excellent opportunity to take stock of current knowledge, share information and best practices" said IDF President Richard Doyle.

"The sector is continuously innovating to provide a variety of nourishing foods to a growing global population and the IDF Dairy Innovation Awards provide an ideal platform to demonstrate this continued commitment to innovation. The seven categories range from new products and ingredients to breakthroughs in packaging and sustainability, as well as initiatives in school milk and marketing. The IDF Dairy Innovation Awards will provide a unique annual snapshot of excellence across the industry. I invite all those in the international dairy industry to enter the awards today."

"Innovation in dairy is growing as fast, if not faster than any other sector of the food and drink industry," added Dairy Innovation Editor Geoff Platt. "These awards will be a great platform for us to celebrate excellence and innovation across the global dairy industry. And they will be an incentive and an inspiration for others in the industry to follow suit."

"We are delighted to collaborate with IDF for transferring knowledge on innovating practices. Entries close on 22 July, so I urge companies to visit www.idfdairyinnovationawards.com and download entry forms today".

A IDF Dairy Innovation Awards Showcase magazine will feature all entries, while finalists and winners will be presented at a special Awards Lunch as a highlight of the Marketing Conference during the 2011 IDF World Dairy Summit in Parma, Italy – from 17 - 19 October.

The Brands and Products category is kindly sponsored by Tate & Lyle. Other sponsors will be announced in due course

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Note to editors

About the IDF Dairy Innovation Awards

- For more information, visit www.idfdairyinnovationawards.com

About the International Dairy Federation

- IDF is the pre-eminent source of scientific and technical expertise for all stakeholders in the dairy chain.
- IDF is represented in 56 countries and membership is growing: IDF accounts for approximately 86% of the world's milk production at present.
- IDF aims to identify, elaborate and disseminate best practice at international level in order to guide the dairy sector and to harmonise members' work on a variety of issues along the dairy production chain including animal health and welfare, protection of the environment, nutrition, food safety and hygiene and food standards.

About IDF World Dairy Summit

The IDF World Dairy Summit 2011 will be held in Parma, Italy from 15-19 October 2011. This highlight of the year will play host to world-renowned experts from across the dairy industry that will attend with the purpose of sharing knowledge and debating ideas. It is also the meeting place where latest developments and innovative options are being presented for a profitable and sustainable dairy industry worldwide.

About Dairy Innovation

First published in 2005, Dairy Innovation is the only bi-monthly magazine to focus on product innovation in every sector of the international dairy industry. Published by UK based FoodBev Media, Dairy Innovation is read by over 15,000 decision makers in over 40 countries. For more information, visit www.foodbev.com

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