

IDF Press Release



Press Release New-look flagship publication 'IDF World Dairy Situation 2010' unveiled at the IDF World Dairy Summit

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Auckland, 9 November 2010 – The world dairy market is constantly growing and evolving. Every year, global production is increasing and fulfilling new needs and requirements in regions and continents around the world. The International Dairy Federation is aware that consumer needs are changing and the dairy sector must adjust to such demands quickly. Consequently, it has revamped its flagship publication: the IDF World Dairy Situation 2010 report.

The IDF World Dairy Situation 2010 has incorporated several changes designed to make it more usable and relevant to decision-makers and dairy-sector stakeholders concerned with continuously changing global dairy market conditions. It is also easier to use and reference thanks to its new innovative layout.

This updated edition is the result of close collaboration between experts and key organisations around the globe and within the IDF. Its contents, including statistics on production, consumption and trade in all regions of the world, as well as specific observations from IDF member countries, will help the reader to better understand and deal with the many challenges and opportunities facing the global dairy market. Many of these are driven by population and income growth, consumer health concerns and changing dietary patterns worldwide.

Commenting on the World Dairy Situation 2010 report, Bob Yonkers, Chair of the IDF Standing Committee on Dairy Policies and Economics said: "Despite ups and downs, world trade in dairy products continues to increase, rising 7% in 2009 compared to the previous year. That trend appeared to be continuing in the first half of 2010. New market exchange activity, reported in the World

Dairy Market Forum section of this report, is a reflection of this trend and an expectation that it will continue. The IDF World Dairy Situation 2010 brings strategic insights into this dynamic and growing world dairy market for use by producers of farm milk, dairy product manufacturers, and ultimately the end-users of those products around the globe."

The World Dairy Situation 2010 is considered an essential and very useful resource by the global dairy community and is presented at the annual IDF World Dairy Summit.

This publication is available from: www.fil-idf.org

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Note to editors

Founded in 1903, The International Dairy Federation represents the dairy sector worldwide by providing the best global source of scientific expertise and knowledge in support of the development and promotion of quality milk and dairy products to deliver consumers with nutrition, health and well-being.

The IDF is represented in 57 countries and membership is growing: the IDF accounts for approximately **85%** of the world's milk production at present.

The IDF aims to identify, elaborate and disseminate best practice at international level in order to guide the dairy sector and to harmonize 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.

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