



IDF Press Release



International Dairy Federation

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IDF UNVEILS A REVAMPED WEBSITE AND A NEW DAIRY NUTRITION WEBSITE

Brussels, 9 January 2008 - The IDF has today unveiled its revamped website. In addition to a new look and feel, and improved content, the redesigned website provides a direct access to an additional brand new IDF site focusing on nutritional aspects of milk and milk products at <http://www.idfdairynutrition.org>

"The revamping of our site reaffirms our commitment to help the online visitor find relevant information with more user friendly features. In addition, we have increased links between the various sections of our site so that in a specific area of work, the visitor can see the publications, relevant information and events matching this area. Print-friendly versions of the web pages are also available. All of these improvements are designed to find useful information faster and easier than before."

A direct link to the new IDF dairy nutrition website is included on the IDF main website. This dairy nutrition site is another example of IDF's commitment to focus on nutritional benefits of milk and milk products. It is mainly aimed at the consumer, the health professionals and the media.

"Constantly up-to-date, accurate, easy-to-access and useful information will be available. It is essential for the dairy sector worldwide to support good nutrition science, and this nutrition website will help us do a better job in delivering this message to various audiences. IDF's role is also to ensure global communication on the unique benefits of the consumption of milk and milk products for achieving better health and quality of life. We should make sure everyone is aware of it.", said Christian Robert, IDF Director General.

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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. Visit our revamped website at <http://www.fil-idf.org>