



CANADA WINS THE YVES BOUTONNAT IMP TROPHY 2009

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Berlin, 21, September 2009 - This year's International Milk Promotions (IMP) trophy was presented to Dairy Farmers of Canada. The winning campaign "Building Milk Volume Five Seconds at a Time" was developed by Ian MacDonald and features relevant, innovative ways to communicate healthy and natural dairy foods to teens in five seconds or less via television commercials.

After hearing presentations from the finalists, the Yves Boutonnat IMP trophy was presented following the Open Forum during the IDF World Dairy Summit in Berlin, September 21, 2009.

It was an extremely innovative calibre of entries this year with all the campaigns using new and creative ways to communicate with the consumer about dairy products. Five entries from three countries competed this year producing results of such high standards that it proved very difficult for the judges to select a winner. The winning campaign focuses on using five-second television commercials to reach the teenage consumer in a manner relevant to their lifestyles.

"As always, all entries demonstrated the good work going on around the world to promote the interests of dairy. The campaigns covered a diverse range of topics from promoting dairy health messages directly to general practitioners via representatives from the pharmaceutical industry to efforts to revitalize the importance of the entire dairy industry in providing healthy nutritious foods to consumers. All the campaigns showed a positive effect on the attitudes and behaviour of consumers to favour and stimulate consumption of dairy products", said Craig Plymessenger, Chairman of the IMP.

The finalists for the 2009 IMP Trophy competition were:

Dairy Australia: "Picasso – Cows"

Dairy Farmers of Canada: "Building Milk Volume Five Seconds at a Time"

Dairy Farmers of Canada: "Taking Science to Market – Recharge with Milk"

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Note to editors:

- The IMP Trophy competition was initiated in 1989 by the IMP Group. It is a means of showcasing, to dairy farming and industry delegates attending the annual IDF World Dairy Summit, the best generic advertising campaigns created recently amongst the group. In honour of one of their founding member, Yves Boutonnat, it is now called the Yves Boutonnat International Milk Promotion Trophy.
- Entries are submitted to the IMP Group mid -year meeting where they are subject to peer-review, analysis and judging. The top 3 are selected to present their campaign and the winner is elected by secret ballot. The winner is considered the best in promoting the nutritional benefits and the healthy image and lifestyle of dairy foods.
- The International Dairy Federation is the pre-eminent source of scientific and technical expertise for all stakeholders in the dairy chain.
- IDF is represented in 58 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 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.