



IDF PRESS RELEASE

Belfast, 30th October 2017

GLOBAL DAIRY LEADERS CALL FOR UNITED APPROACH ON CONSUMER CONFIDENCE

**World dairy leader issued a call for the industry to united and embrace
enthusiastically the challenge of securing consumer confidence**

Speaking at the International Dairy Federation World Dairy Summit in Belfast, industry leaders from the UK, China, Japan and Australia underlined the importance of communicating effectively with consumers who are looking for reassurance on the integrity and quality of dairy foods at a time anti-dairy activism is on the rise.

Paul Vernon, chief executive of Gambia Cheese and chairman of Dairy UK, the UK industry trade association, said: *"The world and the dairy sector has changed massively over the past 30 years and the way we are communicating with consumers has changed too. Dairy is a superfood and we need to ensure that message is heard loud and clear by consumers who are under a constant barrage of misleading and ill-informed messages about dairy."*

Tomas Pietrangeli, managing director of Arla UK: *"At a time when there is a need around the world for more nutritious food, dairy should be a critical part of the solution. However, the myths and scare stories that are being presented about dairy does give the industry a potential crisis and in the UK and Europe we could be facing an existential threat from anti-dairy campaigning."*

"We have a bright future, we have the ammunition and we need to play to our strengths. Changing the visual image of milk and focusing on young women is essential in establishing the message that one of the greatest sources of foods is still relevant and part of modern day life."

"It's time to get behind the goodness and time to debunk the anti-dairy myths and unsubstantiated claims."

Zheng Jianqiu, executive president of Yili Dairy, China, said: *"The burgeoning Chinese dairy industry is working very hard to develop solidarity across the supply chain and with consumers. Our vision is to be the most trusted supplier of nutritious dairy foods. It is important that dairy's voice is heard by the whole of society."*

Kazuo Kawamura, president of Meiji, Japan: *"It is vital that the industry fully explores the new methods of communicating with suppliers, consumers and customers going forward. The need for greater global cooperation and planning is of paramount importance to avoid potential future crises."*

Barry Irvin, executive chairman of Bega Cheese focused on ensuring that transparency and honesty was the cornerstone of all communications with stakeholders.

Dr Judith Bryans, president of the International Dairy Federation, said: *"The message from across the global sector is quite clear - the industry must be committed to highlighting the nutritional benefits of dairy and confronting the many myths that are peddled by the anti-dairy lobby. It is a major challenge but one that dairy can rise to."*

Notes

Pictures attached. More pictures available on request.

Contacts

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The International Dairy Federation

The International Dairy Federation (IDF) is the leading source of scientific and technical expertise for all stakeholders of the dairy chain. IDF engages all stakeholders in productive activities and research projects to further current knowledge and science on a wide range of issues. Today, dairy is one of the most vibrant and strategic sectors, with a major impact

on national economies, public health and the environment. Through its working bodies, events and work programme, IDF provides a common platform, systems and processes for the global dairy sector to come together to reach consensus. Given its consensus-building capacity, IDF represents the global voice of dairy towards stakeholders and intergovernmental organisations. For more information, please visit www.fil-idf.org. communications@fil-idf.org

IDF World Dairy Summit 2017

The IDF World Dairy Summit is the foremost international conference event for all dairy sector leaders and stakeholders. The conference, "Making a Difference with Dairy", is running from Monday 30th October to Thursday 2nd November at the Belfast Waterfront, an award-winning venue in the city centre. For more information on the individual conference programmes, technical tours and social events, please visit: <http://www.idfwds2017.com>.

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